

STANDARDIZATION IN THE LUMBER INDUSTRY.



A study of the simplification, identification, guaranteeing, and advertising of lumber.

by

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PREFACE.

It is due to the fact that the writer was born and raised in the lumber business and that he had at one time expected to go into the lumber industry upon the completion of his schooling that this discussion is undertaken.

Although the writer knew something about the lumber business from the viewpoint of a small-town lumber yard, he knew very little about the conditions in the industry as a whole--the economics of it or any of the movements within the industry.

The writer realized that the economic problem probably was the greatest problem within the industry but felt that perhaps it was too technical a problem for an amateur lumberman.

Nevertheless, it was found after some study that there was another movement in progress which promised to be very interesting and very important in the progress of the lumber industry--the movement for standardization.

The movement for standardization of the lumber industry is of interest to all lumber interests--producers, distributors, retailers, and wood-users.

The progress of the movement has been mostly due to the efforts of the various manufacturers. Thus the producers or manufacturers know more or less of the program. Although the distributors, retailers and consumers have been

told from time to time of the progress of the movement, the writer felt that this knowledge was somewhat scattered and incomplete. This discussion attempts to give the history of the movement. It should be of primary interest to all retail lumber dealers, distributors, architects, contractors, and manufacturers, and of some interest to the ultimate consumer.

Most of the material in this paper has been taken from the lumber trade journals and literature sent out to the National Lumber Manufacturers Association and the United States Department of Commerce. This material has been supplemented with material from other periodicals and from personal interviews with men familiar with the lumber industry.

The writer wishes to thank Mr. Frank T. Stockton, Dean of the School of Business of the University of Kansas, for his helpful cooperation in compiling this material. The writer also wishes to thank Mr. Burdett Green, District Manager of the National Lumber Manufacturers Association for his efforts in correcting the compilation of this material from the standpoint of the lumber industry.

INTRODUCTION.

"Many people think of standardization as a process by which we are forced into living in identical houses, fronting on reticulated sidewalks, ornamented by rigidly uniform shade trees, a world where the Rolls-Royce and the Ford differ only by dimensions; where we shall dress, walk, talk, and act alike; where the ladies must abandon their devoting to transitory style, and express their individual beauty through a standard hat with a standard feather in a standard curl; where with carefully controlled temperatures, and air currents, the smoke shall rise from every chimney at a fixed time in identical curlicues only to condense into standard clouds moving at constant speed.

"Against this stubborn rigidity and tedious monotony is the conception of the individualist, the person who simply must be different, and who thinks that 'nothing that is, is right,' and must be changed, regardless of cost."¹

Surely these two views are extreme and absurd. It would seem that there was a happy medium where the advantages of simplification and standardization could be gained and still retain a satisfactory part of the individualism.

1. Hudson, Ray H. Standardization, Simplification, and Advertising. Talk given before the Washington Advertising Club, Washington, D.C. October 30, 1928. U. S. Department of Commerce. pp.1-2.

In the following pages the writer attempts to explain how and to what extent the lumber industry has reached this happy medium .

SCOPE OF THE SUBJECT.

There are several factors in the movement of standardization; first, the simplification of sizes, grades, and nomenclature; second, identification or the regional grade-marking and the national trade-marking of the simplified product; third, the financial guaranteeing of the quality and manufacture of the product; and fourth, the advertising of this quality product on a national scale to the general consuming public.

According to the New Standard Dictionary, standardization is the art or process of conforming to any measure or extent, quantity, quality, or value, established by law, general usage, or consent. In other words, standardization is the act of putting into every-day use such measures of quantities, qualities, and values as may be established.

The first chapter of this discussion deals with the simplification of the sizes, grades, and nomenclature of lumber. Simplification is the art or process of rendering simple, or making less complex, and less difficult. Simplification within the lumber industry took form under the term "American Lumber Standards", which, when established, will be the standards under which lumber will be manufactured and sold.

The second, third, and fourth chapters deal with the identification of this simplified product. The identification of lumber is the act or process of marking lumber in such a way that the manufacturer and the quality of the product will immediately be known and recognized. Identification takes form in either grade-marking or trade-marking or both. Grade-marking is the practice of placing the grade or quality of each piece of lumber on that piece in plain understandable English in accordance with certain accepted principles. Trade-marking is the practice of placing brands or insignia on the product which shows the source of manufacture. They are both used as representative of quality of lumber.

The movement of identification of lumber has been promoted by three interests, namely, the individual lumber manufacturers, the regional lumber trade associations, and the national association of lumber manufacturers. The national plan of identification will terminate in the combination of the regional manufacturer's grade-mark and the national tree trade-mark.

The national tree trade-mark not only signifies that the product that bears it is manufactured in accordance with the American Lumber Standards but that the quality is financially guaranteed. The guaranteeing of lumber is discussed in the fourth chapter.

The last chapter deals with the advertising of this guaranteed product to the consumer, on a national scale, telling him how he can be sure of receiving lumber of standard size, grade and quality. It also gives the advantages and the results of the product thus simplified, identified, and financially guaranteed.

The reader must bear in mind the date of the study, due to the fact that the movements discussed herein are being developed from time to time. Although the part that has already happened may be readily accepted, certain generalities are made that are evident now but that may or may not be correct at some future date. For instance, all of the advantages that will accrue from the American Lumber Standards and from guaranteed lumber have been given in the future tense as they must be predicted, due to the fact that as yet most of these advantages have not been realized.

INTRODUCTION TO SIMPLIFICATION.

The process of simplification is called "Simplified Practice." It means the reduction of variety in sizes, dimensions, etc., of everyday commodities as a means of eliminating waste, decreasing costs and increasing values in production, distribution and consumption.²

2. Ibid., p. 3

The work of simplification today is promoted by each industry with the aid of the services of the Division of Simplified Practice. The Division of Simplified Practice is a part of the U. S. Department of Commerce. It came into existence upon the suggestion of Herbert Hoover, Secretary of the Department of Commerce, in December, 1921. It serves as a centralizing agency to cooperate with industry in obtaining the gains which previous demonstrations have shown to be possible.

Simplified practice is applied by the collective action of producers, distributors, and consumers, with the cooperation of the Division of Simplified Practice. Its purposes are to release capital investment, to reduce inventory, and storage space, and to cut other costs; to increase stock turnover; and to stabilize production, distribution and employment.³

The Division of Simplified Practice does not force its services upon any industry. It responds only when its services have been solicited and then it only advises and suggests; it does not issue orders or make conclusions.

3. Simplified Practice: What It Is and What It Offers.
U. S. Department of Commerce. 1929. p. 1.

The Division has no police power to enforce the decisions of the industry nor does it want any. It is the problem of the industry to see that the provisions of simplification are enforced.

The question might well be asked, "Why should not simplified practice be undertaken by legislation?"

It is felt that self-government has been one of the prime objectives of our Government, that its application by industry to its own problems is just as vital to commerce and industry as to political affairs. Also, it has been proved by experience, that legislation, once adopted, is lacking in flexibility or adaptability to changing trends or conditions, or to improvements due to invention.⁴

According to strict definition, the terms standardization and simplification are not synonymous--simplification being the act of rendering simple and standardization being the act of conforming to a set measure--⁵ but in the actual development with the lumber industry it is hard to distinguish what is strictly simplifying and what is strictly standardizing. Thus in this discussion the terms will be used more or less synonymously.

4. A Primer of Simplified Practice. U. S. Department of Commerce. 1926, pp. 32-33.

5. Ibid. p. 9.

It can be said, however, that simplification is a preliminary and necessary step to standardization. The discussion on the American Lumber Standards or simplification includes the movement of the lumber industry to simplify sizes, grades, and nomenclature of both softwood and hardwood lumber, and its resolutions to conform to these simplified standards.

The importance and necessity of the movement of simplification for the lumber industry is shown by the fact that when the Hoover Committee on Waste in Industry made its survey of waste in production in 1921, it was found that the waste in the lumber industry alone amounted to 53%.⁶

6. Hudson, Ray H. Increasing the Purchasing Power of the Consumer's Dollar. A talk given before the Family Finance Division, General Federation of Women's Clubs. San Antonio, Texas. U. S. Department of Commerce. June 2, 1928. p. 3.

CHAPTER I.

AMERICAN LUMBER STANDARDS.HISTORY OF AMERICAN LUMBER STANDARDS.

The name or term "American Lumber Standards" means just what it implies--standards "by which lumber should be manufactured and sold."¹

The problems of simplification and clarification of sizes, nomenclature, and grades of lumber, and of trade practices within the industry have been before the lumber industry for many years. It has long been recognized that, even though cut from different species, lumber of similiar characteristics and intended for similiar purposes could be produced, merchandized, and applied in accordance with fixed standards. Difficulties have arisen because of the wide variation in regional practices as to sizes, grades, and names, which have reacted to the disadvantage of the user, retailer, wholesaler, manufacturer, and indeed, to all groups interested in lumber. Gradually it has been realized that sane standardization offers promise of increased economy, more profitable and stable business, and markedly better service.

1. Robison, Walter. American Lumber Standards, Kansas Citian, September 18, 1928, p. 701.

The first constructive advance in the solution of the problem of standardization dates back to the convention of the American Lumber Congress in 1919, when an organized program was adopted looking toward the simplification of lumber-grading standards, greater uniformity in the basis of similiar grades of competing species, and the standardization of sizes of yard and factory lumber. The basis for their project was at hand in the work of the Forest Products Laboratory of the United States Department of Agriculture, which had been studying, investigating, and urging national lumber standardization for many years. During 1920 and 1921, progress, although continuous, was slow, but early in 1922 the lumber industry asked for the cooperation of Mr. Herbert Hoover, Secretary of Commerce. He responded to the request with suggestions for hastening results and with an offer of cooperation in activities along definite lines. These offers were to be specifically directed toward the realization of the proposals for simplification and standardization and toward the development of more adequate quality guarantees to the lumber-using public.

As a result of the efforts of the Secretary of Commerce and of several discussions, which took place at various meetings, a General Conference of 110 representatives of all lumber interests, consisting of manufacturers,

distributors, and consumers, including the various Governmental groups, as well as architects, engineers, and other technical experts, was held in Washington in May, 1922. Working through subcommittees, the conference developed unanimous resolutions of the industry to go forward in the formulation and adoption of the necessary standards in sizes, grades, and methods of interpreting, enforcing, and applying these standards.

In August of the same year a Second General Conference was held in Chicago consisting of 140 representatives of all lumber interests, at which time the plan was worked out more in detail. A Central Committee was formed to act as an executive steering organization in drafting concrete recommendations. This committee proceeded to organize a larger group known as the Consulting Committee on Lumber Standards. Its members were appointed from all interests for the purpose of working out detailed data and drawing up appropriate recommendations. During the period between July, 1922, and December, 1923, these two committees met eight times to discuss the problem and to formulate plans for its solution. A considerable number of non-members attended the meetings in which special points of interest to themselves were being discussed. Thus the industry gave thorough-going consideration to the matters finally embodied in the recommendations submitted at the Third General Conference in December, 1923.

The Third General Conference consisting of representatives of all lumber interests, assembled to consider the report of the Central Committee. Secretary Hoover opened the first session with a brief resume of the industry's efforts toward standardization and outlined the cooperative position of the Department. At the close of this meeting Sections 1 to 38, inclusive, had been read, in some cases modified, and in all cases ratified by unanimous approval of all interests attending. Also, provisions were made for the completion of the Standards at another conference that was to be held the following April.²

This finished, the lumber industry through the cooperation of all of its groups had attained two great objectives:

"First, by the elimination of unnecessary and often wasteful sizes, the number of actual finished yard lumber items has been reduced nearly 60 per cent, and by fixing definitions of basic grades, a firm foundation has been established for grade equalization. Such simplification of business practices means economies of great magnitude.

Second, through the operations of the recommendations, the home-builders of America are assured the production of Standard lumber and standard products maintained by the united force of the industry."³

In April, 1924, a Fourth General Conference was held for the consideration of the remaining details necessary for the completion of the lumber standardization undertaking.

2. United States Department of Commerce, Simplified Practice Recommendation No. 16, 1925. pp. 17-30.

3. Ibid., p. 20.

Again the Central Committee on Lumber Standards submitted recommendations for consideration and adoption by the General Conference. Sections 39-81, inclusive, were read, modified, and were unanimously approved by all interests. This meant that after the signing of acceptances by all concerned that the simplification of sizes, nomenclature, grades, and trade practices in yard lumber had reached reasonable completion. Provisions were made whereby a general conference of all lumber interests was to meet once a year for the purpose of amending and bringing the standards up to date.⁴

In the lumber industry's advance toward standardization, one of the most outstanding accomplishments was the resolution offered by 26 retail lumber organizations representing all parts of the country endorsing the Standards for yard boards and dimension in the interests of progress. This accomplishment is outstanding because standardization at first was a problem of the manufacturers and without the cooperation of the retailers the movement would be greatly hampered in its advancement.⁵

In establishing the American Lumber Standards, the lumber industry has set a precedent for other basic industries, and has established a method of procedure which

4. Ibid., pp. 25-26

5. Ibid., pp. 20.

it is confidently expected will prove a most important business facility and an immensely powerful ethical control in our developing commercial structure.⁶

As provided for in the General Conference in 1924 the Conference of producers, distributors, and consumers met in May a year later, to consider and take action upon certain recommendations looking toward the revision and further completion of the softwood lumber standardization program.

In opening the meeting Secretary of Commerce Herbert Hoover, in speaking of the progress of lumber standardization, said, in part:

"I am glad to tell you that the survey made by the Central Committee on Lumber Standards shows that during the past quarter the standards already established have been used in the movement of nearly 90 per cent of all the lumber in the country. This is, indeed, a most astonishing success. It has been estimated by responsible members of the industry that the waste already eliminated runs into tens of millions annually. It is just as important to the public as a reduction of taxes. The work of this annual conference has given a leadership to thought as to practical methods of conservation as opposed to mere preachment."

Mr. Hoover also gave many benefits that were being and could be gained from standardization. He gives them in a very forceful way:

"The consumer is the person who has the most to gain from work of these conferences; for, through protection from fraud and preservation of forests

6. Ibid., p. 20.

he is the ultimate gainer. Also he has the power to enforce these standards. If the consumer can be brought to place all orders on the specifications of "American Lumber Standards," he is not only protecting himself but is promoting the vital interests of the country. Our railroads, our constructors, builders, architects, wholesale and retail dealers can, if they will cooperate, put these measures in force. I am also interested in this problem for its further importance that its great purpose is conservation, or elimination of abuses. Here is one of the largest of our industries taking a leadership in the improvement of the most complex and technical of trade practices; doing it at the hands of men actually in the business itself, and doing it with a resolution that it is up to the industry to demonstrate its full purpose as a part of our national life. Above all, it is accomplishing these ends by voluntary action, not by the extension of law. I am convinced that if your difficult problem can be fought out on this line you will have demonstrated that our business problems can be solved better in public interest by industry itself than by Governmental regulation."⁷

As before, suggested additions and amendments to the Standards were brought in by the Central Committee.

They were read, modified, and unanimously adopted making the American Lumber Standards for softwood lumber complete.⁸ These amendments will appear as part of the revised Standards that will be given at the end of this discussion.

Since their completion the Standards have been amended in 1926, 1927, and 1928. In 1926 there were several amendments, the only important one was the changing of the sizes of yard boards and dimension from

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7. United States Department of Commerce, Simplified Practice Recommendation No. 16, Second Revised Draft, 1926. p. 82.
8. Ibid., p. 83.

a dual-size standard to a single-size standard.⁹ In 1927 the Standards for hardwood lumber were added and some minor changes were made in the definitions and grades of shop lumber. These changes will be brought out in detail under the summary of the Standards.

In 1928 the General Lumber Conference met to amend and bring the Standards up to date. It heartily endorsed a plan in support of the American Lumber Standards, in which the National Lumber Manufacturers Association undertook to promote nation-wide use of guaranteed lumber--association grade and trade-marked American Standard Lumber. It also voted upon and accepted amendments in regard to nomenclature, patterns, and definitions and sizes of softwood factory and shop lumber.

The Conference discussed another important project, that of moisture content. Under the American Lumber Standards, as of 1926, the sizes of standard lumber were based upon the commercially dry shipping weights of the regional groups of manufacturers issued after approval by the Central Committee on American Lumber Standards and in effect when the shipment was made. Under the moisture content theory, lumber should be a certain size when it contained a designated per cent of moisture.

In 1926 the Central Committee appointed a committee known as the Sub-Committee on Shipping Weights and Dryness

9. Ibid., pp. 86-87.

of Lumber, which working in full cooperation of the Forest Products Laboratory, was to work out rules for definite shipping weights and dryness of lumber. This Sub-Committee, after a survey of the project, made the proposal to the Consulting Committee: (1) That, in view of the fact that at least three associations of manufacturers do not recommend their commercially dry shipping weights, which had been compiled for another purpose, as a basis to employ in measuring lumber for compliance with the rough and dressed sizes in the American Standards, reference to shipping weights for that purpose be eliminated from the American Standards. (2) That, in the light of the data secured through extensive studies conducted by the Forest Products Laboratory on the dryness of lumber as shipped from the mills under best seasoning practices, average shrinkage in drying, amount of change in lumber drying in transit, and practical methods for measuring lumber dryness, it was entirely practicable to set an average percentage of moisture content for the different classes of lumber at which the American Standards should be measured. (3) That, in addition, these data and the practical experience of the industry indicated that lumber could be classified into several different classes with respect to average moisture content.¹⁰

10. Basis for Measurement of American Standard Thicknesses and Widths. National Lumber Bulletin, April 7, 1928, p. 5.

Then the Sub-Committee working in connection with the Consulting Committee on Lumber Standards and reporting to the Central Committee suggested the elimination of association shipping weights (as given above) as a basis for determining whether or not lumber is of American Lumber Standard thickness and width, and as a substitute, recommended that the dressed dimensions specified in the Standards be the minimum lumber dimensions when measured as of a moisture content of 20 per cent for common lumber, and 14 per cent for select lumber. It also recommended that lumber having an average moisture content of more than 24 per cent be defined as green lumber; that lumber having an average moisture content between 15 per cent and 24 per cent be designated as shipping dry lumber; and that lumber having an average moisture content of 15 per cent or less be defined as commercially dry lumber.¹¹

But when these recommendations were placed before the General Conference they were discussed but were not voted upon because it was evident that they were not ready to take action due to the fact that there was doubt upon the part of some of the associations as to the practicability of the defined percentages of moisture content

11. Important Conference on Trade Extension. American Lumberman, March 17, 1928. p. 34.

being applicable to classes of lumber rather than the respective species of lumber. It was decided to leave the question open for further investigation and study until the Standardization Committee should meet in November.¹²

At this time there was another reason that prevented the adoption of the moisture content theory. As yet, no satisfactory method or machine for testing the moisture content in the lumber had been found or discovered. In May 1928, however, an electrically operated moisture detector, which determines and records at any desired location the moisture content of lumber, was invented by Mr. T. E. Heppenstall, of the Long-Bell Lumber Company. This machine has been subjected to many tests and has proven thoroughly practical.¹³ Shortly after the first of the year 1929 the Long-Bell Lumber Company prepared to manufacture the Heppenstall Moisture Detector in large quantities in order to meet the growing demands of the trade.

Late in November, 1928, the Consulting Committee on Lumber Standards settled the question of a basis for measurement of standard sizes by passing the resolution

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12. General Conference Endorses Grade and Trade-marked Lumber. American Lumberman, May 12, 1928, pp. 52-53.
 13. Another Long-Bell Improvement. Long-Bell Service Bulletin, January-February, 1929. p. 14.

that the American Standard sizes shall apply to lumber in the condition of seasoning as sold and shipped; that the specifications dealing with lumber seasoning shall be left for development by each regional manufacturers association in accordance with its own conditions and requirements; and that the specifications adopted from time to time by any regional association shall be filed with the Central Committee on Lumber Standards.¹⁴

The above gives us a summary of what has been happening in the softwood field. But what has been happening in the hardwood field? For several years the National Hardwood Inspection Rules Committee largely, the Hardwood Manufacturers Institute, the National Lumber Manufacturers Association, and the Central Committee on Lumber Standards, with the assistance of the Forest Products Laboratory of the United States Forest Service, and of the Department of Commerce, have been studying and preparing basic grading provisions and standards for hardwood lumber. Early in June, 1926, these standards were approved by the Hardwood Consulting Committee and were presented to the Central Committee on Lumber Standards. Later in June, these standards were established by unanimous vote of the Central Committee and were added to the American Lumber

14. Lumber Industry Confers on Standards. American Lumberman, November 24, 1928, p. 45

Standards subject to annual revision, which has subsequently been done by the above mentioned groups.¹⁵

SUMMARY OF THE AMERICAN LUMBER STANDARDS OF SOFTWOOD
AND HARDWOOD LUMBER¹⁶

The American Lumber Standards as adopted by the General Conference of all lumber interests, assisted by the Department of Commerce and the Bureau of Standards, contains recommendations that recognize classifications, nomenclature, basic grades, sizes, descriptions, measurements, tally, shipping provisions, grade-marking, and inspection of both softwood and hardwood lumber.

SOFTWOOD LUMBER

Section I. Lumber Classifications. Lumber is the product of the saw and planing mill not further manufactured than by sawing, resawing, and passing lengthwise through a standard planing machine, cross-cut to length, and matched. Lumber is divided into three classifications: (1) use; (2) size; and (3) manufacture.

Lumber is classified by its principle use (1) into: (a) yard lumber; (b) structural timbers; and (c) factory or shop lumber. Yard lumber (a) is lumber that is less than 6 inches in thickness and is intended for general building purposes. Its grading is based upon the entire

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15. National Lumber Manufacturers Association--Its Activities. National Lumber Manufacturers Association. p. 4a.
16. United States Department of Commerce, Simplified Practice Recommendation No. 16, Second Revised Draft, 1926, pp. 1-61.

piece. Structural timbers(b) are sizes of lumber that are 6 inches or over in thickness and width. Their grading is based upon the strength and the use of the entire piece. Factory or shop lumber (c) is lumber intended to be cut up in further manufacture. Its grading is based upon the usable area.

Lumber is classified according to its size (2) into: (a) strips--lumber less than 2 inches in thickness and under 8 inches in width; (b) boards--lumber less than 2 inches in thickness and 8 inches or over in width; (c) dimension--all yard lumber except boards, strips, and timbers, that is, yard lumber, 2 inches and under 7 inches in thickness, and any width; and (d) timbers--lumber 6 inches or larger in the least dimension.

Lumber is classified according to its manufacture (3) into: (a) rough lumber--undressed as it comes from the saw; (b) surfaced--lumber that is dressed by running through a planer; and (c) worked lumber--lumber which has been run through a matching machine, sticker, or molder.

Section II. Nomenclature of Commercial Softwoods.

This section gives the standard commercial names for lumber cut from principal species of softwoods which shall be used in the construction of contracts, in the formulation of lumber-grading rules, in the terms of purchase, and in the sale of American Standard Lumber. It also gives the botanical name of the species opposite the preferred commercial name.

Section III. Basic Grade Classification for Yard Lumber. Yard lumber as used here is meant lumber that is manufactured and classified into those sizes, shapes, and qualities required for ordinary construction and general-purpose uses, excluding heavy timbers, softwood and hardwood factory lumber and other special-use materials. Yard lumber is graded into two main classes: (a) select lumber and (b) common lumber. Select lumber--lumber which is generally clear, containing defects limited both as to size and number, and which is smoothly finished and suitable for use as a whole for finishing purposes, or other uses in which large, clear pieces are required--is divided into two classes (1) that suitable for natural finishes and (2) that suitable for paint finishes. The class that is suitable for natural finishes is divided into Grades-- A and B. Grade A must be practically free of knots and Grade B allows a few small defects. The class that is suitable for paint finishes is divided into Grades--C and D. Grade C allows a limited number of defects that can be covered with paint and Grade D allows any number of defects or blemishes which do not detract from a paint finish. Common lumber--lumber containing numerous defects and blemishes which preclude it from use for finishing purposes, but which is suitable for general utility and construction purposes--is divided into two classes (1) that suitable for use as a whole for purposes in which

surface covering or strength is required and (2) that which permits very coarse defects which may cause waste in the use of the piece. The class that is suitable for use without waste is divided into Grades--No. 1 Common, and No. 2 Common. Grade No. 1 Common must be sound and tight knotted stock, with limited defects and blemishes and Grade No. 2 Common allows large and coarse defects. The class that is suitable for use with waste is divided into Grades--No. 3 Common, No. 4 Common, and No. 5 Common. Grade No. 3 Common allows larger and coarser defects than No. 2 and occasional knot holes; Grade No. 4 Common allows the coarsest defects such as decay and holes; and Grade No. 5 Common must hold together under ordinary handling.

Section III.(a) The Sizes of Yard and Industrial Lumber.

At first it was thought that it would be best to have two standard sizes for 1 inch boards (yard) and 2 inch dimension (yard) or in other words a dual-size standard. Under the dual-size standard 1 inch boards were to be planed to $25/32$ inch and $26/32$ inch (measured at standard commercially dry shipping weight and moisture content for each species) and were to be known as "standard board" and "extra-standard board," respectively. Also 2 inch dimension was to be planed to $1\ 5/8$ inches and $1\ 3/4$ inches in thickness (measured at standard dry shipping weight and moisture content for each species) and was to be known as "standard dimension" and "extra-standard dimension," respectively.

This caused a great deal of confusion and dissatisfaction in the lumber trade. In order to arrive at a single standard for 1 inch and 2 inch material, and yet provide a thicker size for those dealers and consumers who required it, the conference unanimously voted that the "standard" sizes--that is $25/32$ inch for 1 inch finish and common boards and $1\ 5/8$ inch for 2 inch finish and dimension--be known as "standard yard lumber," and that the "extra-standard" sizes--that is $13/16$ for 1 inch finish and common boards and $1\ 3/4$ inches for 2 inch finish and common boards--be known as "standard industrial lumber." Thus the sizes of lumber although divided into two classes--yard and industrial--were to be of a single-size standard.

Section III also gives the standard sizes of rough dry lumber. The standard rough dry thickness of the standard yard board shall be not less than $29/32$ inch, of the standard industrial board shall be not less than $30/32$ inch, of finish, common boards, and dimension of standard sizes $1\ 3/4$ inches and thicker shall not be less than $1/8$ inch thicker than the corresponding standard finished dry thickness. There are allowances of 10 percent to 20 percent of the shipment according to the lumber which may be slightly smaller or larger than the standard. The standard rough dry width of finish of 3 inches in width shall be not more than $1/4$ inch less than the nominal width; of finish of 4 to 7 inches in width, inclusive, shall be not more than $3/8$ inch less than the nominal width; and widths 8 to 12

inches, inclusive, shall be not more than 5/8 inch less than the nominal widths. The standard rough dry widths of common boards and dimension, 7 inches and narrower in width shall be not more than 1/4 inch less than the nominal widths, and the widths 8 to 12 inches shall be not more than 3/8 inch less than the nominal widths.

The American Lumber Standards do not consider the standard odd lengths of yard and structural material with the exception of a few enumerated odd lengths. As stated above the shipping weights to be used in determining thickness and width have been changed from the commercially dry shipping weights of the regional groups to the condition of seasoning of lumber as sold and shipped by each regional group. A list of the designs, sizes, and numbers of the "standard and universal" mouldings are given and all other designs and sizes are to be considered "special."

In describing lumber all sizes specified by the Standards shall be considered "standard" and all other sizes shall be considered "special." In measuring lumber of standard size, it shall be tallied board measure. In special sizes, it shall be tallied as to the standard rough size that was used in its manufacture. In regard to the practice of grade-marking, the Standards says that the principle is approved. However, this point will be discussed in greater detail later.

Section III closed with the definitions and regulations relative to the grades, sizes, shipping provisions, and

specifications of red cedar shingles.

Section IV. Structural Material. Structural material shall be graded as (a) Dense Select, (b) Select, (c) Dense Common, and (d) Common. It is divided into classes according to its uses; (a) joist and plank, (b) beams and stringers, and (c) posts and timbers. Structural material is graded upon the strength of the piece. Decay is not allowed and the size and the number of the knots are limited, according to the grade. The Grade Dense Select is selected for its density of growth, and the Grade Select is selected for its rate of growth.

Section V. Softwood Factory and Shop Lumber. Factory and shop lumber shall be graded on the basis of the percentage of the area of each board or plank available in cuttings of specified or given minimum sizes and qualities. The standard thickness of factory lumber is $25/32$ inch for 1 inch and $1\ 5/32$ inch for $1\ 1/4$ inch, etc. The standard widths of factory lumber shall be 5 inches and over, with permission to ship in random widths unless specified. The standard lengths shall be 6 feet and over in multiples of 1 foot. The grades of factory lumber are Nos. 1 and 2 Clear Factory, and No. 3 Clear Factory. They are based upon the clearness of the section cut from the original lumber. Shop lumber shall be graded for cuttings of minimum and larger sizes, or for permissible defects, with reference to its use for general cut-up purposes. The grades of

shop lumber are Tank and Boat Stock, First and Seconds, Selects, No. 1 Shop, No. 2 Shop, and Box. They are based upon the size of and the usefulness of the piece after it is cut from the original lumber.¹⁷

Section VI. Lumber Inspection Provisions and Service.

Lumber must be accepted on grade in the form in which it is shipped. Any change in its form will prohibit an inspection for the adjustment of claims. In case of complaint on account of the grade or tally of any shipment of standard size or grade, official reinspection shall be available. In case shipment consists of "special" grades of lumber, official reinspection shall be available only when the exact specifications are furnished. Upon receipt of complaint from the purchaser the seller shall immediately request the association under whose rules shipment has been made to provide for official reinspection or remeasurement. The expense of such reinspection or remeasurement may be divided between the buyer or seller as agreed, although the person calling for the reinspection is held responsible. In case of complaint the buyer must hold the disputed material intact, properly protected, for not exceeding 30 days and must file complaint with seller within 5 days. A shipment is to be of the grade as invoiced if 95 per cent is found by reinspection to be of the said grade. In case

17. United States Department of Commerce, Simplified Practice Recommendation No. 16, Second Revised Draft, Supplement, June 16, 1927, p. 8.

of de-grades, the de-grades shall be the property of the seller. There shall be created by the lumber manufacturers a central bureau to promote uniformity and to maintain high standards of grading and inspection of lumber. Each manufacturers association shall furnish to such central bureau complete information descriptive of plans and rules of its inspection department. The central bureau in turn is to furnish a copy of each of these reports to all of the other associations. In case of reinspection by a regional association and the complaint can not be settled, the National Lumber Manufacturers Association will represent the manufacturing shipper in arrangement for arbitration. The National Lumber Manufacturers Association will represent, by agreement, the subscribing regional associations of lumber manufacturers, and other lumber manufacturers, upon request, in matters involving the administration of inspection and the maintenance of the agreed American Lumber Standards. The formulation of regulations for the administration, supervision, and conduct of inspection service, be exclusively by the lumber industry and not be Governmental regulation. Regional associations shall conduct their own inspection and reinspection service, as nationally administrated inspection of lumber is not now practicable. The associations shall prepare their grading rules and shall endeavor to abide by them as they have agreed. The association shall be held responsible for the maintenance by its individual members

or subscribers of said size standards, basic grade classifications, and inspection standards. Lumber manufactured, graded, measured, and described, as herein provided, shall be considered American standard lumber. In the sales contract of American standard lumber the following clause should be used: "Shipment under this contract shall be in accordance with the American Lumber Standards."

Section VII General. (To apply to both Softwood and Hardwood lumber.) This section gives a list of the standard abbreviations and their meanings, as they are used in contracts and other documents arising in the transactions of purchase and sale of American standard lumber. It also gives the definitions of the maximum defects and blemishes. A defect is any irregularity occurring in or on wood that may lower some of its strength, durability, or utility and a blemish is anything, not classified as a defect, marring the appearance of the wood.

HARDWOOD LUMBER¹⁸

Section I. Sizes, Thickness, Widths, and Lengths, Any definitions of hardwood lumber as given in the Standards shall be considered "standard" and all not appearing there shall be termed "special." Lumber of standard sizes shall be tallied by the rules of board measure and lumber of special sizes shall be tallied as of the standard rough size

18. Ibid., pp. 1-7.

used in its manufacture. The standard thickness shall be: $3/8$ ", $1/2$ ", $5/8$ ", $3/4$ ", 1", $1\ 1/4$ ", $1\ 1/2$ ", 2", $2\ 1/2$ ", 3", $3\ 1/2$ ", 4", $4\ 1/2$ ", 5", $5\ 1/2$ ", and 6". The widths shall be 3 inches and wider, in random widths except where specified. The standard lengths shall be 4 to 16 feet in multiples of one foot.

Section II. Grade Standards. The grade of hardwood lumber shall be determined by the percentage of area of each piece available in cuttings of given minimum sizes and qualities. The basic provisions define the poorest pieces admissible in a given grade, and each such grade shall contain all pieces of a quality up to that of the next higher grade.

The definitions and quality of cuttings may be of three classes, namely, (a) cutting--the portion of a board or plank obtained by cross-cutting, by ripping, or by both and must be flat enough to surface two sides to standard surfaced thickness after removable from the board; (b) clear face cutting--one having one face clear and the reverse face sound; and (c) sound cutting--one free from rot, heart-center, and shake, and free from other defects which materially impair the strength of the cutting. In the definitions of admissible defects, season checks shall be admitted unless so serious as to damage the lumber; bright sapwood is admissible unless otherwise required or specified; stain will not be admitted unless it will dress

out in surfacing to standard thickness or else be specifically permitted by the grade; and burls that do not contain knots or unsound centers shall be admitted. The standard grades shall consist of Firsts, Seconds, Selects, No. 1 Common, No. 2 Common, Sound Wormy, No. 3A Common, and No. 3B Common. They are based on the above defined admissible defect.

Section III. Nomenclature of Commercial Domestic Hardwoods. The American Lumber Standards Supplement contains a list of the standard commercial names for lumber cut from the principal species, or groups of species, of domestic hardwoods, which shall be used in the formulation of lumber grading rules and in the construction of contracts and the terms of purchase and sale of American Standard Lumber.

SOME ADVANTAGES OF AMERICAN LUMBER STANDARDS.

When definitely established and in effect the American Lumber Standards will be of great benefit to the manufacturers because they have simplified production. The number of standard items have been greatly reduced, thus reducing the cost of manufacture and also reducing the stock requirements of the manufacturer. This benefit of reduction of stock reflects not only to the manufacturer but to every one along the distribution channels of lumber. In 1926 it was estimated by responsible parties that the total savings attributable to the Standards was running

into the tens of millions of dollars annually. In 1928 it was estimated by reliable parties that the annual savings affected by these "Hoover measures" was amounting to the staggering total of two hundred and fifty millions of dollars.¹⁹

The American Lumber Standards will be of great benefit to the retailer because his stock will be more uniform and compact than formerly due to the reduction in the number of standard items. Under the old system, a retailer was oftentimes lead blindly into buying stock that was under a good selling thickness. The only thing that he could do was to store it separately from the standard stock and move it when he could, even if it were at cost or at a loss. The retailer will also be assured of more uniform grades, which will result in greater consumer satisfaction and good-will. However, the retailer will not reap the full benefits of more uniform grading until the product lumber is grade and trade-marked.

The greatest benefit of the American Lumber Standards, no doubt, will fall upon the consumer. The consumer will be more assured of uniform sizes and grades of lumber because American standard lumber is accurately sized, honestly graded and, as we shall learn later, is

19. Irwin, Will. Biography of Herbert Hoover. Grossett and Dunlap, 1928. pp. 283-284.

financially guaranteed. The moisture content in standard lumber will be lower than it has been in non-standard lumber. However, the consumer will not gain all of the advantages that the Standards have made possible until lumber is properly grade- and trade-marked, and financially guaranteed, or in other words, identified and guaranteed lumber.

The American Lumber Standards will be of great benefit to all concerned in lumber because they will render impossible many of the unfair and unethical trade practices that have prevailed among some producers and distributors. Instead they will make all trade practices (lumber) standard, uniform, and above-board.

CHAPTER II. INDIVIDUAL IDENTIFICATION.

DEFINITION AND NATURE OF IDENTIFICATION OF LUMBER.

The identification of lumber means the practice of marking lumber in such a way that the manufacturer and quality of the product will immediately be recognized. Usually when we think of identified lumber, we think of lumber that is grade and trade-marked - the grade-mark showing the grade or quality and the trade-mark showing the source of its manufacture.

Grade and trade-marking is not always used together, as some individual concerns use just the trade-mark to guarantee that both the grade and the manufacture of the lumber are as represented.

Identified lumber would be of no advantage to either the manufacturer, distributor, or consumer unless it was properly advertised to the distributor and consumer. Where it is possible the grade and trade-marking program will be separated from the advertising program but in some cases it is impossible to do so. In such cases the two programs will be taken up together.

Lumber identification may be separated, according to the type of organization promoting it, into three divisions--the mark of recognition (1) of an individual manufacturing concern, (2) of a manufacturing group or better known as a regional or trade association, and (3) of the national organization of manufacturers.

For the sake of uniformity in this discussion, we shall use the term grade and trade-marked lumber. There is no particular reason why either the one or the other term should be spoken of first any more than the fact that we should speak consistently.

What is meant by grade-marking? The grade-marking of lumber is the placing of a brand or mark upon each individual piece of lumber which indicates the quality or grade of that piece as determined in accordance with accepted standards. It is the manufacturer's or producers means of indicating to the distributor, retailer, and ultimate consumer the quality or the grade of his product. Unless the producer is willing to make his grade-mark a guarantee of quality to the consumer, he should never undertake to grade-mark his product. In other words, a grade-mark is an insurance and a guarantee to all concerned that the quality is as designated.

The trade-marking of lumber is the placing of the name, initials, or number of the manufacturer or mill upon each individual piece of lumber which indicates the origin of its manufacture. The trade-mark is the manufacturer's signature upon each piece guaranteeing the uniformity and of the accuracy of its manufacture, and showing his willingness to stand back of his product.

Although a relatively new project in the American lumber industry, the principle of grade and trade-marking is by no means a new development in efficient merchandising. It has developed hand-in-hand with the principle of standar-

dization of sizes and grades. In some cases this principle has been the cause for standardization, while in other cases standardization has been the basis for the program of grade and trade-marking. In the case of lumber, the quality of its manufacture and grade had to be standardized and made uniform before either a grade or trade-mark could be placed upon it.

The principle of grade and trade-marking has been quite prominent for many years in some parts of the world's lumber industry. But in all of these instances the industry was well standardized or it would not have been possible.

The practice of grade-marking of lumber is an old custom. Lumber has been grade-marked for decades in most other countries where the merchandising of lumber has been carried on efficiently. It is safe to say that no standard sawmill in Europe is failing to grade-mark its products, and many of them have been doing so for a century or more. Although American lumber exporters have grade-marked their product for foreign consumption for some time, it was not until after the World War that lumber manufacturers grade-marked their product for domestic consumption. Gradually it has been recognized by progressive producers and distributors as an important factor in rendering better service to the consumers and to the distributors.

1. Grade-Marking of Lumber for the Consumer's Protection.
United States Department of Commerce, 1928, p. 4.

Our purpose is to give a summary of the development of the principle of identified lumber as developed by the three componets mentioned above. In each of the three divisions we will discuss the history of the development of identified lumber by direct reference to its development within specific organizations and associations. In compiling this summary of the progress of identified lumber, we have intended to take our material from organizations and associations that have been instrumental in the development of identified lumber. But it is not our intentions to attempt to associate the progress of one with the progress of another in any other way than to show its part in the developpment of the final goal-nationally simplified, identified, financially guaranteed and advertised lumber.

We will divide the summary of the development of identified lumber into three divisions, as stated above: that sponsored by individual manufacturing concerns, by the regional manufacturing associations, and by the National Lumber Manufacturers Association.

The first of the individual manufacturing concerns to identify their products was The Long-Bell Lumber Company.

LONG-BELL LUMBER COMPANY.

For the purpose of the indentification of their products, The Long-Bell Lumber Company have used just a trade-mark which is their guarantee of quality lumber. Although the Long-Bell Lumber Company does not grade-mark their products,

unless specifically requested, the trade-mark is their symbol of guarantee that not only the grade of the lumber is the same as that which was specified but the product is in all respects, the same as it is represented .

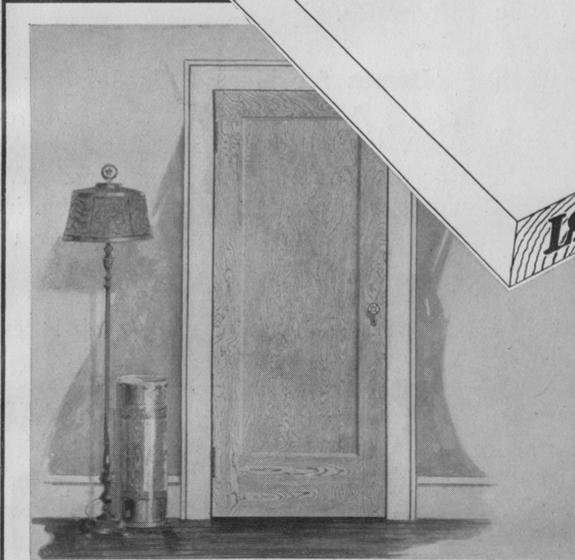
The products of the Long-Bell Lumber Company are identified by the well-known trade-mark, "Long-Bell," which is placed on the end of each piece of lumber. (See illustration No. 1).

The story of the origination of the plan of trade-marking their product and by capitalizing on this trade-mark by advertising it to the general public is told by Mr. R.A. Long, Chairman of the Board of Directors, in an article entitled, "How We Gave Identity to a Plank."

Up until 1918 the Long-Bell Lumber Company had done no national advertising nor had any other lumber company. One reason for this was the fact that nothing had been done distinctively in the way of differentiating the product. In fact, the idea was general in the lumber business that lumber was a product that could not be differentiated successfully. In other words, it was generally thought that the average consumer knew nothing about lumber---that " a board was just a board" and " a plank was just a plank."

It was also thought regardless of how much lumber was trade-marked, it would lose its identity as soon as it went into construction and that the average consumer probably builds only one house in a life time and has no other occa-

INTEGRITY is one significance of this trade-mark, representing as it does the skill and experience of over fifty-three years, and placed on lumber and lumber products as identification of *maximum construction value*.



LONG-BELL DOORS

Easily fitted and hung . . . *an economical and satisfactory door* . . . the Long-Bell California White Pine Door, made throughout of this wood, is approved by careful builders wherever it has been used. Of sturdy construction, the Long-Bell door takes finishes perfectly and gives lasting beauty to the home interior. Dealers value them because of the steady profit and the satisfaction in handling them.



LONG-BELL FLOORS

Beautiful Long-Bell oak floors do more than attract the eye . . . they give *long-lasting* beauty to the careful buyer who invests his money in investment and re-sale value as well as in first cost. More, they are economical. The precision of machining at the mills assures a minimum of hand labor on the job. Long-Bell trade-marked oak flooring is a profit-maker for the dealer because of its ready acceptance as a high quality product.



DRY DOUGLAS FIR LUMBER

The Long-Bell trade-mark on Douglas Fir lumber is, for one thing, assurance of *dry* lumber (rail shipments). Careful study of proper seasoning methods has made possible an assurance to dealers and users alike of this important lumber advantage. Combined with proper seasoning is thoroughness and accuracy in manufacture. Long-Bell trade-marked Douglas Fir lumber is unsurpassed in construction value . . . a sales point which aggressive dealers have turned to advantage.

THE LONG-BELL LUMBER COMPANY

R. A. LONG BLDG. KANSAS CITY, MO.
Lumberman since 1875

Douglas Fir Lumber, Timbers, Door and Window Frames, Trimpak; Western Hemlock Lumber, Western Red Cedar Siding and Shingles; Southern Pine Lumber and Timbers, Southern Hardwood Lumber and Timbers; Oak Flooring, *CELLized Oak Flooring Strips, *CELLized Oak Floor Planks, *CELLized Oak Floor Blocks; California White Pine Lumber, Sash and Doors, Box Shooks; Creosoted Southern Pine Lumber, Timbers, Posts, Poles, Ties, Guard-Rail Posts, Piling.

A Reproduction of the Long-Bell Advertisement Appearing in the February Lumber Trade Journals

No. 1. A Typical Advertisement of the Long-Bell Lumber Company Showing Their Trade-Mark.

sion to study lumber so he depends entirely upon his dealer and contractor. It seemed that all of these arguments against trade-marking lumber were reasons that lumber should be identified. The facts that lumber did lose its identity in construction and that the average consumer builds only one house in a life time are all the more reasons that lumber should be trade-marked and guaranteed to the ultimate consumer as a quality product.

In order to have national advertising it would be necessary to connect the copy with a specific product that the consumer could recognize when he saw it. What little advertising Long-Bell had done did not attempt to create "consumer acceptance or demand" or to encourage the buyer to specify their lumber. The trouble was that all over the country people were buying lumber without knowing its source. Of course, some of Long-Bell customers knew of them, but the consuming public at large, knew nothing of the company. They believed that they might get a better share of the business and a better class of business, if their lumber was established by being advertised as a quality product.

At this same time, Long-Bell assisted in the development of an effective and economical device by means of which it was possible, in the process of manufacture, to stamp a trade-mark on each individual piece of lumber. This meant that the consumer could identify the product whenever he saw it.

There was another consideration that was found to be quite powerful in the establishment of identified lumber. Long-Bell began to realize that their chief competitor included not only other lumber companies and the manufacturers of other kinds of building material, but also the manufacturers of automobiles, pianos, talking machines, and various other articles of that nature which were in direct competition with the desire of the individual to build and own a home. All of these articles of convenience and luxury were being sold as a result of page after page of advertising in national publications, farm journals, and news-papers. But there was no advertising space spent in telling anyone about the satisfaction to be had through owning a pleasant, convenient, modern home. Statistics showed (1922) that while 94.4% of all advertising space was being used for advertising automobiles, personal comforts and conveniences, foods and necessities, luxuries, pleasures, and home appliances, only 5.6% was being used for advertising homes and building materials.

Thus Long-Bell was quite sure that it was possible and practicable to trade-mark lumber and then to advertise this identified product on a national scale. It was being done effectively in the selling of food products, wearing apparel, and other kinds of merchandise. The associates of Mr. Long also felt that the plan was a sound merchandising principle

but they could not point to any experience of their own to back up their belief.²

It was decided that there was only one way to ascertain whether trade-marking would be welcomed by the consumer and that was to ask him. Consequently the advertising agency that represented Long-Bell drew up and sent a letter of inquiry to a large number of architects, engineers, contractors, and retail lumber dealers. The letter read something like this:

We have a client, a large lumber manufacturer, who is thinking of trade-marking his lumber and advertising it nationally. The quality of his product is such that it is worthy of a trade-mark. But trade-marking of lumber and then advertising it in a big way is a new thing. There are no precedents to go by. The next best thing to a precedent is a consensus of the opinions of men who are qualified to render opinions. Hence we have addressed you and ask you as a very great favor to fill out the enclosed question slip, giving your views upon trade-marked lumber.

Some of the questions accompanying this letter were:

Do you think it is practical to trade-mark lumber?
 What advantages would there be from your standpoint?
 Will trade-marking increase a feeling of confidence in lumber thus marked?
 Will a trade-mark increase the consumer's demand?
 Will national advertising create more consumer demand for the trade-marked brand?

The answers to this questionnaire were very favorable. Seventy percent of the architects, engineers and contractors replied favorably; 83.8 percent of the retail lumber dealers replied that they thought it would be advisable to trade-mark lumber and expressed a willingness to handle it.

 2. Long, R.A. How We Gave Identity to a Plank. Printers Ink. Vol 118. March 23, 1922. pp. 3-4.

Here is a typical example of dealer reaction to the questionnaire. Mr. C.C. Isly of the Isely Lumber Company of Cimarron, Kansas, wrote to Long-Bell that while it is true that the reputation of the dealer goes a long ways toward making sales, at the same time you can name a dozen or more trade-marked articles you could buy regardless of who sold them; that when a manufacturer trade-marks his goods he backs them with his reputation; and that the worth of the manufacturer's reputation to the consumer is evident by the success of a long line of trade-marked commodities. ³

Thus after such thoughtful consideration and thorough research it was decided to trade-mark and nationally advertise Long-Bell lumber. In January, 1919, The Long-Bell Lumber Company began its national advertising program with a small expenditure (in comparison with what it is investing now) in national mediums, farm papers, and class publications.

At first the advertising copy aimed chiefly to sell the idea of the trade-mark itself: the novel fact that the consumer could buy branded lumber. In a short time the character and fundamental direction of the copy was changed and the copy sought to sell to the consumer the idea of building with wood, and the further idea that there is a lumber dealer in the consumer's town who could give him sound advice on how to build, and the desirability of using Long-Bell trade-marked lumber products.

3. Ask Consumers--They Know. Printers Ink. Vol. 136, August 26, 1926, p. 93-96.

Long-Bell advertising has always been educational in nature and conservative in style. Its general purposes are to prove to the consumer that the use of quality lumber will reduce construction costs and insure more sound and dependable buildings, to prove to the retailer that he can sell this lumber easier, and to endeavor to show the contractors that its specification and use will add to their reputation for sound construction.

The present purpose of Long-Bell's national advertising program is quite similar to that which it has always been. Its purpose is twofold in the extent that all advertising shall be materially beneficial to both the dealer and the advertiser. It is beneficial to both because it is felt that a known product. Also the advertising will build up such a confidence and reputation around the name "Long-Bell" that the consumer will readily accept their products with assurance of satisfaction.

Although the advertising directs the reader and consumer to go to his own lumberman, many requests for house plans and inquiries from the advertising come to the Long-Bell offices. All these inquirers are directed to a local dealer, and the dealer is notified of this action. If the dealer is not already a Long-Bell customer, he is urged to consider selling Long-Bell products, and if he does not care to do so, he is then urged, at least, to line up with the Long-Bell plan service.

The plan service although not coming exactly under the heading of national advertising is part of Long-Bell's publicity program and is worthy of note in this discussion as a typical example of lumber plan services.

For years before any extensive service of dealers aids were offered to lumber dealers, the retail grocers, druggists, and others had been using such dealers services profitably. The purposes of these dealer services are to help the dealer tie up with the manufacturer's national advertising program and to give the dealer constructive aids in merchandising.

One of the features of Long-Bell's dealer services is the plan service, which consists of a sheet of modern and up-to-date plans for construction. A new sheet is sent to the subscribing dealer each month. Each sheet contains four pages. In the series one sheet is devoted to garden pergolas and others to barns and farm buildings; but the majority are devoted to the construction plans of houses with reduced plans to give an idea of the interior arrangement of each. These sheets are in loose-leaf form and can be kept in a binder provided at cost for that purpose. These plan sheets can be seen by the consumer only at the retail dealer's and cannot be secured direct.

If the consumer succeeds in finding the picture of the house that appeals to him in the plan sheet, he can secure the complete blueprints of it through the dealer from Long-Bell.

Other features of the dealer services include newspaper cuts, booklets and folders, posters and signs for the retail lumber dealer to use in his local newspaper, direct-by-mail and out-door advertising, motion picture slides, and educational moving pictures depicting the story of the manufacture of a log into the finished products.⁴

The results of Long-Bell's trade-marked and nationally advertised lumber have been very successful. Although the new identified and advertised product was put on the market during the period of depression after the World War it has proven very satisfactory and successful.

The benefits or advantages that will be derived from standardized and identified lumber to the individual concerns, group associations and the industry as a whole was very similar and will be discussed more fully in a summary that will be given after the discussion of the history of the establishment of identified lumber.

Nevertheless, the Long-Bell Lumber Company found that the fact that the product was trade-marked and nationally advertised increased the workmen's interest in the manufacture of the product which resulted in a better product. They also found that identified quality lumber gave satisfaction as did any quality product to all who handled it along the line of its manufacture and distribution--the manufacturer is proud of producing and selling such an article,

4. Long, R.A. How We Gave Identity to a Plank. Printers Ink. Vol. 118. March 23, 1922. pp. 3-4.

the retailer is proud to sell it to the consumer, the contractor is more satisfied to use good lumber and the ultimate consumer is more satisfied with the building that it produces.⁵

WEYERHAEUSER FOREST PRODUCTS.

Another individual manufacturing concern which was early to find and to use the principle of trade-marking and to advertise the trade-marked product to the general public was the Weyerhaeuser Forest Products. The trade-mark of the Weyerhaeuser Forest Products is a specially designed "W" with a circle around it. In some cases the name of the company appears in the circle around the "W".

Weyerhaeuser began to advertise in 1921. The first year's campaign was purely educational. There were several conditions prevailing in the lumber industry that Weyerhaeuser thought could be corrected through the use of advertising. One of the most important of these conditions is very well explained by the remark that one hears frequently from practically every source except the lumber industry: "Oh! It would'nt pay to use lumber for that. You can't get good lumber nowadays, the way you could a few years ago. There simply is'nt any of that good old-fashioned lumber in the country."

The above statement hardly seems correct when it is a reasonable fact that the virgin forests which are being

5. Ibid., pp. 3-4.

logged today are composed of the same sort of standing timber as were the virgin forests logged thirty years ago. Also, the manufacturing methods in the lumber industry have improved, so it would follow that if better manufacturing were applied to the same class of logs that the resulting product would be not only as good as formerly but better.

Another reason for advertising lay in the fact that the Weyerhaeuser Forests Products would, no doubt, enjoy better business and more profit if the name "Weyerhaeuser" and what it meant, was more widely known. The Associated Weyerhaeuser Companies constitute the largest interest in the lumber industry in regard to timber holdings. Yet, before Weyerhaeuser started to advertise, their name was as nearly unknown to the public, and even to many lumber users, as could be true of so important an organization. Thus the first advertising campaign was intended simply to get folks acquainted with the Weyerhaeuser name and trade-mark--its importance in the industry, its facilities, and the fact the Weyerhaeuser organization could supply just as fine lumber as could be manufactured.

Weyerhaeuser's advertising program was based on a research, but of a different nature than the one described above. Instead of going to the consumer, the markets as they existed were studied and the sales of Weyerhaeuser products were recapitulated in every market and to every significant lumber-using industry.

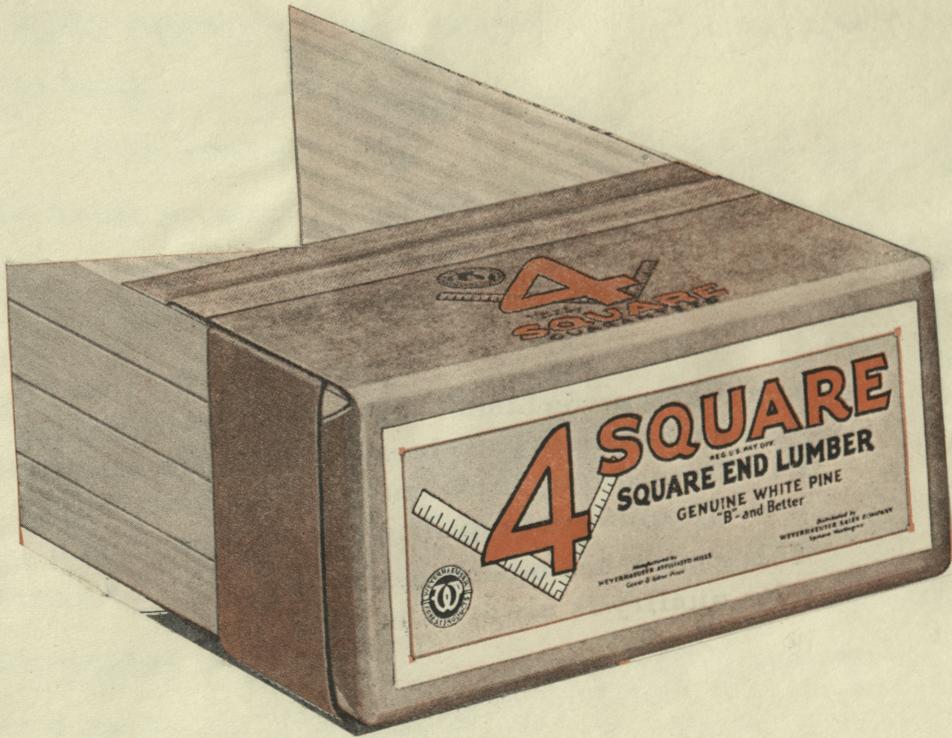
It was learned that while doing a big business that in some fields Weyerhaeuser was getting a good share of the available business and in others an astoundingly small share.

In addition to studying the existing markets, a complete investigation was made of the uses of lumber from the users' standpoint. This last investigation was accomplished in conjunction with the results of the Forest Products Laboratory (a Governmental bureau) and with the results of Weyerhaeuser's own experiments. This survey gave Weyerhaeuser a story to tell in their advertising.

In 1922 the Weyerhaeuser advertising program was divided into the advertising of industrial lumbers, industrial construction, home-building, and the use of lumber in farm buildings.

The ideas of proper home-building and the use of lumber in farm buildings was advertised to both the retailer and the consumer. The advertising to the retailer kept him informed of the progress of the advertising and the policies of the company. The advertising to the consumer brought out the Weyerhaeuser name and trade-mark, gave a knowledge of the valuable qualities of frame construction, and educated the consumer to the one important building fact that he had never known: that there are good and bad ways to build with lumber, that good buildings cost more at first and less afterwards, and that it is to his advantage to get good buildings.⁶

6. National Campaign Aims at Selection of Best Customers. Printers Ink. Vol 120. September 21, 1922. pp. 33-34.



No. 2. Weyerhaeuser's "4-Square" End Lumber.

During 1928 the Weyerhaeuser Forest Products perfected a product which is a typical example of the product that we are endeavoring to give the history of in this discussion-- a nationally standardized, grade and trade-marked, financially guaranteed, and advertised product. (See illustration No. 2.)

This product is in a sense a specialty good because it is being produced only in the better grades of finishing lumber and is being packed in a special package. Nevertheless, it contains all of the features that the lumber industry is endeavoring to make universal and then goes a few steps farther. We are interested in Weyerhaeuser's "4-Square" lumber only to the extent that it is a product which is being produced in accordance with the American Lumber Standards, is identified as to grade and producer, is financially guaranteed as to quality and manufacture, and is nationally advertised to the consuming public.

The plan contains two-main features: the re-manufacture of selected lumber so that both ends of every board are absolutely four-square and perfectly smooth, and the packageing of it in fibre end-caps, each of which bears a label which carries a quality guarantee clear through to the consumer. Although the principles used in identifying their product are the same as those that are being universally adopted by the lumber industry, the means by which the product is identified is different.

7. Hamilton, C.L. When Your Lumber Comes in Packages.
American Industries. Vol. 28. June 1928. p. 25.

At present the lumber produced in compliance with the above principle consists of all square-edge finish, beveled and colonial sidings, drop sidings, softwood flooring, both standar and end-matched ceiling, and wide variety of mouldings. Each piece is retrimmed so that both of its ends are absolutely smooth and four-square. Then from three to twelve pieces, depending upon the kind, are placed together, with the faces turned in for protection, and the package is adjusted. The package consists of the strongest sulphate fibre known, which fits over each end of the bundle. These caps operate on a combination of the sleeve and hinge principles, so as to allow for the shifting of the boards as the package goes through the motions of handling and shipment. They bear a label on which is printed in attractive colors, the brand-name, "4-square," the kind, species and grade of the contents, and the name of the individual mill at which it was produced.⁸

Heretofore, the only grade-mark that had been used on lumber was the grade in code or in abbreviated form stamped usually on the butt of the piece. But, on this product, the grade is printed in plain English, in such a way that any member of the wood-using industries or any interested lay-

8. Selling Grade-marked and Squared lumber in Packages. Engineering & Contracting. Vol: 67: May, 1928: p. 268.

man can understand them.⁹ In case the bundle is broken and is sold in part, the consumer is still protected because the label is also placed on each individual piece as well as the package.¹⁰

This product is being advertised on a national scale to retailers in trade magazines, to contractors and builders in trade and technical magazines, and to the consumers in general magazines. In each case the package with its label is displayed with copy on the fact that "4-square packaged lumber" is four-square, identified, and guaranteed.

To the extent that this product covers the lumber field it will have the following results (these are quite similar to the advantages of identified lumber which will be given later, so they will be given briefly):

This method of distribution will insure the lumber-user against the substitution of different species or lower grades for those specified. This will protect the consumer from both the unscrupulous retailer and contractor.

It will take lumber "off the auction block" by putting it on a quality-basis rather than a price-appeal basis.

It will eliminate one of the greatest lumber wastes--- the time it takes the mechanic on the job to square nearly every piece by hand before it is used.

9. Hamilton, C. I. When Your Lumber Comes in Packages. American Industries. Vol. 28. June 1928. pp. 27-28.

10. Selling Grade-marked and Squared Lumber in Packages. Engineering & Contracting. Vol 67. May, 1928. p 268.

It will cause a gradual improvement of manufacturing standards throughout the lumber industry by demonstrating to other mill men the possibilities of refinement in production and by adopting the successful and legitimate merchandising methods of other industries.

It will give lumber definite display value and therefore is expected to enable the public to take a renewed interest in lumber as the basic building commodity.

It makes another forward step in the movement to standardize grades, sizes, and finishes in the lumber industry.¹¹

SOME OTHER INDIVIDUAL MANUFACTURING CONCERNS THAT ARE PRACTICING IDENTIFICATION OF LUMBER.

Another individual manufacturing concern which has been influential in the use of the trade-mark and advertising it is the Central Coal and Coke Company. They have used their trade-mark to designate their quality product.

Their trade-mark is their four initials--"C.C. & C.C.," which is stamped on the end of the board. (See illustration No. 3.).

The Central Coal and Coke Company does not advertise their product to the general public through the use of the general magazines, but they do advertise their product as a quality product to the retailers in the lumber trade journals.

11. Hamilton, C.C. When Your Lumber Comes in Packages. American Industries. Vol. 28. June, 1928. pp. 25-28.

They also use special trade journals when they are making special efforts to get into particular markets, such as the railroad, furniture, and implement markets. ¹²

Another pioneer in the trade-marking program is the Exchange Sawmills Sales Company. Their trade-mark of quality is "E S S Co" which stands for the name of their company (See illustration No. 4.). They are also members of the Southern Pine Association and their trade-mark now appears with the grade-mark of that regional association. They advertise their product to the retailer through the lumber trade journals.

CONCLUSION

Although much progress has been accomplished in the program of identification and advertising of lumber through the efforts of the individual manufacturing concerns, more progress has been accomplished through the efforts of the regional associations of manufacturers, which are organizations of manufacturers usually grouped according to the species of tree or wood that they manufacture.

In the first advertisement that featured nationally standardized, identified, financially guaranteed lumber sponsored by the National Lumber Manufacturers Association which appeared in the March 29th issued of the Saturday Evening Post, a list was given of the associations that made

12. Kendall, Harry. President of Lumber Department of Central Coal and Coke Company, Kansas City, Mo. Interview with the Writer. October, 1928.

CENTRAL COAL & COKE COMPANY

Keith & Perry Bldg.

Kansas City, Mo.



No. 3. Central Coal & Coke Company's Trade-Mark.



UNIFORM QUALITY

No. 4. Exchange Sawmills Sales Company's
Grade and Trade-Mark.

up the National Association and direct attention was called to those that were able to furnish identified lumber. Among those that grade and trade-marked their product were the North Carolina Pine Association, the Northern Hemlock and Hardwood Manufacturers Association, the Northern Pine Manufacturers Association, the Southern Cypress Association, the Southern Pine Association, and the West Coast Lumbermen's Association. There was one that trade-marked their product only--the Western Pine Manufacturers Association.¹³

We will now discuss some of these in regard to their grade and trade-marking practices. Here, as we stated in the case of the individual manufacturing concerns, we will discuss the progress within certain organizations that have been influential in the development of identified lumber, not with any intentions of associating the progress of one with the progress of another in any other way than to show its part in the development of the final goal--nationally simplified, identified, financially guaranteed, and advertised lumber.

As pioneers in the association grade-marking practice, we will give quite an extensive account of the work of the Southern Pine Association. Then we will give statements of the work of some of the other associations that are typical of the rest.

13. Advertisement of National Lumber Manufacturers Association Saturday Evening Post. The Curtis Publishing Company. Philadelphia, Pennsylvania. March 29, 1929. p. 184.

CHAPTER LII. TRADE ASSOCIATION IDENTIFICATION
DEFINITION AND NATURE OF REGIONAL LUMBER.

TRADE ASSOCIATIONS.

The lumber consumed within the United States comes from approximately ten different regions within the United States. In each region there is manufactured a certain kind of lumber which forms the great bulk of that region's output. In each region a majority of the manufacturers therein have formed an association for the expressed purposes of bettering conditions in the marketing of their lumber. Each regional association compiles statistics upon production, market conditions in general, sales reports showing actual prices obtained for lumber, and establishes and maintains uniform grading rules. It also enters into various other activities in order to accomplish the purposes of the organization.

The regional associations are federated together in a national association, known as the National Lumber Manufacturers Association, with its headquarters formerly at Chicago, Illinois, and now at Washington, D.C. A summary of the organization and the purposes of the National Association will be given later.

THE SOUTHERN PINE ASSOCIATION.

Among the first and the most influential of the regional associations in regard to the identification of lumber has

been the Southern Pine Association. The Southern Pine Association is an organization of practically all of the manufacturers of southern (yellow) pine lumber.

In this organization we find the process of identification turning to grade-marking in addition to trade-marking. The story of the development of the grade-marking of southern pine is told in a pamphlet entitled, "The Grade-Marking of Southern Pine," which is issued by the Southern Pine Association. ¹

Almost from the inception of the work of the Southern Pine Association the wisdom of identifying the product of its subscribing mills was recognized. In 1916 a committee on branding was appointed to make a thorough investigation of putting such a practice into effect. The original idea was to have an Association brand or trade-mark, to be used in conjunction with a symbol or number representing each subscribing mill. Before this could become practical it would be necessary to invent machines which would burn or indent the trade-mark into the end of the lumber in such a manner as to make an ineffaceable mark. The committee worked a year and brought in the following report which will be given in full in order that the reader may realize the thoroughness of the work as done by this pioneer committee in comparison with later developments along the same line.

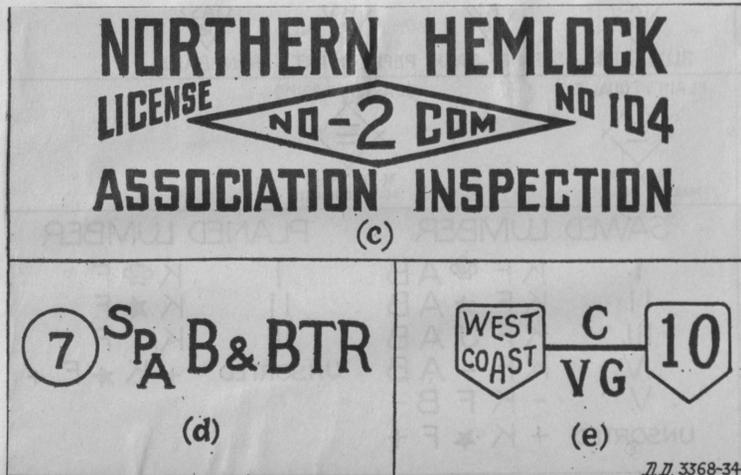
1. The Grade-Marking of Southern Pine. Southern Pine Association, 1927. pp. 1-12.

"We feel that branding would be a great asset to the Lumber Manufacturers and to the Yellow Pine Association for these reasons:

- 1st. Perfect identification of lumber.
- 2nd. A guarantee of grades on account of the Association's inspection service.
- 3rd. It is a splendid medium of advertising for the Association and the Association's Mills.
- 4th. It should increase the membership and strength of the Association.
- 5th. Several retail dealers' associations and societies of architects have expressed the hope that Association Mills would brand their lumber.
- 6th. It should put Association Mills with their standard grades above the competition of small short-lived operators who hardly grade their lumber at all. "

The Association passed a resolution that it was in favor of the branding of lumber produced by them whenever arrangements could be made by the directors for the use of a practical branding machine upon the basis of cost which would be satisfactory to them. Then due to the facts that no machine was available and that conditions of business in general was somewhat depressed and unsettled due to after-effects of the World War, the program was temporarily delayed in its progress toward completion.

Active interest was again taken in 1922. At the annual meeting of the Association, a special committee which had been working on this problem, brought in the recommendation that lumber be grade-marked as a means of protecting lumber buyers; that lumber be marked with the name of the grade,



- No. 5. Typical American Grade-Marks Now in Use.
 (c) Northern Hemlock & Hardwood Manufacturers Association. (d) Southern Pine Association.
 (e) West Coast Lumbermen's Association.

or such abbreviation thereof as it may be practical to use; that the number of the mill, to be designated by the Association, be shown on the lumber in connection with the grade-mark; (See illustration No. 5. (d).) that the Board of Directors authorize the Secretary-Manager to solicit suggestions for mechanical means of stamping, printing, or impressing grade-marks upon manufactured lumber; that the Board of Directors be requested to obtain the opinion of the counsel in regard to the legality of the principle of grade-marking; that the Secretary-Manager address an inquiry to the Association subscribers asking whether or not they would be willing to adapt the practice of grade-marking; that when fifty per cent of the subscribers shall have indicated their willingness to join in the movement that a list of such mills and their assigned numbers be issued and furnished to all buyers of lumber; that subscribers be urged to place in each car of lumber loaded by them a card showing the tally and grade of the material loaded therein; and that buyers, when desiring to ascertain the mill by which a certain shipment of grade-marked lumber has been made, may apply to the Association for the same.

Responses to the above mentioned inquiry sent to the Association's subscribers indicated that 72% of them, based upon their production, agreed to mark their lumber with the name of the grade in accordance with the Association's standard specifications.

A permanent committee was appointed to this meeting for the purpose of making recommendations as to the most practicable manner in which grade-marking might be undertaken. This committee solicited suggestions for mechanical means of grade-marking lumber for two years and made their report to the annual meeting in 1924. The report recommended that as 72% of the subscribers agreed to grade-mark their product when satisfactory mechanical means could be secured and as the committee had made the necessary experiments and negotiations and found that it was possible, desirable, and productive of far-reaching results; that a special assessment of 1¢ per thousand fee be levied upon those subscribers who are willing to cooperate for the purpose of inaugurating a departmental activity to carry on the work of securing machines and marking surveys of individual mills to ascertain whether it is possible to economically and efficiently install and operate such machines, for the promotion of the grade-marking idea among those subscribers who may not agree to grade-mark their product and to expound the principles of grade-marked lumber to retail lumber dealers, wholesalers, contractors, engineers, architects, and to the consuming public. Subscribers representing more than 50% of the total production of the Association paid this special one cent assessment during 1924.

The grade-marking machine that seemed the most applicable was one known as the McDonough machine. It was imp-

roved and placed in a plant for testing. In some few cases grade-marking was carried on by means of rubber stamps applied by hand because it was thought that marking by machine would be too costly.

At the annual meeting in 1925 the Association unanimously adopted the resolution that as it had been proven that grade-marking is practicable and economical, that the subscribers to the Southern Pine Association begin to grade-mark their product immediately, and that these subscribers who were willing to grade-mark their product pay an assessment of three cents per thousand feet on their shipments for six months or less, beginning March 1st 1925, for the purpose of introducing and advertising grade-marked lumber to the consuming public and to all branches of the building industry. At the start, 52% of the total production indicated their willingness to grade-mark and pay the special assessment and these were assigned mill numbers and the necessary equipment. By the end of July, 1925, over 70% of the total production was being grade-marked. Later this special three cents assessment was made a permanent assessment covering all subscribers with provisions that the assessment could be canceled by any subscriber upon six months notice.

At this same time consideration was given to the national movements of grade-marking, and the recommendation of the General Lumber Conference that all lumber be marked

was placed in the American Lumber Standards. Thus, the recommendation was adopted that as the General Lumber Conference was in favor of grade-marking-- grade-marking to be really effective, should be practiced generally by manufacturers of all species of lumber; and that as the subscribers of the Southern Pine Association have actually started grade-marking their product after years of experimentation and the expenditure of thousands of dollars; that the benefit of the experience thus gained by the Southern Pine Association be offered to the entire lumber industry through Secretary of Commerce, Herbert Hoover, and the Central Committee on Lumber Standards; that the Association stand ready and willing to impart this knowledge to all who are interested and to send representatives to the group of manufacturers of other species to render whatever assistance may be necessary in making grade-marking effective; and that in the interest of protection to the public, such groups of manufacturers maintain an efficient inspection department rendering regular and periodical inspections at the plants of their respective members.

This is the starting of the system provided for in the American Lumber Standards where it says that each regional association shall establish and maintain its own inspection department as discussed above. It was the experience of the Southern Pine Association that when a new subscriber came into the Association, the amount of stock found on grade averaged about 85% when the first mill inspection was made and that after the plant had the benefit of the Association's

monthly inspections, and the advice of the Inspection Department, each subsequent inspection found their product ranged from 94% to 98% on grade.

It was also decided in the meeting of 1925 that the Secretary-Manager of the Association prepare a list of the grade-marking mills and their descriptive number and issue it through pamphlets and paid advertisements to the lumber-using trade.

At the annual meeting in 1927 the subscribers to the Association reaffirmed their position in regard to grade-marking and believing that the program was a forward step in the proper merchandising of their product, resolved to ask those subscribers not now grade-marking to give the matter serious consideration on the theory that in unity there is strength.

The advertising campaign which was waged to acquaint distributors and users of lumber with the benefits of grade-marking was all inclusive. In the beginning it revolved around meetings held in cooperation with the retail lumber dealers in various cities, to which were invited contractors, architects, engineers, building and loan men, public officials and anyone interested in the construction industry. In localities where these grade-marking meetings were being held, a considerable amount of space was carried in the principal newspapers featuring the benefits that would be derived from the program.

The program was advertised nationally through the use of general magazines, such as, the Saturday Evening Post, National Real Estate Journal, Literary Digest, American Builder, the American Magazine and other magazines of that class. Advertisements were also placed in the lumber trade journals, the Country Gentleman, Progressive Farmer, Pencil Points, the Carpenter, and a number of others including technical, industrial, railroad and textile magazines.

Simultaneously with this campaign in the field, the office of the Southern Pine Association conducted an extensive follow-up program. A continuous direct-by-mail campaign was waged, enabling the Association to keep all who attended the meetings and others interested in the distribution and use of lumber well informed concerning the progress of grade-marking. Copies of editorials which appeared in local papers, statements and pamphlets issued by Secretary Hoover of the Department of Commerce, and samples of grade-marked lumber to be used as paper weights were used in the campaign. In addition speakers were provided for practically all of the local retail lumber dealers' conventions and the Association's engineer appeared on the programs of meetings held by engineers and architects and other technical societies.

The policy of the Southern Pine Association at the present time is given through direct correspondence with Mr. A.S. Boisfontaine, Assistant Secretary of the Assoc-

ciation, namely : " In the last few years a change has taken place in our promotion policies, and in addition to the general advertising and literature distributed (as given above), we have found it desirable to keep in the field a staff of engineers and technical men. These men are constantly contacting retail lumber dealers, architects, building and loan people, contractors, etc, in helping them in their lumber problems. One member of our staff has been concentrating on the holding of group meetings of the sales representatives of all of our subscriber mills. At these meetings information is given to the salesmen regarding Southern Pine that is found helpful to them in their sales work. Our field men, through this contact work, also uncover difficulties that are standing in the way of the sale of Southern Pine, and cooperate with the salesmen in overcoming them." ²

The results of the grade-marking plan (again given briefly due to more detailed discussion later) will be that retailers, architects, contractors, and home-builders and other purchasers will get what they pay for; that the policy will be a potent factor in eliminating unfair competition, and in preventing fraud by unscrupulous dealers who juggle grades; and that it will make for economical distribution. ³

2. Boisfontain, A. S., Assistant Secretary, Southern Pine Association. Direct Correspondence with the Writer. February 13, 1929.

3. Grade-Marking of Lumber Adopted as Basic Policy of Southern Pine Association. Manufacturers Record. Vol. 87. April 2, 1925. p. 95.

Increasing interest is being shown throughout the lumber industry in the practice of grade-marking, and other associations of lumber manufacturers have followed the lead of the Southern Pine Association in making it an actuality among their members.

NORTHERN HEMLOCK AND HARDWOOD.

MANUFACTURERS ASSOCIATION

The Northern Hemlock and Hardwood Manufacturers Association, with its headquarters at Oshkosh, Wisconsin, is composed of the majority of the manufacturers of hemlock and hardwoods in Wisconsin and upper Michigan. It was formed in 1910 as the result of a merger of the old Northwestern Hemlock Manufacturers Association and the Hardwood Manufacturers Association of Wisconsin. Hemlock is one of the important construction woods of the country and the region represented by this association is the most important in the production of hemlock. The hardwoods of this region, consisting of birch, maple, elm, ash, basswood, and oak, are used widely in finishing construction and in the manufacture of furniture.

It would be somewhat of a repetition to review the history of the development of grade and trade-marking within each of these regional associations as they are somewhat similar, so we will omit that part with the exception of perhaps a summary statement.

The primary purpose of grade-marking is to indicate the grade of the piece on which it appears. The Grade-Mark Trade-Mark (the combined principle and a combined mark) on Northern Hemlock does more than indicate the grade; it is like the signature on a check or the seal on a legal document; it carries responsibility. It insures the integrity and uniformity of grading, and guarantees responsible manufacture. It contributes to economy and efficiency all along the line, from tree to structure. Grade-marking, as now practiced by members of the Northern Hemlock Manufacturer's Association, officially standardizes the grades by definite brands and grade-marks which one can plainly see on each piece of lumber. This eliminates the confusion that formerly prevailed under the various grading systems that were in commercial use in different localities of the manufacture of hemlock.

The brand of the Hemlock Manufacturers gives the name of the Association, the license number under which the particular mill producing that piece of lumber operates, and the grade of that piece of lumber told in understandable English--the grades being advertised to the public. (See illustration No. 5. (e).).

The early movement of the grade-marking of northern hemlock is very well summarized in a letter which was sent from the Hemlock Manufacturers Promotion Bureau to the hemlock retail lumber trade in June, 1925. It stated: " that in accordance with the request of the Wisconsin Retail Lumber

Dealers Association and the Board of Directors of the Michigan Retail Lumber Dealers Association, the Hemlock Manufacturers have adopted American Standard lumber sizes and have put into effect plans for the grade-marking of hemlock. That grade-marked hemlock can now be ordered from any of the mills on the enclosed list as these mills have ordered and received the grade-marking equipment. It is expected that other mills will similarly equip themselves shortly. That there is no reason why any of the Hemlock mills cannot arrange to meet your requirements in grade-marked lumber, and secure a license to use the brand, as long as their grading and manufacture meets our requirements. That the grade-mark has been patented by the Hemlock Manufacturers and inspectors visiting the mills, which have a license to use the mark, have been instructed to see that grade-marked hemlock is properly graded and up to standard size. That the Hemlock Manufacturers are now advertising in one hundred newspapers and farm journals and will shortly increase this list to twice that size. That it is not their intention however, to advertise grademarked lumber to the consumer until the retailers have had opportunity to obtain grade-marked Hemlock." ⁴

The formal announcement of the practice of identifying hemlock came in late June, 1925. At that time the Hemlock Lumber Manufacturers announced that they would begin to

4. Swan, O.T., Secretary-Manager, Northern Hemlock and Harwood Manufacturers Association,
Letter to Retail Lumber Trade. June 20, 1925.

grade-mark hemlock lumber on July 1st. Each board or piece of dimension was to bear the Association trade-mark and the figure denoting the grade. It thus becomes possible for the architect to protect himself and his customers in every way as this organization through its field inspectors who visit the mills frequently, will check up on grading at the mill and see that this mark stands for standard sizes under American Lumber Standards and for proper grading. The Manufacturers grade-mark will appear on each piece of Hemlock without additional cost. It is suggested therefore, that grade-marked hemlock be specified under the brand of the Hemlock Manufacturers as shown by the enclosed card.⁵

By the end of July it was reported by the Association that their correspondence with the mills indicated that the Hemlock Manufacturers back of the advertising movement in behalf of northern hemlock have not only completed plans for putting grade-marking into effect but that some are already shipping grade-marked lumber. Although the manufacturers met some opposition from the wholesalers and the retailers, mostly the former, the idea and practice of identification had become very well established among the manufacturers of hemlock.⁶

5. Swan, O.T., Secretary-Manager, Northern Hemlock and Hardwood Manufacturers Association, Letter to Architects and Contractors. June, 1925.

6. Swan, O.T., Secretary-Manager Northern Hemlock and Hardwood Manufacturers Association, Letter to its Members. July 31, 1925. pp. 1-2.

The practice and merits of grade-marking were announced to the public by the use of large size copy in farm journals, Milwaukee papers, and a large number of newspapers in southern Wisconsin and southern Michigan. Copies of this advertising were sent to all the members of the association and to all the retailers in that section in advance of its appearance in papers and magazines.

Grade-marking meetings were held in several of the larger cities to which retailers, architects, and any one else interested in the distribution and use of lumber were invited. The district retail lumber conventions were largely devoted to the selling of the identification program. Advertising and editorials were run at the same time that these meetings were held explaining the merits and advantages of grade-marking. At each of these meetings resolutions were passed in support of the program.

Later advertising of the Association has been devoted to hemlock, birch, and maple lumber, dwelling upon the merits of this wood with their common, present, and potential uses.

The hemlock program features the advantages in buying a branded lumber product guaranteed by an Association as based upon standardization and grade-marking. It is advertised mostly in Michigan and Wisconsin. The birch and Maple campaigns are national in extent, and are of an educational nature. Birch is featured as a high-class interior wood which is especially adapted to the new color processes in

staining. The efforts of the maple program are directed toward the industrial wood-consuming factories to demonstrate the mechanical and physical qualities of this wood and toward the furniture field for its use in the production of furniture. ⁷

The Association also has a trade extension bureau which is equipped with men who visit consumers, architects, contractors, engineers, and officials at industrial plants. The Association also prepares pamphlets and booklets which tell of the work of the Association and gives instructive information regarding their products.

The advantages of grade-marked northern hemlock are (briefly) that it takes the guesswork out of building; it saves time, labor, and money; it eliminates all misunderstandings; it guarantees full lumber value; it insures strength and stability; and it gives competition a definite grade basis for bidding. ⁸

WEST COAST LUMBERMEN'S ASSOCIATION.

The West Coast Lumbermen's Association with its headquarters at Seattle, Washington, is composed of a majority of the manufacturers of Douglas Fir lumber in western Washington and Oregon. It also is composed of a majority of the manufacturers of sitka spruce, west coast hemlock, and western red cedar. The trade-mark under which the Douglas Fir of the West Coast Lumbermen's Association is marketed

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7. Experiences of Associations in National Advertising. Periodical Publishers' Association of America. 1928. pp.21-22
 8. Seven Vital Factors of Building Construction. Northern Hemlock and Hardwood Manufacturers Association. pp.3-13. Blauvelt, Hiram.

consists of two inverted pentagons connected by a line. In the right hand pentagon are the words "West Coast" and in the left hand pentagon is the number of the mill producing that board. The grade-mark is printed in initial form over and under the line, as " $\frac{C}{VG}$ ", meaning the grade---clear, vertical grain. (See illustration No. 5. (e).

National advertising was begun in May, 1926, by the West Coast Lumber Trade Extension Bureau, which is now a proposed part of the West Coast Lumbermen's Association. The purpose of their advertising was to promote their product and to secure additional sales.

Advertising was carried in general magazines and in trade and class papers. Booklets and various other kinds of direct-mail advertising were prepared and mailed to interested parties, such as, dealers, architects, and contractors.

In addition to the advertising a force of trained building engineers was furnished by the Bureau to make personal contact with architects, engineers, contractors, and retail lumber dealers.

The campaign was originally started to feature "Durable Douglas Fir," but its scope has since been enlarged to include all of the West Coast products. Later programs have featured such campaigns as one on prize home designs created in the West Coast wood architectural competition. ⁹

9. The Lumber Industry Goes in For Association Advertising Printers Ink. Vol. 141. October 6, 1927. p. 178.

The results of this advertising is shown by the large number of inquiries that have been received from prospective home builders, architects, realtors, builders, retail lumbermen and other interested parties. Advertising has also been the cause for the opening of new markets, and the breaking down of sales resistance.

SOUTHERN CYPRESS MANUFACTURERS ASSOCIATION.

The Southern Cypress Manufacturers Association with its headquarters at Jacksonville, Florida, is composed of all the mills producing Tidewater Red Cypress in the southeastern section of the country. For the past few years the Louisiana Red Cypress Bureau of New Orleans, Louisiana, has been carrying on all of the advertising of Cypress that has been done. It has been using such media as--general magazines, newspapers, trade papers, direct mail and booklets.

In the fall of 1927 the Southern Cypress Manufacturers Association established a trade-mark and reestablished their advertising bureau and began again to advertise in general magazines and trade journals.¹⁰ Their trade-mark is an arrow with the initials "S.C.M.A." placed around it.

WESTERN PINE MANUFACTURERS ASSOCIATION.

The Western Pine Manufacturers Association with its headquarters at Portland, Oregon is composed of the majority of the Manufacturers of Ponderosa Pine, Idaho White Pine and

10. Experiences of Associations in National Advertising. Periodical Publishers' Association of America. 1928.pp. 27-28.

Larch in the Pacific Northwest. Their purpose for organization was to establish and maintain standards of grade, manufacture, and seasoning.

This Association's first advertising was devoted to the establishment of a new name for a well-known wood. Before this advertising campaign, Pondosa Pine had been known throughout the trade by several different names. In about seven months through the use of extensive advertising the new name, Ponosa Pine, was adopted by every manufacturer, retailer, and retail consumer. This was indeed a good achievement. Subsequent to this campaign, advertising was varried on for Idaho White Pine, and Larch.

In order to protect the quality and grade of Pondosa Pine, it is trade-marked with the initials, "P P", the first one being reversed. All production of lumber bearing this trade-mark is rigidly protected by association protection. Its merits, uses and advabtages are widely advertised through the use of advertising in general magazines, trade publications, farm journals, and direct mail.¹¹

CONCLUSION.

From the above survey, it is shown that individual concerns and lumber manufacturers trade associations have been very instrumental in the promotion and the progress of

11. Blauvelt, Hiram. The Lumber Industry Goes for Association Advertising. Printers Ink. Vol. 141. Oct. 6, 1927. pp. 170-179.

standardizing, identifying, financially guaranteeing, and nationally advertising lumber products.

The lumber industry represents an interesting pyramid of organizations. First, we have the private lumber concerns working on the above problem as individual units. Then, these same companies are members of regional or wood species associations which are working on the problem as groups. In turn, these same individual concerns and associations are, in a large part, members of the National Lumber Manufacturers Association which is working on the problem from the standpoint of the industry as a whole.

CHAPTER LV NATIONAL IDENTIFICATION AND GUARANTEE.

GENERAL NATURE OF AND NEED FOR NATIONAL IDENTIFICATION.

In Section III of the American Lumber Standards the statement is made, "the principle of grade-marking is approved." In fact the makers of the American Lumber Standards recognized grade-marking from the first but it was only recently that grade-marking was placed in supplement to the American Lumber Standards.

A great deal of credit for the system of grade-marking lumber can be given to the Southern Pine Association and also to the National Committee on Wood Utilization. The part that the Southern Pine Association played in the program has just been discussed. At present we are interested in the work of the National Committee on Wood Utilization.

The National Committee on Wood Utilization is an impartial, cooperative undertaking between industry and the Government, in which the industry takes the lead. It was established by direction of President Coolidge in 1925, with its headquarters in the Department of Commerce.

The Committee is composed of about one hundred and forty members representing manufacturers, distributors, and consumers of forest products.

The purpose of the committee is to work for a closer utilization of our country's timber resources. Although primarily interested in reforestation and proper wood

utilization, it has been quite interested in the promotion of the use of the regional association's grade-mark and the National Lumber Manufacturers Association's trade-mark.¹

This Committee is interested in the grade-marking of lumber because that policy is of utmost importance in the intelligent utilization of forest products. Formerly only the best part of the log was used in manufacturing lumber and the defective and lower grade part was in a sense wasted, i.e., as far as marketable lumber was concerned. Grade-marking would eliminate this waste to a considerable degree because the lower grades as well as the better grades would be marked and sold as such for uses for which they each are fitted. This would result in a greater portion of the log being used.²

Up until recent years there has not been a great deal of need for grade-marked lumber in the United States. The majority of the lumber manufactured was purchased locally where the buyers were more or less familiar with the species grown in their own localities and there was little or no substitution of inferior woods. Timber was also plentiful so only the choice cuts of the log were made into lumber and the lower grades were not marketed. This meant that there was practically no grade-substitution. As the country and the cities developed the sources of lumber became farther and

1. National Committee on Wood Utilization--Its Accomplishments and Aims. United States of Commerce. 1928.pp.1-2.

2. Grade-marking of Lumber for the Consumers Protection. United States Department of Commerce, 1928. p. 7.

farther from the consumer. As local supplies of lumber were exhausted there arose a situation in which the buyers were not acquainted with the species of the more remote sources of supply and their respective grading system. As lumber was brought in from great distances, prices advanced, and competition grew keener, often resulting in the substitution of grades and species. Thus a need arose for a protection of the buyer from such practices of substitution.

Grading of lumber requires the services of an expert and it is difficult for anyone not familiar with grading rules and specifications to identify the grades of lumber once they became mixed. The only way to absolutely protect the retailer and the consumer from substitution of species and the mixing of grades is for the producer to mark the grade on each individual piece of lumber as it is graded by his expert.³

Let us now examine the national movement of identified and financially guaranteed lumber as carried on by the National Association of Lumber Manufacturers.

NATIONAL LUMBER MANUFACTURERS ASSOCIATION.

The national movement of the identification of lumber was led by the National Lumber Manufacturers Association.

The National Lumber Manufacturers Association (hereafter we shall call this organization the National Association, for brevity) is an incorporated association of associations representing seventeen associations of lumber

3. Ibid., p. 7.

manufacturers and timber owners and of other lumber interests, namely, the California Redwood Association, the California White and Sugar Pine Manufacturers Association, the Florida Dense Long Leaf Pine Manufacturers, the Hardwood Manufacturers Institute, the North Carolina Pine Association, the Northern Hemlock and Hardwood Manufacturers Association, the Northern Pine Manufacturers Association, the Southern Cypress Manufacturers Association, the Southern Pine Association, the West Coast Lumbermen's Association, the Western Pine Manufacturers Association, the National-American Wholesale Lumber Association, the National Association of Wooden Box Manufacturers, the Maple Flooring Manufacturers Association, the British Columbia Lumber and Shingle Manufacturers, the British Columbia Loggers Association, the Hickory Golf Shaft Manufacturers Association, and the American Wood Preservers' Association.

The National Association has been functioning since 1902 as a clearing house for technical, statistical, forestry, and economic information for the producers of lumber and as a guardian of lumber interests in general for manufacturers producing about sixty-five per cent of the entire lumber output of the country.

The purposes of the National Association are (1) to promote uniformity in the methods of manufacture and sale of lumber; (2) to unify as far as possible conflicting interests and eliminates those elements of friction that have

so long served as a barrier to the elevation of the trade to that high plane of dignity and usefulness to which its importance entitles it; (3) to gather and disseminate reliable statistics showing the annual production and consumption of the various kinds of lumber manufactured in this country, cooperating with and aiding other associations along this line; (4) to gather and distribute information as to general trade conditions and kindred interests throughout the country; (5) to take up for discussion any and all questions of mutual interest that are national in their character and application, leaving to the territorial association for final adjudication those matters and questions peculiar to their respective localities; and (6) to strengthen the bonds of fellowship and inculcate more friendly relation among those engaged in the same calling and occupation whose interests are common and lie along almost parallel lines, and for the uplifting of the industry to which many of the manufacturers are giving the best efforts of their lives.⁴

Full authority of the National Association is vested in a Board of Directors annually elected upon nomination by the regional associations. The president and manager are the chief executive officers deriving their authority solely from the Board of Directors. The Board of Directors exercises its authority either directly or through standing or special committees appointed for particular purposes. The purpose and

4. Official Report of the Tenth Annual Convention. National Lumber Manufacturers Association. 1912. p. 7.

effect of the National Association is thus controlled by the regional associations.⁵

Mr. E.L. Carpenter of Minneapolis, Minnesota, is now President and Mr. Wilson Compton, Washington, D.C., is now Secretary and Manager of the National Association. The Association has its headquarters at Washington, D.C.

The National Association has thirteen field offices located in thirteen of the more principal lumber centers of the United States. In these there is maintained a staff of over fifty men to supply lumber users with needed information on lumber and its utilization without expense to them.⁶

THE HISTORY OF THE NATIONAL MOVEMENT OF IDENTIFICATION.

The grade-marking of lumber logically started with producers of refined lumber items. Maple and oak flooring have been grade-marked for many years. We have just discussed the progress that has been made by some typical individual manufacturing concerns and also some typical regional associations.

In view of the position taken by the National Association, it is hoped that grade-marking will become a universal practice within the lumber industry. In January, 1928, this organization decided to institute a combined grade and trade-marking system for its members. According to this arrangement each piece of lumber produced in accordance with American Lumber Standards will be provided with a regional association

5. National Lumber Manufacturers Association--Its Accomplishments and Aims. National Lumber Manufacturers Association Washington, D.D. 1928. p.1.

6. National Lumber Handbook. National Lumber Manufacturers Association July, 1928. p.1.

or species grademark indicating its quality and source of manufacture. The symbol will be included on properly seasoned lumber and structural timbers. Also, the consumer will be protected through the plan of grade and trade-marking by means of a definite financial guaranty of the correctness of the grades as marked on lumber sold by its members. The Association would pay at once any claims which, upon reinspection, have been sustained, thus (by reimbursement through the retailer) relieving the customer of the necessity of dealing with the individual producers, who are often located long distances from the points of consumption.⁷

Although having been in the minds of lumber manufacturers for some time, it was not until April, 1922, that identification of lumber was brought directly to the attention of the lumber interests as a national movement. At the annual meeting of the National Association, Secretary of Commerce Herbert Hoover aroused a great deal of interest in the project by an address in which he stated; "In the matter of business and labor practices of the minority I need not recite the repeated exposures in all directions that have sickened the public during the last twelve months. There are other things that have not yet been exposed. I have no taste for demagogic statements. I do have an aspiration for constructive remedies.

7. Grade-Marking of Lumber for Consumers' Protection.
United States Department of Commerce. 1928. p. 4.

"Let us take a single material---lumber. Several leading manufacturers inform me that the time had come when we must have a guarantee against short deliveries and fraudulent alternation of qualities. The product of the honest millman must reach the consumer as the manufacturer wishes his product to reach the consumer. Also, he must have protection from the crooked competitor. Is it not possible for the National Lumber Manufacturers Association to take upon itself the duty of giving a brand to lumber that will show its content and grade? Many commodities are assured as to quantity and grade under the inspection and rules of our voluntary trade associations. If you think it wiser to do so we could probably secure the treatment of a "pure food law" in all building materials. I would much rather see the trades themselves establish their own standards." ⁸

As a result, committees were formed and work was begun on what we have discussed above---The American Lumber Standards. Although grade-marking or branding, as it is often called, was taken up as a part of the Standards, we left it out of our former discussion so that we could take it up more in detail now.

Thus when the Fourth General American Lumber Congress meet in April, 1922, in addition to the recommendations adopted in regard to policies of fair dealings, honest

8. The Grade-Marking of Southern Pine. Southern Pine Association, 1928. p. 2.

grades, and proper and complete fulfilment of obligations and contracts, a resolution was unanimously adopted which recommended that the grade-marking of lumber be promoted as a means of protecting lumber buyers; that, in connection with the grade-marking, marks be used to identify the mill manufacturing and shipping the lumber through the association to which it belongs. ⁹

During 1923 and 1924, the principle of grade-marked lumber was studied along with the other problems of standardization. The American Lumber Standards that were published by the Department of Commerce in July, 1924, stated in the section devoted to grade-marking that the principle of grade-marking is approved and that the grade be marked on lumber of grades equivalent to No. 4 Common and better grades--it being optional on lower grades. They also suggested that an easily branded mark or insignia, copyrighted and nationally uniform, be used in connection with the grade-mark and be available to identify shipments from all mills of lumber manufactured in accordance with American Lumber Standards and that an appropriate mark symbolizing American Lumber Standards be copyrighted and its use be available to those mills which shall have agreed to maintain the agreed standards of size and grade to submit their lumber product upon complaint to official association inspection. ¹⁰

9. Ibid., p. 3.

10. Simplified Practice Recommendation Number 16. United States Department of Commerce, July 1, 1924. pp. 11-12.

During the next two years, 1925-1926, the identification movement made very little progress on a national scale, although much progress was made by individual concerns and regional associations as shown above.

At the annual meeting of the National Association in April, 1927, Mr. Wilson Compton, Secretary and Manager of the Association, reopened the question of identification when he stated in his annual report that the full benefits of superior manufacture, refinement, and grading will not be realized without trade and grademaking or without the gradual establishment in the public mind of a reliance upon a recognized quality brand as a guarantee. What other industries have done, to their great profit and progress, the lumber industry can do. ¹¹

Up to this point the national identification movement has been largely promoted through the annual meetings and committees of the General Lumber Conference of all lumber interests. Now it passes directly into the hands of the National Association where it is taken up as a part of their Trade Extension work. The work of the Trade Extension Committee consists of research, field promotion, building code, publications and publicity.

The position of the National Association was well defined when the Board of Directors of the Association passed a resolution in August, 1927, that it is the opinion of the

11. Compton, Wilson, Wish-Bone or Back-Bone in the Lumber Industry. American Lumberman. December 15, 1928. p. 45.

Directors that no program for tradeextension would be complete or permanently effective without provision being made for supplying any demand that may be created with lumber graded and prepared in accordance with the American Lumber Standards and identified by proper marking; that it is recognized that the appeal of the lumber industry for wide and improved use of its products must be founded upon lumber properly manufactured and prepared, reliably and uniformly grades, and sold under suitable guarantees, the necessity of which has been strongly emphasized by wholesalers and retail dealers and by architects, engineers, contractors, purchasing agents and industrial consumers in response to a thorough research made by Association officials and field engineers; and that it is believed that a practical program of grade and trade-marking of lumber, administered with the aid of the official reinspection service of the respective regional associations, and reinforced by dependable financial guarantees, is the most direct means to that end now available and feeling strongly that results expected through National Trade Extension can never be realized without such a program.¹²

In January, 1928, Mr. Wilson Compton addressed the Executive Committee of the Board of Directors of the National Association with a confidential report on the need for grade

12. General Grade-Marking Conference Called By Secretary Hoover. The National Lumber Bulletin. National Lumber Manufacturers Association. February 7, 1928. pp.1-8.

and trade-marking. In this report, he urged action to convert the long continued talk about lumber marking into practice, by means of a comprehensive plan of national application combining the organized facilities of both regional and national associations.

Thereupon, the Executive Committee drew up a resolution requesting the Trade Extension Committee and the officers of the Association to prepare at once a detailed plan for securing the manufacture and distribution of, and demand for, grade and trade-marked American Standard lumber, which will secure the maximum cooperation of the regional associations and participation of individual Trade Extensions subscribers; and furthermore urge the adoption of an advertising program that will give the widest publicity to this policy. That for this purpose the Executive Committee authorized the Association to take such steps as might be necessary to put into effect this policy which they considered the keystone for all Trade Extension activities.¹³

In order to let the lumber industry know that work was being done on the identification movement, the two above resolutions were drawn up together and twenty thousand copies were mailed to retail lumber dealers and other interested parties over the United States. These letters caused a great deal of interest, not only, in the lumber business but also in other business circles.¹⁴

13. Ibid., p.8.

14. Marking Resolution Gets Wide Circulation. The National Lumber Bulletin, National Lumber Manufacturers Association February 21, 1928. p.3.

The Executive Committee of the Trade Extension Committee worked upon the above request and drew up a plan embodying the principles of grade and trade-marking lumber for domestic shipments. By this plan, the National trade-mark is to be combined with the regional grade-marks of lumber shipped for domestic consumption; the National trade-mark signifying (1) American standard lumber, (2) dryness, (3) superior precision, uniformity and dependability of manufacture, refinement and grading, and (4) financial guarantee of the correctness of brand in case of dry lumber, in original form and condition as shipped. This covers ordinary retail yard stock shipped to retail dealers, and to railroad, industrial and other standard stock shipped directly to the purchaser.

Other advantages of the symbol will be the convenient means of identifying lumber conforming to the specifications set forth in advertising. Reinspection service will be available at any time on trade-marked and grade-marked lumber in its form and condition as shipped. Retail yard stock that conforms to conditions set forth above is to be branded with the National trade-mark and the regional grade-mark. Structural timbers, railroad and industrial lumber are to be similarly branded. The National mark is to be eligible only for the use of the National Trade Extension subscribers; and the financial guaranty is to apply only to grade and trade-marked lumber.

The National trade-mark is to be available to Trade Extension subscribers under license form, and by a suitable protective agreement with the National Association which will provide the terms and conditions under which the mark may be used, and the reciprocal obligations of licensor and licensee. This agreement is that the National Association, in making reparation for claims made under terms of guaranty, shall act as special agent for mill shipping marked lumber (under terms of the license agreement), and shall be reimbursed for any claims properly allowed. Also, that liability under the terms of guaranty, and performance of licensed manufacturers, in manufacture, seasoning and grading of lumber, shall be determined by official Association inspection and or reinspection and that said determination is to be final. ¹⁵

Copies of the above plan were prepared and mailed to the subscribers of the National Trade Extension with the request that prior to the meeting of the National Association in May, each subscriber should advise the Association to the extent to which they would furnish marked lumber in accordance with the proposed plan and also, to express their views and suggestions in regard to the advertising and promotion of the use of branded lumber, in both hardwoods and softwoods. ¹⁶

15. Trade- and Grade-Marking Resolution Presented to subscribers. The National Lumber Bulletin. April 7.1928

16. Ibid., p. 2.

Soon after these recommendations were distributed, Mr. Wilson Compton, prepared a pamphlet of seventy questions and answers on the plan of grade and trade-marking lumber. The pamphlet anticipated and answered the type of questions which were thought would be aroused in the minds of the subscribers in regard to the national program of standard lumber grade and trade-marking. Accompanying this pamphlet was a questionnaire that was to be filled out by the subscriber. Besides asking specific questions in regard to the plan plenty of space was allowed for comments, criticisms, and suggestions. ¹⁷

As a whole the responses to the national grade and trade-marking program were favorable, and the criticisms and suggestions were timely.

The plan was modified in accordance with these criticisms and suggestions and was presented to the annual meeting of the National Association in May, 1928, for adoption or refusal.

There was some discussion on the proposed plan. Some manufacturers took a stand against the project on the ground "that there was no demand on the part of the retail trade for grade and trade-marked lumber, and that the manufacturers could not foist the proposition upon the retailers. However, the concensus of opinion was that grade and trade-

17. Pamphlet on Grade and Trade-Marking Issued. The National Lumber News. National Lumber Manufacturers Association. April 21, 1928. p. 3.

marking was a thing of great importance and that its inauguration should not be delayed.

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What does modern merchandising say in regard to the establishment of a simplified, grade and trade marked, financially guaranteed product? Modern merchandising does not wait for the general public or retailer to demand a product of the above description, the manufacturer produces this type of a product because it is cheaper to produce and makes a better and more satisfactory product which creates more satisfaction and good-will among its users and then sets about to create an acceptance and demand for the product on the part of the retailer and the consumer.

One of the deciding factors in favor of the plan was a talk given by Mr. O.O. Azley, Vice-President of the Southern Pine Association, upon the history of grade-marking within that association. In this talk he said that grade-marking was not only a boom to the industry but that they would not under any circumstances abandon the practice. He also made the statement that they did not accept any order calling for ungrade-marked lumber, and that eighty per cent of their orders specified grade-marked lumber.

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Under the terms of the resolution that was unanimously approved, the National Association was to immediately promote by national advertising and otherwise the grade and trade-

18. National Association Declares for Trade-Marking and Grade-Marking. American Lumberman. May 5, 1928. p.58.

19. Ibid., p. 58.

marks of all regional associations whose gradeing rules conform with the American Lumber Standards; the National Association was, subject to the terms of an agreement including provision for suitable financial guarantees, to license the use of a national trade-mark indicating dry lumber in accordance with the practice and control developed by each regional association, when such practice and control are regarded by the National Association as meeting reasonable standards of dry lumber in consideration of the use made of the regional products and the conditions governing their manufacture and distribution; and will promote the demand for such trade-marked lumber in national advertising; the national trade-mark was also to be used on timbers and heavy joists, of sizes and grades approved by the regional and National Associations, in any condition adopted to the commercial use of such products; and the use of the national trade-mark was to be restricted to lumber which carries the regional grade and trade-marks, and which is cut to American Standard sizes and specifications.^{20.}

The significance of the adoption of the above provisions lies in the fact that the whole force and influence of the National Trade Extension campaign will now be enlisted in promoting grade and trade-marked lumber cut according to American Lumber Standards. In other words, the lumber advertised and promoted by the National Association will be

definitely identified and its quality financially guaranteed by that organization. It is the final step needed to make the whole campaign effective.²¹

A few days later the producers, distributors, and consumers of lumber, meeting in their Annual General Conference, at the invitation of the Secretary of Commerce unanimously endorsed the plan undertaken by the National Association for converting into nation-wide practice the nationally recognized principle of association grade and trade-marking of American standard lumber; declared that they would encourage its general support; and would urge wholesale and retail distributors, and consumers of lumber to cooperate with the lumber manufacturers in securing the wide distribution and general use of association grade and trade-marked American Standard Lumber.²²

Although the above statement is the endorsement of the National Association's plan by the general lumber conference that established the American Lumber Standards, it does not mean that the plan is to be incorporated into the Standards, but that in order to make the Association's policy more effective, it is essential to have the support and cooperation of the distributors and the consumers.²³

21. American Lumber Standards and National Guaranty.
American Lumberman, May 5, 1928. pp. 53-54.

22. General Conference Endorses Grade-Marked and Trade-Marked Lumber. American Lumberman, May 12, 1928. p. 52.

23. Ibid., p. 53.

It was now necessary to draw up an agreement to license the use of the National Trade-Mark. A tentative draft of the agreement was drawn up and was submitted to the regional associations and to the Trade Extension Committee for suggestions and criticisms. The agreement was then to be revised according to the suggestions and be submitted to the Board of Directors of the National Association at its meeting in August, 1928.

According to the tentative draft of the trade-mark license agreement, the financial guarantee applies only to American standard lumber marked with the National trade-mark; the use of the mark is limited to Trade Extension subscribers; the mark is to be used extensively in the National advertising campaign; the mark is to be placed only on lumber that has been regionally grade-marked; the agreement provides for inspection by regional associations; the National Association is financially liable directly to the purchaser of trade-marked lumber, but the latter is to be reimbursed by the subscriber who manufactures the lumber; the guarantee is to extend only to retailers and to large industrial users --not to the casual purchaser of a few thousand feet; and the requirements as to dryness of lumber depends on final action to be taken on this important subject by the Central Committee on Lumber Standards in November, 1928. ²⁴

24. Back Grade-Marking Program. American Lumberman. August 4, 1928. p. 31.

(Requirements of dryness were left up to the recommendations of the regional association that were to be agreed upon by the Central Committee on Lumber Standards).

Some idea of the way in which the associations accepted the plan for regionally grade-marked and nationally trade-marked American standard lumber is gained from the fact that by August 2, 1928, written pledges and conditional verbal promises given to the National Association showed that approximately 8,600,000,000 feet of such lumber would be available to the market as soon as the Association's guaranteed lumber became effective.²⁵ In order for comparison, there was approximately 32,000,000,000 feet of lumber produced in the United States in 1928. Nevertheless, at this time, although six of the twelve regional members of the National Association were grade-marking, or both grade and trade-marking, only two of these associations were in position where the majority of their manufacturers could furnish lumber so marked.²⁶

At the meeting of the Board of Directors of the National Association on August 7-11, 1928, the subject of guaranteed lumber and its advertisement received the greatest attention. Although it seemed that there would be a notable demand for grade and trade-marked lumber, it was deemed necessary first to sell the practice to a larger percentage of the manufacturers, and the retailers before going to the general public.

25. Back Grade-Marking Program. American Lumberman Aug. 4, 1928
p. 31.

26. National Leaders in Midsummer Meeting. American Lumberman. August 18, 1928. p. 58.

However, the Board of Directors did pass upon a National trade-mark. The one that was adopted was what is called, "the Tree Trade-Mark," which is a design showing an outline of a tree with the letter "N" superimposed on the tree. ²⁷



(See Illustration No. 7.). An advertising program was also adopted at this meeting but reference will be made to that later.

No. 6.

National Tree
Trade-Mark.

The identification plan became a definite program in December, 1928, at the meeting of the National Trade Extension Committee. At this meeting the National Association was given the authority to advertise American standard lumber---regionally grade-marked, nationally trade-marked, and financially guaranteed. The campaign was to start in February, 1929, and the copy was to venture lumber thus marked and guaranteed as soon as production and distribution would justify. ²⁸

This decision was greatly influenced by the report of Mr. F.O. Perkins, representative of the J. Walter Thompson Company, on their survey of the lumber industry. In this report Mr. Perkins remarked that it was believed by the agency (J. Walter Thompson Company) that under existing conditions it is questionable whether from the standpoint of the members of the National Association, or from

27. Ibid., p. 58.

28. Marked Lumber to be Advertised. The National Lumber Bulletin. December 13, 1928. p. 1.

the stand-point of the distributor of lumber, grade-marking could be immediately adopted, but that it offered a means of stabilizing many problems in the industry. In regard to trade-marking Mr. F.O. Perkins stated in his report that the investigation indicated an acceptance of the principal of a national trade-mark by practically all the specifying groups in the consuming market, and that it was also found that there was very substantial approval of national trade-marking even in the distributing channels such as the wholesaler and the retailer, regardless of the fact that it was in these two latter groups that most of the opposition to the plan was found.²⁹

Thus the identification program was connected directly with the advertising campaign, as the adopted trade-mark would contribute greatly toward giving more point to the advertising of lumber, by enabling the copy to be more specific instead of being based on generalities .

It was at this point that it seemed that the program for identified and guaranteed lumber was established. But as yet it was only a theory as to its establishment throughout the whole lumber industry. In January, 1929, Mr. John M. Gibbs, Trade Extension Manager, and three National Association division managers went into the field to obtain definite grade and trade-marking agreements from lumber manufacturers.

29. Further Standardization of Lumber Advocated by J. Walter Thompson Company. The National Lumber Bulletin. December 13, 1928. p. 4.

The program is a cumulative affair. There could be no advertisement of identified and guaranteed lumber without the manufacture of such lumber and the manufacturers would not be willing to produce such lumber unless it was being pushed, so to speak, by advertising. As we shall learn later the advertisement was promoted right along with the work of the signing of the agreements to produce identified lumber.

In the meantime the National Association encouraged the promotion of the program by means of editorials and articles in the lumber trade journals and by direct-mail. The last of January a broadside was sent to all the principal manufacturers in the United States, urging them to line up with the grade and trade-marking program in order to immediately supply the market with identified lumber.

During the last part of February, 1929, it was announced that the signing of the National grade and trade-marking agreements had been done to such an extent that the success of the National tree symbol guaranty campaign, as it was called, was assured. At that time (February 19, 1929) signed licensing agreements to use the National tree trade-mark as a symbol of guaranty of trade and grade-marked American standard lumber had been received from fifty mills with total annual capacity of two billions, 807 million feet. By March 11, 1929, the total of the licensed producers had risen to fifty-eight with the total annual production aggregating four billions, 701 million feet. As this discussion is closed the last figures available showed that on April 6, 1929, the total of licensed producers had reached one hundred with the total annual production aggregating 5 million, 455 million feet.

CHAPTER V. THE NATIONAL ADVERTISING AND ADVANTAGES
OF GUARANTEED LUMBER.

NATIONAL LUMBER MANUFACTURERS ASSOCIATION'S ADVERTISING.

Although the advertising of identified lumber on a large national scale has been a very recent development, advertising of lumber by the National Association has been going on for some time.

The National Association made its first advertising appropriation in the spring of 1921. The appropriation was for \$100,000.00, a very meager sum in comparison with what the Association is spending today and in comparison with some of the other advertising appropriations today. However, the appropriation increased as it was raised by an assessment of one-half cent per thousand feet of the production of the members of the Association. Thus as the production of the old members and the production of any new members of the Association increased the appropriation increased in proportion.

The first campaign stimulated the advertising of the various building materials and it encouraged to a considerable degree the advertising of the other members of the lumber industry.

The primary motive of the first campaign was not so much to increase the demand for lumber as it was to lay before the public the salient facts regarding the lumber industry and its allies.

The general public, as a rule, has a very vague knowledge of the lumber industry and in many cases the knowledge that it has is usually quite erroneous. It was felt by the National Association that advertising was the best method of telling the public the truth about the conditions within the industry.

AS these misconceptions on the part of the public in regard to the lumber industry hardly come within the scope of this discussion we will just mention some of the more important ones that were put into the advertising copy of the first campaign and will not attempt to discuss them.

It is generally thought by the public that the lumbermen are denuding the nation's forest lands without any thought of the future and that at the present rate of consumption, the supply will only last a very brief period of time. Both of these statements are being refuted by the lumber industry, the first one by the increasing use of the practice of reforestation and the second one on the basis of the presentation of the actual figures of the acreage of standing timber plus the acreage that is being replanted.

Another misconception of the general public lies in the fact that the use of lumber substitutes seems to be increasing. Substitutes for lumber have made much of their advance in popularity through the use of advertising and modern merchandising methods and through the result of the above misconception--the short life of the forests. Nevertheless, it has been proven in

many cases that substitutes for lumber are more costly and less satisfactory than lumber.

Other misconceptions are those in regard to the fire-resisting qualities of lumber, the size of the industry, the fact that there will always be some market for lumber, and the effect that unfavorable taxation has had upon the practice of reforestation.

The purpose of the National Association in advertising was not to attempt to carry the advertising load for the entire industry, but was to suggest to the members of the Association the way by which the American people should be told of the things that they should know about the lumber industry. In other words, the function of the Association in advertising was to take the lead and encourage the members to follow its lead. This is more or less true all the way through the activities of the National Association.

The first few years of advertising by the National Association consisted of facts about the lumber industry that the general public should know in refutation of the above and other misconceptions. ¹

The first large program of advertising to be sponsored by the National Association was started December, 1925. At the meeting of the Board of Directors of the Association at that time, it was unanimously resolved that a meeting of the

1. True, James. Advertising Aids in the Solution of Lumber Industry's Problem. Printers' Ink. Vol. 126 January 3, 1924. pp. 89-94.

trade extension committee of all the regional manufacturers' associations and wood-using industries be called early in the month of February for the purpose of organizing and planning of the outline of a cooperative trade extension program for all uses of hard and soft wood, to the end that all trade extension undertakings, both association and individual, may be molded into a coordinated program for the benefit of all forest industry, rather than many unrelated and even antagonistic activities, and to the further end that all interests be protected and benefited and be properly informed as to the extent of their individual obligation to support this program.

The results of this meeting were to be presented to the National Association at their next regular meeting.²

The above in reality is a plan for increased trade extension work, but it also means increased advertising because as we have shown above, advertising is a very important part of trade extension activities.

At this meeting of the trade extension conference, consisting of all regional manufacturers' associations and wood-using interests, it was decided to undertake a campaign of raising \$1,000,000 a year for a period of from three to five years with the expectation that the activities outlined at the conference will become permanent under the auspices of the National Association. The fund was to be separate from any of the other regional or national association dues at that time and the fund was to be for certain specific purposes re-

2. Lumber Industry Considers Five Million Dollars Campaign. Printers' Ink. Vol. 134. January 14, 1926. pp 206-208.

lating to the rehabilitation of the lumber industry.

The fund was to be raised on the basis of ten cents a thousand feet of production from manufacturers; five cents a thousand from loggers, and five cents a thousand from log-buying mills and wholesalers. Subscriptions were to be solicited from timber owners without mills on a uniform basis.³

The nature of the plan was announced to the manufacturers, wholesalers, timber holders, and a miscellaneous group through the use of a broadside in which it was stated along with other arguments in favor of trade extension work that the progress and the stability of the lumber industry would be greatly advanced by a well planned and continued campaign of public education to the uses and the merits of lumber and wood product, and that national and regional activities should be coordinated in such a manner as to avoid duplication of effort and expense. The broadside closed with an invitation urging timber owners, manufacturers, distributors, and consumers of lumber throughout the United States to join with the trade extension committee in the organization and the liberal financial support of a diversified and nation-wide campaign to extend and improve the uses and markets for lumber.⁴

It can thus be seen that the purpose of the National Association is to unite the various advertising programs of individual concerns and regional association into one leading

3. Lumbermen Act on Million-Dollar Promotion Program. Printers' Ink. Vol. 134. February 25, 1926. p. 36

4. Plan for Lumber Trade Extension. American Lumberman. February 20, 1926. p. 1.

program sponsored by the Association and each regional association and individual manufacturer cooperating with this program with their or his supplementary program. In this way the advertising programs instead of vying with one another in their particular trade-mark or competing with each other in their particular species will be lined up with one united program promoting the industry as a whole, with the individual manufacturers pushing their trade-mark in a cooperating way and with the regional associations pushing their species for the particular uses that it naturally is adapted to. ⁵ This new plan would result in the industry pulling in one direction toward one goal--success, instead of the old plan in which each component was pulling in opposite directions toward--disaster. Although this statement may sound very idealistic and theoretical, nevertheless it is the final goal of the National Association's advertising program.

In addition to the broadside mentioned above, the nature of the trade extension plan was explained by members of the trade extension committee at the meetings of the various associations comprising the support of the committee. Through the use of the mails and personal contact the members supporting the trade extension activities were asked to sign pledges in support of the financial end of the program .

5. Trade Extension Absorbs Interest of National Lumber Manufacturers in Annual Convention. American Lumberman. April 24, 1926. p. 59

By the last of April, 1927, the national trade extension committee became a reality when it was announced that a total of a little over a million dollars per year for a period of five years had been subscribed and that it was voted to organize a permanent committee. This permanent committee was to be composed of two members from each of the regional association subscribing to the National Association.

The initial advertising program that was sponsored by the National trade extension committee was to be inaugurated during October and November of 1927. This campaign was centered around a slogan contest which had a two-fold purpose, namely, the securing of a suitable slogan for wood and the focusing of the attention of millions of people on this campaign.

This campaign appeared in twenty-eight magazines of general circulation and in fifty-nine business and class journals.

The copy of this preliminary campaign conveyed to the public the ideas that wood is unrivaled for certain purposes, that it is abundant, and that it should be used at the proper time to conserve the forests--on the basis that timber is a crop which needs to be cut when ripe, and that failure to use the crop means waste and prevention of new growth.

The offer of prizes in the slogan contest aggregated a total of \$15,000 and ranged in fifty-seven individual prizes from \$5,000 down to \$100. The advertisements carried the

rules of the contest, a coupon for the purpose of entering contestants, and a request for the booklet entitled, "The Story of Wood," which the contestant had to read.

In addition to the publication advertising, a direct-mail campaign was sent to purchasing agents, architects, engineers, contractors, and the principals of the wood-using industries.

The local retail lumber dealers were asked to help carry on the contest and its advertisement. For the purpose of advertisement, interested dealers were supplied with a series of mats and electrotypes and copies of "The Story of Wood."⁶

When the contest closed in December, 1927, nearly 400,000 slogans had been received by the National trade extension department of the National Association.

We are interested in this contest because it is a very common merchandising practice to have a slogan to feature and use in advertising. The slogan that won first prize was presented by Mr. James E. Noble, Jr. and was, "Certified by Centuries of Service." The slogan that won second prize was "Wood: Use It; Nature Renews It." Many of the slogans sent in were used for various advertising purposes, but the first two are the more popular. These two slogans were copyrighted and they may be used by anyone in the lumber industry.

The 1928 trade extension advertising program was designed to appeal to specifying buyers and industrial users of wood.

6. Lumber Industry Starts Five-Year Educational Campaign. Printers' Ink. Vol. 141. October 13, 1927. pp. 217-220

Advertising appealing to specifying buyers such as general contractors, house building contractors, real estate developers, architects, woodworking industries, furniture manufacturers, automobile industries, farm implement industries, railroads, packers and shippers, and purchasing agents appeared in trade journals of each particular classification.

The general nature of the copy that was designed to appeal to specifying buyers was endorsements of wood for specific building or industrial uses. When possible these advertisements quoted some outstanding engineer, architect, contractor, or other specifier on the direct superiority of wood for his uses.⁷

The budget for the 1928 program consisted of approximately \$943,000 for the entire trade extension activities and \$360,000 for publicity and all forms of advertising.⁸

In May, 1928, the grade and trade-marking program and the advertising program were linked together when a resolution was passed by the National Association which authorized the promotion by national advertising of all regional grade and trade-marks. All of the terms of this resolution was given in the last chapter.

7. Nineteen-twenty-eight Trade Extension Advertising Opens in Forty-three Publications. National Lumber News. February 21, 1928. p. 1.

8. The 1928 National Lumber Trade Extension Budget. National Lumber Bulletin. April 7, 1928. p. 3.

The combining of these two programs was the step that made them both effective. Identified lumber would furnish good copy for advertising and identified lumber would be greatly advanced through the use of advertising.

Up until June, 1928, the above advertising campaigns had been handled by two advertising agencies. At this time the J. Walter Thompson Company was chosen to take over the placing of most of the advertising. Before making definite advertising recommendations, the J. Walter Thompson Company made a preliminary investigation and survey of the lumber industry on an extensive scale and in an intensive manner.

This preliminary study which occupied a period of about six months involved a careful examination of the records and files of the Association and of the trade extension committee and a careful study of the various statistics available in the statistical department. It also involved a personal study of the physical side of the industry and direct interviews with members of the trade extension committee, the trade extension staffs, secretaries and other officers of regional and national manufacturers associations, secretaries of retail associations, individual manufacturers, wholesalers, retailers, fabricators, etc., with a view of getting opinion and advice from many different points of view. ⁹

9. J. Walter Thompson Company to Handle National Advertising Account. National Lumber Bulletin. June 7, 1928. pp.1-2.

Reference has been made to the report of the J. Walter Thompson Company on their survey of the lumber industry and it will be referred to again in places where it applies. For this reason we will not give a give a summary of the report.

The plan for the advertising campaign for the fall of 1928 was to feature grade and trade-marked lumber, but due to the facts that the supply of grade and trade-marked lumber was not available in sufficient quantities to warrant much advertising and that the program of the J. Walter Thompson Company would not be available until after the completion of their survey of the lumber industry which would not be until about the last of the year, it was necessary to supply an emergency program to run until the first of the year 1929.

The trade extension advisory committee on advertising decided to "play up" the services that were being rendered to the lumber industry by the technical and field staffs of the National Association and the regional associations in this emergency campaign.¹⁰

The advertisement campaign went into effect when it was voted in the general meeting of the Trade Extension Committee in August, 1928, to defer advertising and promoting grade and trade-marked lumber until after January, 1929, and in the meantime, to use as a basis for advertising the services of the National and regional Trade Extension Staffs.¹¹

10. Selling Service Will be Keynote of Fall Advertising Campaign. National Lumber News. July 21, 1928. p. 1.

11. Midsummer Meetings Highly Satisfactory. National Lumber Bulletin. August 10, 1928. p. 1.

The campaign utilized space in twenty-five leading agricultural papers, twenty-three industrial publications, five general magazines and eleven other publications. ^{12.}

In addition to the copy of this campaign appearing in the above mentioned media, a broadside was sent by direct-mail to lumber distributors throughout the United States which gave the details concerning the campaign, a reproduction of the announcement advertisement appearing in the trade press and a graphic impression of the magnitude of the campaign. ¹³

We are especially interested in one particular feature in this campaign. A coupon was printed in one corner of the advertisement which the reader might send in and receive a pamphlet entitled, "One Hundred Lumber Consultants at Your Service." The National Association with the assistance of the regional lumber manufacturing and other associations have built up a staff of one hundred lumber consultants, whose business it is to help consumers and distributors of lumber to use lumber wisely, economically and efficiently. These consultants are located at the fourteen offices of the National Association and at the offices of the seventeen manufacturing and other allied component associations of the National Association. They are at the command of any consumer or distributor

12. Trade Extension Publicity is Electing Many Inquires. American Lumberman. July 21, 1928. p. 35.

13. Lumber World to be Told of Big Advertising Drive. National Lumber News. September 21, 1928. p.1.

free of charge at any time. ¹⁴ This system of consultants has been quite successful, more especially among the bigger users of lumber.

The National Association has worked out a system whereby the names of all inquirers from advertisements are returned to the local lumber dealers. Most of the advertisements carry coupons which may be mailed into the offices of the National Association by the reader requesting literature of one kind or another dealing with lumber. These coupons are sent to the offices of the proper district retail lumbermen's association and this retail association in turn sends them to the local dealer in the town of the inquirer. In this way any prospects for the use of lumber may be followed up by the proper local lumber dealer.

The goal of this discussion was theoretical reached December 5, 1928, when the National Trade Extension Committee adopted the resolution that authorized the National Association to advertise American Standard Lumber, grade-marked, nationally trade-marked and financially guaranteed, early in February, 1929.

The copy of this 1929 campaign was to feature lumber thus marked and guaranteed as soon as production and distribution would justify. ¹⁵

14. "One Hundred Lumber Consultants" Is New Pamphlet for the Consumer. National Lumber Bulletin. October 7,

15. Marked Lumber to be Advertised. National Lumber Bulletin. December 13, 1928. p. 1.

The 1929 budget for trade extension work called for over one million dollars with over \$400,000 apportioned to advertising and publicity.

The copy for the 1929 program will appear in five groups of publications, namely, general consumer magazines, home magazines, farm publications, professional and trade building magazines, and industrial magazines.

The plan as suggested by the J. Walter Thompson Company was to limit the number of publications, to give the advertising large space and to maintain a steady volume. The argument for this practice was to make a deep and lasting impression with what advertising was done.¹⁶

We come again to that point where we can say that identified and guaranteed lumber is theoretical established. However, the practical establishment and realization of the plan for simplified, identified, guaranteed, and advertised lumber will progress just as rapidly and only as rapidly as the mills produce lumber thus marked.¹⁷ As we have shown in the last chapter progress is gradually being made in the producing of marked lumber.

16. The National Campaign for Lumber. American Lumberman December 29, 1928. p. 35.

17. Compton, Wilson. Time for Grade and Trade-Marking Guaranteed Lumber Here. National Lumber News. January 21, 1929. p. 1.

The early copy for the 1929 campaign will just carry statements about identified and guaranteed lumber. We will quote such a statement from the American Lumberman which is a typical example of the grade-marking statements:

"Know the lumber you use. 'American Standard Lumber from America's Best Mills' is now obtainable both grade-marked and unmarked. If you want ready assurance of standard qualities grade in accordance with standards recommended by the United States Government--lumber plainly branded with the mark of the expert grader---LOOK FOR THE GRADE*MARK ON EACH BOARD. Such lumber is now procurable in every species. A larger supply will become available as consumers generally become accustomed to the advantages of certified standard lumber and ask for it. Inquire of your local dealer. If he cannot now supply you with certified and branded American Standard lumber write us and give his name." 18

These statements will gradually lead up to a definite announcement of this new and epoch-making policy of the industry--guaranteed lumber. Then it will be announced that lumber grade-marked by its regional manufacturer and carrying the National Tree symbol which is a financial guaranty to the dealer is available to the ultimate consumer. 19

It is not the intention of the National Association to seek to ruin any lumber manufacturer's business. On the contrary, the plan is to make the transition from unidentified lumber to grade-marked, trade-marked, guaranteed lumber a gradual process, a sort of endless circle. 20

18. Time For Talk Has Passed--Action Needed. American Lumberman. January 19, 1929. p. 41

19. Ibid. p. 41.

20. Strongly Support Marked Lumber Project. American Lumberman. February 2. p. 34. 1929.

The last of January, 1929, a broadside was sent out by the National Association to the lumber manufacturers and distributors telling of the plan to advertise grade and trade-marked, guaranteed lumber.

A statement similar to the one above appeared in the first advertisement of the 1929 campaign in the March 29th issue of the Saturday Evening Post and other media. The advertisement featuring guaranteed lumber has not yet appeared. Nevertheless it will only be a question of time until it does appear. Illustration No. 6. gives a typical example of the advertisement that will feature guaranteed lumber.

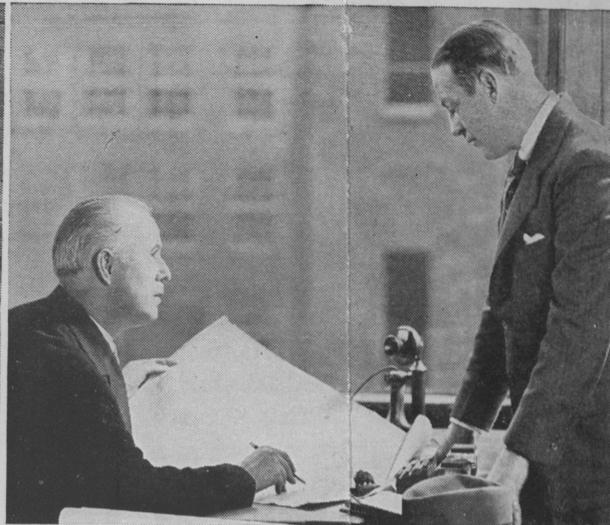
NATIONAL RETAIL LUMBER DEALER'S ASSOCIATION'S ADVERTISING.

Although the National Retail Lumber Dealer's Association which is the national association of the retail lumbermen of the United States has not as yet embarked upon their national advertising program. They are indeed working on one which will in its reality fit right in with the manufacturer's program. Due to the fact that it is not so well developed at this time we will not devote much space to it. Nevertheless it is a worth-while program and it should be recognized.

The advertising of the National Retail Association was begun under a campaign known as the "Four Year Merchandising and Advertising Program." An advertising committee and an agency was chosen and plans were drawn up for the program.



"EACH BOARD HAS A GRADE MARK—PLAINLY STAMPED"



"SPECIFY GRADE MARKED AND TRADE MARKED LUMBER"



"THE NATIONAL TREE SYMBOL GUARANTEES THE GRADE MARK"

The Lumber Industry Announces GUARANTEED LUMBER!

*Offered by the National Lumber Manufacturers
Association and Member Associations*

TWO of the greatest forward steps in American industry are now under way.

First, the Nation-wide introduction of grade marked lumber. Hundreds of mills are now grade marking their lumber according to the newly established American Lumber Standards.

Second, to the trade and grade marks of its member associations, the National Lumber Manufacturers Association now adds its trade mark—the "National Tree" symbol.

This signifies the *financial guarantee* of the Association in support of the grade marks.

You can soon buy lumber for your home or factory *on faith*. Faith in the "National Tree" symbol, the pledge of honest grades and sizes by the whole group on behalf of the products of each mill.

Know the Lumber you use

The grade mark, stamped on each board, tells the quality. You are assured of getting what the grade mark represents. The financial guarantee of the National Association and its great federated associations protects you.

It is manifestly impossible to make this guarantee directly to the ultimate consumer. But it protects the retail dealer or manufacturer from whom you buy your lumber or wood products.

He will, doubtless, give you the benefit of the guaranty given him.

Of course, certain distributors and users do not need the protection of guaranteed lumber. The marks are for those who need them. Unmarked American Standard Lumber will continue to be supplied.

Time must be allowed for disposal of present, unmarked stocks. Increasingly large stocks of marked lumber will be available as consumers look and ask for it. If you want the assurance of stand-

ard quality and manufacture of your lumber always inquire for "National Tree" lumber. If not available let us know your dealer's name.

Trade marking is part of a great national program for keeping the lumber industry on a stable basis . . . thus promoting reforestation and the perpetuation of the industry.

The Association Mills are backed by great stands of mature timber. After these are used new forests, spontaneous, or grown by hundreds of companies and the United States Forest Reserves, will provide a continuing supply.

An ample supply of timber is thus insured forever if supporting markets are found for it.

Another great public benefit is the lumber consulting service. A hundred trained lumber experts, maintained by the lumber industry, are ready to help you with your lumber uses . . . free of charge.

Send the coupon below for further details of this service. Also for booklets describing American Lumber Standards and full particulars of grade marking and trade marking. Another booklet, "Industrial Reforestation," will also interest and inform you.

What the "National Tree" Symbol Means

1. That lumber bearing it is manufactured and graded in accordance with American Lumber Standards, approved by President Hoover (as Secretary of Commerce), and by the U. S. Department of Agriculture (Forest Service).
2. That the quality is as attested by the grade mark.
3. That sizes are as represented.
4. That in case of error, refund of purchase money or other satisfactory adjustment is guaranteed by the National Lumber Manufacturers Association.

NATIONAL LUMBER MANUFACTURERS ASSOCIATION

Washington, D. C.

Offices in New York, Atlanta, Pittsburgh, Boston, Chicago, Indianapolis, Kansas City, Memphis, Dallas, Minneapolis, San Francisco, Portland, Ore.



WOOD—USE IT
NATURE RENEWS IT

National Lumber Manufacturers Association, Dept. 000, Transportation Bldg., Washington, D.C.
Gentlemen: Please send me, Free, a copy of the booklet checked below.

- Trade and Grade Marked Lumber
 Industrial Reforestation
 100 Lumber Consultants

Name _____

City _____ State _____

THESE 17 great associations affiliated with the National Association maintain particular technical and information services that co-ordinate with the general services of the National staff.

California Redwood Association, San Francisco, Calif.—Redwood
California White & Sugar Pine Manufacturers Association, San Francisco, Calif.—California Pines, White Fir
Hardwood Manufacturers Institute, Memphis, Tenn.—Oak, Gum, Southern and Appalachian Hardwoods
North Carolina Pine Association, Norfolk, Va.

—North Carolina Pine
Northern Hemlock & Hardwood Manufacturers Association, Oshkosh, Wis.—Hemlock, Maple, Birch and Northern Hardwoods
Northern Pine Manufacturers Association, Minneapolis, Minn.—White Pine, Norway Pine
Southern Cypress Manufacturers Association, Jacksonville, Fla.—Cypress and Tupelo
Southern Pine Association, New Orleans, La.—Long Leaf and Short Leaf Southern Yellow Pine
West Coast Lumbermen's Association, Seattle, Wash.—Douglas Fir, Sitka Spruce, West Coast Hemlock, Western Red Cedar
Western Pine Manufacturers Association,

Portland, Ore.—Pondosa Pine, Idaho White Pine, Larch
National-American Wholesale Lumber Association, New York, N. Y.
National Association of Wooden Box Manufacturers, Chicago, Ill.
Maple Flooring Manufacturers Association, Chicago, Ill.
British Columbia Lumber and Shingle Manufacturers, Ltd., Vancouver, B. C.
British Columbia Loggers Association, Vancouver, B. C.
Hickory Golf Shaft Manufacturers Association, Memphis, Tenn.
American Wood Preservers' Association, Chicago, Ill.

"AMERICAN STANDARD LUMBER FROM AMERICA'S BEST MILLS"

This is a typical example of the advertisements that will carry your messages about grade and trade marking to over 65 million readers.

No. 7. Typical Advertisement of Guaranteed Lumber.

The program was/is to be supported by subscription from the individual members of the Association.

The Association has adopted the slogan "Build Now With Safety" which is being used in their advertising, on their stationery, etc.

During 1928 their advertising copy appeared mostly in newspapers and regional farm papers. It is planned that advertising of educational nature shall appear in magazines of national circulation about May or June of 1929.

The purpose of this advertising campaign is given in a letter received by the writer from Mr. Frank T. James of the National Retail Lumber Dealers Association in which he states;

"Briefly put, this (advertising campaign) is an effort on the part of the retail lumber dealers of the United States to make their business more voluminous and profitable through cooperatively advertising to stimulate building and repairing of homes and other structures, and educating the public to link to the retail lumber dealer as a well-qualified consultant on any building construction problem. The advertising stresses the services the retail lumber dealer can give the public in the form of help in securing plans for homes of modest cost; in selecting the best materials and in showing them how to finance most economically.

"To better the merchandising activities of the retail lumber dealers, studies are being made of methods of merchan-

dising employed by the most successful dealers and the results of these studies transmitted to the subscribers of the campaign. The purpose of these studies is to equip the retail lumber dealers to merchandise their products as aggressively and successfully as merchants in other lines, whose better training in salesmanship is permitting their industry to sell in larger proportionate volume than the retail lumber industry." 21

SOME ADVANTAGES OF GUARANTEED LUMBER.²²

To the Manufacturer. Guaranteed lumber (we shall use the term--guaranteed lumber--in this section to mean simplified, identified and guaranteed lumber which is properly advertised) will tend to establish a more steady demand for lumber and a more even demand for all grades. The demand is now more or less based on what the tree will produce and what the manufacturer or distributor has in stock. When all the log is manufactured into lumber it will even up the demand. The demand for grades will also become more uniform because the consumer will learn that some of the poorer grades will

21. James, Frank. T. Direct Correspondence with the Writer. National Retail Lumber Dealers Association. December 18, 1928.

22. Material for advantages taken from: Grade-Marks on Lumber are the Customer's Guaranty. U.S. Department of Commerce 1926. pp. 5-6; Grade-Marking of Lumber for the Customer's Protection. U.S. Department of Commerce. pp. 6-7; Report to the National Lumber Manufacturers Association on Findings in the Lumber Industry. J. Walter Thompson Company 1928. pp. 39-40; Pedigreed Lumber as a Forward Step in Merchandising. Printers' Ink Monthly. Vol. 13. September, 1926. pp. 29-30.

satisfactorily fulfil certain needs as well as some of the better grades. In case the grade is marked on each piece so that the customer can be assured of the grade he is more apt to specify the grade that will most nearly fill his needs. Otherwise, he would probably ask for and use a better grade perhaps without knowing of the cheaper grade. This will steady the demand and a steadier demand will mean a decrease in the cost of manufacturing and selling. These savings in costs will go to the manufacturer at first and will gradually reflect in the retail price of lumber.

Guaranteed lumber will eliminate and reduce many of the shady practices more or less common between the retailer and the manufacturer. It will put an end to the practice of a retailer making a claim that a certain shipment of lumber was not up to grade and then substituting lumber of a lower grade before the reinspection was made. It will also reduce to a minimum the other expenses and misunderstandings of reinspection.

Guaranteed grade-marked lumber is more apt to pass the inspection of retailers, contractors, and consumers than non-grade-marked lumber of the same grade. If the retailers, contractors, or consumers know that the manufacturer is one hundred percent back of his grade-marked product, he is less apt to apply for a reinspection and a claim against the grade of a certain shipment of lumber. This is due to the fact that any product that does not state its quality or grade on it, is

more apt to arouse suspicion than a properly identified product.

The grade-mark on guaranteed lumber acts as a salesman not only for the manufacturer but also for the retailer. A buyer, either retail or consumer, can see for himself by the grade-mark on the purchase that it is as represented. The buyer's knowledge of lumber and its various grades will be increased and one of the functions of the salesmen will be eliminated--that of telling the grade, or quality.

To the Retailer. Guaranteed lumber will put an end to mixed grades whether it be done accidentally or intentionally. The road of lumber from the manufacturer to the retailer is often a long one. As soon as a board leaves the grader it loses its identity as far as the grade is concerned. While this board is in the manufacturer's and wholesaler's stock and in transit to the consumer it is supposed to be kept with other boards of the same grade. But in its many handlings it may be mixed with boards of a higher or a lower grade either accidentally by an unexperienced or unknowing hand or intentionally by an unscrupulous manufacturer or wholesaler. Regardless of what have formerly been the causes for the mixing of grades, the practice will disappear with the coming of grade-marked lumber because each piece of lumber will be marked at the same time that it is graded by the grading expert at the mill.

Guaranteed grade-marked lumber will put each retail dealer on the same competitive basis. Under the plan of non-

grade-marked lumber, oftentimes the more unscrupulous dealers bidding in competition would cut the price and then fill the order with a lower grade in order to come out profitably on the deal. Of course, the consumer is the one that is caught by a deal of this-kind, but it also put the dealer that made a bid on a grade with the intention of delivering that grade at a great disadvantage. Under the grade-marking system not only the grade will be specified but the contractor or the consumer will be able to see by the mark that the proper grade is delivered.

At the present time there is a great deal of difference in the grade of the lumber as sold by the various mills of the same and different manufacturers under the same grade. Oftentimes the grade of lumber as bought from different mills within the same company or species association will vary noticeable although they are supposed to be the same grade. This has led to the practice of the retailers specifying the mill from which they want shipment. In many cases this has lead to delays in shipment. With the unification of grades under the American Lumber Standards this practice ought to disappear and the retailer will be able to place his order with the company and accept and be satisfied with shipment from any of their mills. This will tend to speed up deliveries.

As stated above guaranteed grade-marked lumber will act as a selling agent not only for the manufacturer but

for the retailer also.

The customer's confidence and faith in the retailer will be increased. Customers will be more satisfied with the grade of their purchase of lumber if the retailer can show them the manufacturer's grade-mark and guarantee of that grade-mark than if they have to take the retailer's word for the grade regardless of the amount of faith that the customer may have in the retailer. It is argued by some that this particular point will not hold. In many of the smaller localities, the same man has been in charge of the lumber yard so long that the people have faith in the quality of his lumber because they have faith in him. But it seems to the writer that the dealer's hold on his customers would be all the stronger if in addition to his word the customers could see for themselves the manufacturer's signature of the grade.

Through the practice of simplification guaranteed lumber will make it possible for the retailer to stock only the minimum assortment of sizes. This will speed up all hands and reduce handling costs. This will also increase the number of times that the stock will be turned in the course of a year's business.

To the Consumer. Both the manufacturer and the retailer will be greatly benefited by guaranteed lumber but the one that will receive most of the benefits is the consumer. The contractor and builder will be included in the

term--consumer--because the benefits will be practically the same at all.

The consumer will be able to assure himself that he is getting the grade of lumber that he has specified. This will lead to the consumer making more and better specifications. In many cases consumers ask for only the better grades when they could use the poorer grades. With a grade-marked product there will be the tendency for the consumer to learn that certain grades are suitable for certain uses. This will be more economically for him as well as making a more even demand for the different grades of lumber.

Guaranteed grade-marked lumber will put a stop to a present practice of the retailer in which the consumer is again the loser.

This practice is given in the J. Walter Thompson Company's report on their survey of the lumber industry as one of the outstanding factors of retailer's opposition to grade-marking. This practice is to re-sort or to re-grade their lumber in order to suit their local market demands. One of the reasons that justifies this practice is that there is a wide variation between different mills in grading lumber, i.e., a batch of #1 Common lumber from one mill may run well above the average, whereas a piece of the same grade from another mill may run below average, yet both are properly grade. Thus in order to deliver a uni-

form grade the retailer feels that he must re-sort. The new plan of uniform grading will do away with the need of re-sorting and grade-marked lumber will make it impossible to re-sort. Nevertheless, the consumer is protected through the fact that the grade of the lumber in the case of guaranteed lumber is guaranteed to the retailer.

The use of certified, grade-marked lumber will lead to the "Certified House," A contractor in building a house uses many things in its construction, such as plumbing and lighting fixtures that are of a specified and certified standard. Thus if he used all certified materials including certified, grade-marked lumber and built it according to the architect's specifications, he would be able to guarantee the structure when it was finished.

SOME RESULTS OF GUARANTEED LUMBER

Prices will tend to become more stabilized through the stabilization of production and demand. The stabilization of the demand will stabilize the distribution of the product to the distributor, retailer, and consumer.

Misunderstandings, losses of time, money and goodwill caused by the necessity of reinspection due to disputed shipments will be lessened.

The confidence of the retailer in the manufacturer and wholesaler and the confidence of the consumer in the retailer will be increased.

The demand for guaranteed grade-marked lumber will no doubt grow and non-grade-marked lumber will gradually be forced out of the field. For an example of the above situation, in Scandinavia the practice of grade-marking has been carried to such an extent that consumers look upon non-grade-marked lumber with suspicion and it is at a discount when it does appear on the market. Non-grade-marked lumber tends to pass on the basis of the quality which the purchaser believes it to be, thus the grade is usually lowered because the purchaser's conception of grade is usually lower than that of the mill producing the lumber. ²³

Grade-marking will become the backbone of the lumber industry in this country as it has in many countries. Through the use of the grade-mark the public will be able to learn more about the names and specifications of the various grades and the specific uses to which each grade is best adapted.

Reforestation will be encouraged due to the fact that simplified, identified, and guaranteed lumber will make it possible to utilize a greater proportion of the log--thus making reforestation more profitable.

Guaranteed lumber may cause a slight increase in the prices of lumber. This will be due partly to the cost of marking the lumber and partly to the fact that grades will run better and more uniform. But if guaranteed lumber does

23. Grade-Marks on Lumber are the Customers' Guaranty. U.S. Department of Commerce. p. 7.

cost a little more to produce, there are the offsetting savings of simplification and the advantages of better products.

CONCLUSION

We have given a history of the progress of the movements of simplifying, identifying, guaranteeing, and advertising of lumber.

There is no doubt but what the period of progress taken up in this discussion will prove to be of enormous value to the progress of the lumber industry.

In closing this discussion we would like to make just a few statements showing the present status of the movements considered.

In December, 1927, Rear Admiral George H. Rock, Assistant Chief of the Bureau of Construction and Repair of the Navy Department of the United States, in a letter to Mr. Axel H. Oxholm, Director of the National Committee on Wood Utilization, U.S. Department of Commerce, assured him of the interest of that Bureau in the program of grade-marking. Rear Admiral Rock goes on to state the advantages and economies that the Bureau would enjoy as the result of grade-marking.²⁴

During the same month December, 1927, Mr. Hanford MacNider, Assistant Secretary of War in a letter to Mr. Axel H. Oxholm, stated that the War Department endorsed the grade-marking movement. Mr. MacNider also stated that in

²⁴. Grade-Marking of Lumber for the Customers' Protection. U.S. Department of Commerce, p. 13.

the case of emergency this practice should expediate the filling of the War Department's requirements at a time when time was at a premium.²⁵ Both of these letters comment on just the program of grade-marking due to the fact that at the time that they were written the program of guaranteeing had not been completed. It is evident that the program of guaranteed lumber would only strengthen their positions. These positions are very important as the various departments of the government are listed among the big users of lumber products.

The various railroads have at different times expressed a favorable attitude toward the movement of identified and guaranteed lumber.

Most of the opposition to the movement has come from the fact that any new progressive movement is opposed to a more or less degree. The movement was/is apposed mostly by the wholesalers and the retailers.

The wholesalers opposed it mostly on the basis that they are against any brand that will reveal the source of supply. They base their position on the argument that a brand that reveals the source of supply will give cause for the arisal of unfair competition. However, at the annual meeting of the National-American Wholesale Lumber Association in April, 1929, a resolution was adopted in which the Association declared itself in favor of grade-marked and association trade-marked lumber as long as nothing appeared

25. Ibid. p. 12.

in the trade-mark symbol that would reveal the source of supply.²⁶

The main reason for the retailer's opposition was given above, namely, that it would end their practice of re-sorting. Nevertheless, many of the local retail lumbermen's associations over the United States are passing resolutions in favor of the guaranteed lumber program. A typical example of what the local associations are doing is shown in a telegram received at the head office of the National Lumber Manufacturers Association April, 8 1929. It was sent by a member of their Trade Extension Staff in Los Angeles, California. The telegram stated: "Thirteen local lumbermen's associations, representing every county in southern California and 387 yards, unanimously reaffirmed their desire to have lumber delivered on American Lumber Standards and set July first as the date on which they will start marketing same. They also requested manufacturers to furnish all lumber grade-marked on July first or as soon thereafter as possible. This action was positive, deliberate, enthusiastic, and affects one and one-half billion feet annually."²⁷

Other organizations that have made favorable responses to the grade-marking program are: National Association of Commission Lumber Salesmen National Association of Builders

26. Wholesalers Favor Trade Extension With Certain Reservations on Grade-Marking. American Lumberman. April 20, 1929. p. 57.

27. Southern California Dealers Demand Grade-Marked Lumber National Lumber News. April 12, 1929. p. 1.

Exchange; American Society of Mechanical Engineers;
 National Grange; National Association of Real Estate Boards;
 United States Leagues of Building and Loan Associations;
 American Petroleum Institute; American Society of Military
 Engineers; National Furniture Association and American
 Society of Agricultural Engineers.²⁸

A particularly large number of individuals have made statements supporting the standardization of lumber program. We are not especially interested in these personal opinions with the exception of two.

We know of no other man within the lumber industry who is more able to forecast the future of the lumber industry than Mr. Wilson Compton, Secretary and Manager of the National Association. In an address before the Kansas City Chamber of Commerce in the fall of 1928 he states:
 "Grade-marked, guaranteed lumber of skillful manufacture, bearing nationally advertised marks, carefully refinement and expert grading will become the generally accepted public standard for lumber. Other lumber will eventually be at a discount both in public preference and in price, thus repeating the experience of other countries and other industries."²⁹

28. Ibid. p. 1.

29. Wilson Compton Foresees Consolidation in All Phases of Lumber Industry. National Lumber Bulletin. October 7, 1928. p. 8.

President Herbert Hoover in his campaign speech in Saint Louis in the fall of 1928 summed up the movement of lumber standardization very nicely. In this speech he said: " For a great many years legislation has been debated in Congress providing for the regulation of the lumber industry somewhat on the lines of pure food laws, in order to protect the honest manufacturers and dealers and the public. In 1925, however, we created a series of committees among associations in the lumber industry at their request. In the course of a gradual extension over five years we finally perfected a system for the grading of lumber and for the guaranteeing of these grades to the public, which is now being carried out wholly within and by the industry itself." 30

30. Compton, Wilson. Government and Business. National Lumber Bulletin. March 1, 1929. p. 2.

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