DEPARTMENT OF COMMERCE

Division of Simplified Practice

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# SIMPLIFIED PRACTICE AND THE SCIENCE OF BUYING

The science of buying is recognized more nearly in its proper perspective today than ever before, particularly in the industrial and commercial world. Increasing consideration is being given, not only to the first cost, but to the longer-range factors of fitness, interchangeability, renewals, replacements and general maintenance, as well as the wearing qualities.

More and more, manufacturers are seeking, through advertising, service bureaus, and the like, to induce the prospective buyer to purchase according to his needs and on a long-range basis, rather than to depend solely upon the price consideration.

Manufacturer, distributor and consumer alike have an opportunity to contribute to the general fund of knowledge and to bring about higher standards of buying, and a better understanding, through Simplified Practice. It is a matter of continued existence for the first two groups to give good values, fair prices, and reasonable service as to delivery and maintenance of what they sell,- at a reasonable profit. The buyer is concerned with making his dollar do its full duty. Simplified Practice, by doing away with superfluous varieties of no real difference, is one of the biggest factors in increasing the value of that dollar.

All three interests have an equal part in development of a Simplified Practice program, for the manufacturers and distributors of one group of commodities are buyers of some other groups. The fact is that there are the same advantages for the latter two groups to buy simplified lines as to manufacture or sell them. Purchase of such simplified goods, which the manufacturer or distributor needs not only helps them to reduce their costs in this direction, but helps to make the "other fellow's" dollar more effective; and this can be best brought about through an interchange of acceptance of Simplified Practice Recommendations where there is contact which will justify it.

In the words of L. M. Boomer, president of the Waldorf-Astoria, Inc.,: "If you cannot apply Simplification to the things you sell, apply it in the things you buy. Do not buy 15 varieties of bolts if you can, by study, make one kind of bolt satisfy the 15 uses."

Simplified Practice helps to lessen confusion occasioned by existence of hundreds of needless and superfluous variations--whether of bolts or scores of other commodities in everyday use. And for the ultimate buyer and user, the lessening of such confusion permits him to better know his needs, the values of simplified articles, and to consider the factors of value, maintenance and service when purchasing.

That it has helped to maintain and even reduce price levels in some commodities in the face of increased cost is proof that

"It Pays to Buy Simplified Lines".

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"Simplified Practice, What It Is and What It Offers" has been translated into Russian by the Russian Agricultural Agency in the United States as an aid to the Soviet's standardization and simplification work, according to D. N. Borodin, director, who recently visited the Division.

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Representatives of more than 90% of the sterling silverware manufacture of the country have developed a recommendation which would simplify hundreds of varieties to 62. They are now working with distributors of their products and a General Simplification Conference is expected late in February.

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Not content with having simplified the sizes and varieties and standardizing sizes of grocery paper bags, the manufacturers are launching an advertising campaign through their service Bureau, to tell their story to the wholesaler and retailer.

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When the National Canners Convention meets late this month in Louisville, Ky., a report will be made by Leland S. Argall of Marshalltown, Ia., chairman of the Simplified Practice Committee on Can Food Containers, on the production and demand for various sizes of cans. This will be considered as a step toward a Simplified Practice program.

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PAY YOUR SIMPLIFIED INVOICES WITH SIMPLIFIED BANK CHECKS

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The Paperboard Industries Association has adopted a set of resolutions pledging its fullest support to the simplification of box board, and products converted from box board.

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"The work of your Division of Simplified Practice has aroused much interest in Sweden, as it is showing some of the weak points of modern industrialism. In this respect, we have much to learn from the practical results already attained in the United States", says a letter from the General Export Association of Sweden.

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Sending a check for 250 copies of "Simplified Practice, What It Is and What It Offers", the Cutler-Hammer Mfg. Co., of Milwaukee, Wis., says: "It is our purpose to place a copy of this booklet in the hands of each one of our department heads, designing engineers, draftsmen, and foremen, and then to call for suggestions looking toward the simplification of our own product and practices."

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More than 150 big corporations in various fields, including some which represent more than 60 per cent of the passenger automobile production of the country, have to date accepted Simplified Practice Recommendations reducing grinding wheels from 725,000 to 238,000.

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Two railroads of the country have reported an important step in the elimination of waste. The Chicago and Alton, through a committee of heads of stores departments, foremen, etc., has eliminated 7,302 units of material in 47 classes from their standard stock list. The Illinois Central has reduced its staple stock of material from 42,000 to 35,000 items. Both are making further studies along this line and will make further cuts in the near future.

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The Swedish Industrial Standardization Commission, and other organizations, together with the printing and paper trade, are working on a program of paper standardization, along lines of the international paper standards. Norway has likewise undertaken consideration of adopting these standards.

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The central Committee on Lumber Standards is having its work augmented by the appointment of a Single Standard Committee, to study the existing dual standards and make recommendations at the May conference; and by a Short Lengths Committee, to recommend a workable plan for the economic distribution of short lengths which may be included in the American Lumber Standards. Charles T. Fisher of the Fisher Body Corporation has been added to the central Committee, representing the automobile body manufacturers.

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Following resolutions pledging the cooperation of the National Association of Manufacturers to the Simplified Practice movement, state manufacturers' organizations in California, Massachusetts and Maryland have named committees to push such cooperation. The Maryland Committee, just completed; comprises; W.H.Jennings, Frederick A. Fletcher, M. A. Long, Clyde Friz, E. B. Whitman, John A. McDivid, B. T. Scott, and C. S. Gant, representing manufacturers, architects, contractors, purchasing agents and consulting engineers of the state. Georgia, Ohio, Illinois, Maine, Nebraska, Virginia and Washington associations are forming similar committees. Similar action is being considered by state associations of Iowa, Michigan, North Dakota and Wisconsin.

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Business men from the atlantic to Pacific, in a vote conducted by "System" on the greatest thing happening to business in the last 25 years, have ranked "Simplification and the Department of Commerce" as tenth in the 12 most notable events.

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"Greater economy in building construction, especially of small dwellings, is a great need of the United States to-day" according to Dr. John M. Gries, Chief of the Division of Building and Housing of the Department of Commerce, and Treasurer of Better Homes in America. Simplified Practice, in his opinion, has already become a most constructive factor, and its more extensive application during 1926 will bring consequent benefits to industry and the public. Good business, as well as the welfare of American families, stands to gain if the great latent demand for dwellings within reach of families of average income can be more fully met.

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