



MERRY CHRISTMAS!

May yours be a most Merry Christmas,
a happy and prosperous New Year!

This Holiday Season of 1934 will culminate a year of labor and accomplishment for everyone. The stress and hard work of the recovery period have affected all of us . . . and the rewards of our striving have been well spread. 1934 has been a better, happier year than 1933. 1935 promises even more.

Good Cheer . . . to you and to yours!

O'BRIEN VARNISH COMPANY



Thermolyzed Tung Oil Is "Pre-Shrunk"

TO most people the ills and shortcomings of paint have very little in common with the problems of the shirt and collar industry. To paint technicians, an almost opposite picture has long presented itself.

"Shrinking" is universally recognized, mentioned in technological writings by paint builders as one of the prime characteristics of ordinary paint oils—and correspondingly one of the main reasons why ordinary paint doesn't wear longer.

Now, Thermolyzed Tung Oil offers an excellent solution to this problem—a "pre-shrunk" vehicle—one of the very foremost reasons why T. T. O. Paints wear so much longer than ordinary finishes.

By "shrinking" is meant just exactly what the word means—a real contraction or shrivelling of the dried oil in a paint film—due to the action of the sun and other paint-destroying elements.

"The Oil is the Life of the Paint," so when the oil "shrinks" the paint deteriorates—as the vehicle shrinks away down through the film, the pigment becomes exposed to the elements. If "shrinking" occurs unevenly in the film, and it often does, it will cause cracking.

Fortunately, this universal shortcoming is quite avoided in Thermolyzed Tung Oil. This is due mainly to the fact that the oil is actually "pre-shrunk" in the heat and pressure treatment of the Thermolyzing process—just as surely as any collar was ever insured a long life around one neck.

Tung Oil is actually condensed in the Thermolyzing Process. Molecules are rearranged. The structure and character of the finished "pre-shrunk" T. T. O. is very materially different. That condensing of the oil has proved to be the balancing factor. Six years of testing with Thermolyzed Tung Oil have established this fact.

T. T. O. stays in the dried film—provides lasting protection.

And that's just why T. T. O. paints hold their lustre so long—why they don't fade like ordinary paints—why they can be washed even after years of service.

T. T. O. is to paint what cord construction was to tires—a sustaining, strong binder. Naturally it weathers eventually, but just slowly enough to let T. T. O. Paint outwear easily any paint made with ordinary oil. The Pittsburgh Testing Laboratory

found it led a field of the country's best ordinary paints by 46.6%. Users all over the country are finding even greater superiority in many cases.

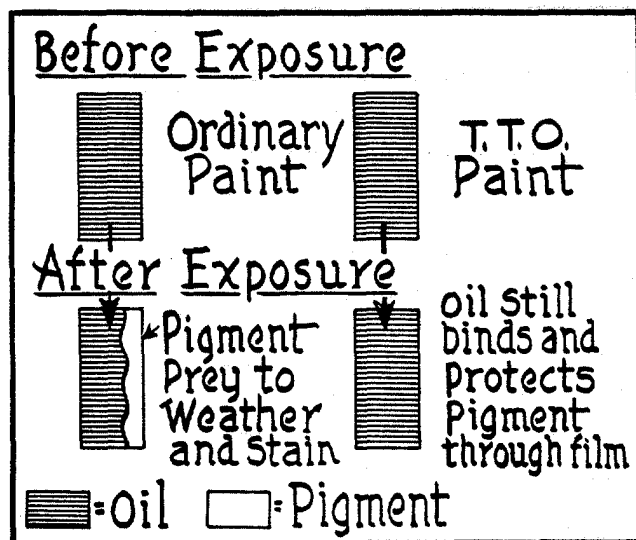
"Pre-Shrinking" is an outstanding thing—an accomplishment that would delight any paint manufacturer—and a quality that rewards any user. It comes packaged right in every gallon of Thermolyzed Tung Oil Paint—along with Double Water-Proofness, Self Levelling, and the other features that make Thermolyzed Tung Oil Finishes the out-

standing values for paint users.

Thermolyzed Tung Oil is a most versatile substance. It combines readily with synthetic resins to make fine T. T. O. Varnishes and Enamels. It puts new beauty and dependability in wall finishes. Aluminum pigment, surfacers, alcohol resisting varnishes, Barn Paints, Synthetic Enamels, a hundred products have been "stepped up" with T. T. O.

And in every instance "Pre-Shrinking" is an important success factor. Once Thermolyzed, the oil acts just like a "pre-shrunk" fabric—it doesn't tend to contract in the dried film. Thus the cracking tendencies so common in ordinary finishes are practically eliminated . . . and toughness is greatly increased.

ILLUSTRATION



Stays in the Dried Paint



Provides lasting surface protection

Rejuvenation at Elberon

Illustrated here is one of the hundreds of stately "summer palaces" that crowd the Atlantic seacoast around Asbury Park, New Jersey.

This home has just been finished with XLV, Thermolyzed Tung Oil Paint,—an outstanding testimonial to its beautifying ability.



Observe from the photographs how thoroughly the Atlantic weather had wrecked the previous finish—and yet how perfectly it has been covered by T. T. O. Paint. Only two coats of T. T. O. Paint were required to cover the old cracked finish and produce this smooth, tile-like finish. The completed job is just as excellent as these pictures show—an old home made new—brilliant as a doll-house.



The Worth Painting Company of New York City did the painting and have already a host of compliments on the result.

Note: This house is within 100 yards of the ocean beach (within close sight of the hapless Morro Castle). This is the kind of spot where T. T. O. Paint makes fast friends. Ordinary paints almost always fail to stand the salt spray and generally heavy weather.

Booklets on NHA's Titles II & III Available

The Architectural Forum has just issued a very excellent outline and comment on the National Housing Act's Titles II and III, referring to the insurance of mortgages on *new construction*. The O'Brien Varnish Company will be glad to supply this booklet free of charge to any of the readers of the *NEWS*. Address the Advertising Department in requesting your copy.

T. T. O. Products

The following O'Brien materials contain Thermolyzed Tung Oil:

**WATCH
THIS
SPACE
for
A NEW
FACE**



O'Brien's Enamel



T.T.O. Varnishes



Liquid Velvet



Floor Enamel



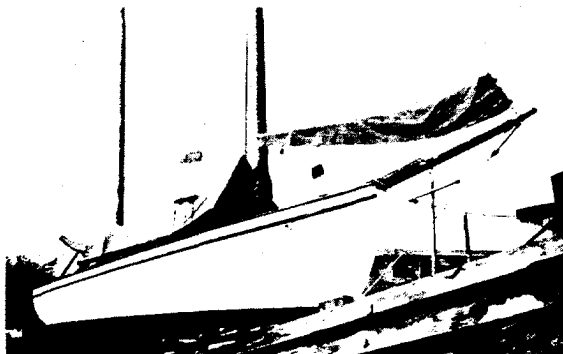
Satin Finish

And a Number of other Products

Double Waterproofing of T. T. O. Proves a Good Boat Finish

Below is a picture of the "Sea Dream" . . . the sailing boat and favorite weakness of our good friend, Tom Burns of New Orleans.

This picture was taken last Summer when the boat was hauled out for refinishing. We quote here Tom's letter telling how the



T. T. O. ENAMEL has stood up . . . and what remarkable coverage he got with it.

"I enclose a snapshot of my fine little ship, the "Sea Dream." It was taken on the occasion when we hauled out last Summer in order to paint the bottom and top-sides. It only required a trifle more than a quart of O'Brien's Thermolyzed Tung Oil Enamel to paint the white portion of the hull, including the transom. The paint covered remarkably well and as I have told you, it has withstood severe treatment and exposure to salt sea water, particularly during the hard storm in the Gulf right after Labor Day.

Yours,

TOM BURNS."

Thank You, Mr. Henderson

Below we quote a fine letter received from Mr. John C. Henderson, who has just had his home in South Orange, N. J. finished with XLV.

"Last Spring I purchased a new home on Scotland Road in South Orange. This Summer I decided to have it painted and as it is a rather large house, I wanted to be careful in selecting the type of paint which was to be applied. I hired a Mr. Gallinat, whom I considered, from his former work, to be an excellent painter, to do the job. In looking for first quality paint to apply, I spoke to Mr. John Lowitz who told me that he had used O'Brien's XLV paint on his home in Cassopolis, Michigan, and was very much pleased with the job. My painter, Mr. Gallinat, had never used nor heard of this paint when I asked him to investigate it. However, he seemed favorably inclined towards it after talking with you, and so I have had it used on my home. I want to report to you that I am highly pleased with the result and am ready to recommend it to anyone desiring to use an outside paint on their house. I might also add that Mr. Gallinat himself has been so well impressed with the qualities of the paint that he says he intends using it on a number of jobs which he has on hand for the future."

Yours very truly,

JOHN C. HENDERSON."

Housing News



766 cities, as tabulated by the U. S. Bureau of Labor Statistics.

F. H. A. Modernization Program a Marked Success

Reports from many regions show increasing activity in the Modernization Program. A hundred million dollars' worth of work is under way, indicating that local Better Housing Committees have been able to persuade thousands to take advantage of the low-cost financing plans, and many other thousands to proceed with long-deferred work *using their own funds*.

4,000 communities are already organized and 700,000 men have been put back to work. Reports from widely scattered regions indicate that as a result of intensified sales campaigns, along with the willingness of home and property owners to have work done, a shortage of skilled labor exists.

Estimates based on private and government surveys made throughout the country show that for every insured loaned dollar spent on modernization, five cash dollars have been spent by property owners independent of NHA.

Color Invades a Street Car

In the course of running the course of nearly every field of construction and design COLOR has found its way, in at least one case, into the street car field.

The car shown here is one of the Northern Indiana Railway Company's large fleet. It has just been finished in O'Brien's T. T. O. Aluminum Paint, T. T. O. ENAMEL Black and



T. T. O. ENAMEL, Toluidine Red. The main body of the interior is in the Aluminum, the seat trim and fixtures in Black, the light mouldings, stop-button holders and other light trim in the Toluidine Red.

The car presents an unusually attractive atmosphere . . . a bright and stimulating effect at once.

Bringing COLOR to the car field has already been accomplished by most of the large railroads. It will undoubtedly make great progress in the everyday mass transportation field. It is a development that every paint dealer can watch and promote with profit.