

THE FOUNDRY

CLEVELAND, O., JULY 15, 1931

Who is Going to Win the "GREAT BATTLE OF RED INK?"

In the Gray Iron Institute three hundred of the leading foundries have united to fight their battle shoulder to shoulder.

Daily through the Institute they are conferring and exchanging ideas so that they can carry on successfully. Where a foundry has an idea as to how costs can be cut, or a technical expert has developed a process that will help defeat the attack of the competitors from the outside,

freely these constructive ideas and methods are placed at the disposal of all members.

It is the old cry of the Three Musketeers—one for all and all for one. United it is easy to win the "Battle of Red Ink". Individually, it is hard work.

Study the constructive program of the Gray Iron Institute and see how it can help you fight and win.

THE PROGRAM

PRODUCTION

1. A technical bureau, operated by competent authorities, assists you in solving problems of gray iron casting production and use.
2. Technical bulletins, issued periodically summarize for your organization outstanding information and new developments in foundry practice and metallurgy to help improve the quality of your product.
3. Consultation service is available on plant planning, production and equipment.
4. The technical staff is developing recommended practices and will advance specifications based upon research developed through the examination of more than 1000 test bars.

COSTS

5. Cost consultants call at your plant and work with your organization in applying the principles of the Institute's standard cost system.
6. Comparative cost reports by districts and classified by type of plants, compiled and issued by the Institute's cost consultants provide a measure to indicate where you can effect savings.
7. Local group meetings, conducted by cost advisors, assist you to secure maximum results from comparative cost study.
8. An accounting bureau maintained by the Institute is available for consultation or advice on your cost and accounting problems.

SALES ASSISTANCE

9. The Institute code of trade customs and standard sales agreement, recently approved and adopted by the National Association of Purchasing Agents provides a fair working basis for sales procedure.
10. The Institute keeps buyers informed, through proper publicity, with the progress in the industry and the desirable properties of gray iron castings.
11. A compilation of existing uses has been made and the study of new uses and markets is in progress.

PUBLIC RELATIONS

12. The Institute accepting responsibility for the good name and fame of gray iron castings has investigated and exposed unfair publicity, comparisons and detrimental propaganda.
13. Contemplated new undertakings leading to excess capacity in the industry are investigated and discouraged through presentation of facts on production and consumption.
14. The Institute represents the gray iron castings industry before the bar of public opinion, safeguards and promotes the interests of all manufacturers of that product.



*THE FOUNDRY believes present conditions call for
organized, intelligent trade association leadership*