

AMERICAN PAINT JOURNAL

A National Weekly Independently Serving the Paint, Oil and Varnish Manufacturer and Jobber and the Raw Material and Allied Interests
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GEORGE H. PRIEST, JR., and FORREST R. TRAFFORD, Editors

ALLEN W. CLARK, President

OTTO LARSON, 12, Protective League

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H. B. Puffer Scores Low Gross in Annual Golf Tournament of N. P. O. & V. A.

H. B. Puffer, of the American Commercial Alcohol Corporation, New York, is the new golf champion of the National Paint, Oil and Varnish Association, turning in the low gross score of 104 in the annual Country Club Congressional Country Club yesterday.

Taxicabs were drawn up in long lines before the Mayflower at daybreak, as the paint golfers streamed out into the morning fog for the first trip to the golf course. The sun rose brightly and by the time the first four-hundred stepped up to the tee it was evident that the paint men were to be in excellent condition and there was plenty of run to the shots, but too many of them failed to stop short of the yawning traps for which this course is famous. The gross scores were too low. The Golf committee had left nothing undone in the completion of their arrangements for the occasion, and it was a happy lot of hospitable friends that were in time for the annual banquet last evening.

There were in all twenty-eight events, the winners being as follows:
Officers and Directors: Low gross, Leon S. Hanline, 93; low net, R. B. Robinette, 78.

Flight A: Low gross, D. W. Bennett, 89; second, C. H. Schinka, 89; third, E. B. Prindle, 90. Low net, J. N. Weher, 76; second, John Stead, 81; third, G. A. Wharry, 81.

Flight B: Low gross, G. B. Heckel, Jr., 94; second, J. F. Whitescarver, 95; third, R. M. Reed, 99. Low net, S. E. Booker, 79; second, A. L. Patterson, 81; third, C. P. Morris, 82.

Flight C: Low gross, W. L. Rice, 100; second, R. S. Tucker, 101; third, O. McG. Howard, 105. Low net, W. C. Beschorman, 79; second, Frank A. Warner, Jr., 79; third, C. H. Praeger, 82.

Flight D: Low gross, D. B. Falcoun, 105; second, W. J. Hettrich, 105; third, S. Babcock, 107. Low net, E. H. Pennebaker, 75; second, M. A. Rosen, 76; third, W. J. Lawson, 78.

High gross, R. M. Roosevelt, 150.
Low gross, H. B. Puffer, 88.
The complete list of individual scores follows:

[illegible]

The Convention Golf Committee

Standing, left to right: Harold Rowe, M. G. Magnuson, and W. M. Taylor.
Sitting: Walter McGhee, Chairman.

[illegible]

Talk by Senator Fess Features Closing Banquet

Senator Simeon D. Fess, of Ohio was the principal speaker at the forty-second annual banquet of the National Paint, Oil and Varnish Association held in the main ballroom of the May flower last night.

Senator Fess spoke on "Current Topics," and took up such matters as the tariff, taxation, foreign relations and similar problems.

Following a very delightful dinner at which the retiring president of the association, Charles J. Caspar, presided, and at which he sang his swan song, Wallace F. Bennett was introduced as toastmaster.

In making a very few remarks Mr. Caspar told the banqueters that his own song was "Good Bye, Boys, I'm Through." He said that the past year since he had been president of the association, has been "wonderful" and while it has been busy, it has also been full of fun. He then turned the band for "Jim" Koister, past president of the association, whose illness kept him from singing his own "swan song" at Detroit last year, and this was given in no uncertain spirit with a rousing work. Mr. Caspar also spoke of the work of the committee on Arrangements and the committee on Entertainment with the banquet, and made each member file in his feet.

At this point Walter McGhee, chairman of the Golf committee, announced the winners of both the women's and men's tournaments.

Toastmaster Bennett, who made some very apropos and interesting remarks, said he thought that the idea of a toastmaster must have originated in Scotland, to save the price of printing a program. The toastmaster, after all, he said, is nothing but a glorified radio announcer. He then introduced the new president Henry S. Galt.

President Chaffield stated that he was one of the first, way back in 1896, to advocate free alcohol for the arts and sciences. He spoke of the Clean Up and Paint Up campaigns, and said "I have just started." He told the members of the association that he is going to make it his aim to go out over the country and "sell" the National Association to the paint clubs, small as well as large, of the country.

Senator Fess gave the banquet from his vast fund of information, a member of important committees of the Senate, interesting data in connection with some of the problems now confronting the Administration and legislators.

Senator Fess pointed out, however, that the agricultural interests are unfortunately dissatisfied with the tariff bill as it is now constituted and stated that they want a tariff on agricultural products only. He felt, he said, however, that those industries which need further protection should have it. He referred to the passage of the tariff bill as "legislation through exhaustion."

One of the serious problems which is confronting Congress, he said, is trying to place agriculture on the same plane as business and industry. There is a new formula in business, he said. It is to constantly decrease cost, with the same high priced labor and to sell at a profit. "If you do that in business, you die," he said in the automobile industry. "Due to inefficiency of management, and if this efficient management could be applied to agriculture, the problem would be solved," he said. The Senator, it cannot be denied, is right. The farmer does not yield to management efficiency while agriculture does not. There is no chance, he stated, for a business depression, because there are no large volumes of money in agriculture. "If the business of agriculture can slow down," he said, "but agriculture cannot be slowed down, it cannot be organized, as industry cannot."

Secretary Mellon, and Senator Fessenden is the greatest Secretary of the Treasury since Alexander Hamilton. He then gave some statistics to show that from 1865 to 1898, the country had paid six years after the Civil War the war debt of \$3,000,000,000 had only been paid off two-thirds, while in the eight years since the World War the United States has paid off \$8,000,000,000 of the debt of \$26,000,000,000. In addition to paying off this huge debt in the eight years, he pointed out also, taxes have been reduced every two years.

Senator Feas spoke of the foreign debts and called attention to the fact that never in the history of the world has anyone ever had the purchasing power which the United States now has. He expressed the hope that business cycle depressions can be overcome by the regulation of production to consumption needs. He spoke also of the visit of Premier MacDonald and what it means to this country.

"Humor—A Mental Cocktail", was the subject of some wonderfully humorous remarks by Dr. John L. Davis which closed the program.

**Wayne B. Thompson President
of Spray Painting Group**

Wayne B. Thompson, Spruce Lake, was elected president of the Spruce Lake Painting and Equipment Manufacturers' Association at the annual meeting in the Mayflower Thursday. The other officers are: Vice-president, Howard W. Beach, Eclipse Air Brush Co.; treasurer, Claude N. Matthews, W. N. Matthews Corporation; secretary, Wm. J. Pitt, DeVilbiss Co. The first three and Wm. F. Gradoloff, DeVilbiss Co., retiring president, and J. A. Pascoe, Pascoe Bros. Brush Co., and J. F. Pascoe, Pascoe Bros. Co., are section directors. Plans for activities during the coming year were discussed and adopted.

Ladies Enjoy Luncheon and Bridge at Wardman Park

The spacious Rose Room of the Wardman Park Inn presented a colorful scene as the ladies of the convention assembled there Thursday to enjoy a very delightful luncheon which was followed by bridge.

Each table was awarded two prizes. The first prizes were power vases and the second prizes, which were donated by Mrs. H. A. Gardner, were very attractive door stops. The booth prizes were the score pads.

The brilliant little coterie seemed to interpret the very spirit of the industry in their gowns, the gamut of shades in the colors of which veered from the cardinal seven to all the delicate tints

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it has been difficult to disentangle the long-time trend from the seasonal influences that affect industries.

"The above quotation indicates lack of decision and installment selling apparently has yet to prove its point as a corrective for overproduction. The number of cars that have been turned out this year by the automobile plants is considerably in excess of former years, and it is only reasonable that there should be a slowing down now until the demand catches up with the supply."

Declares Air Equipment Will Increase Paint Sales

"My message to the paint industry is this," says J. A. Paasche, president of the Paasche Airbrush Co. "Do not expect generalities and immense advertising campaigns to increase paint sales. It can't be done."

"Do not expect the impossible from the splendid 'Save the Surface' campaign — no matter how masterfully that campaign may be handled. Words alone will not increase the sale of paint generally."

"I sometimes wonder how much longer the executives in the paint industry will continue to ignore the fact that the one only real obstacle to a greatly increased sale of paint is the high cost of hand application."

"Facts and figures prove that two-thirds the cost of any hand painted job is labor cost. The public cannot and will not ignore these high cost figures—now, why should the man most concerned, that is, the paint manufacturer, continue to ignore what the public has long since recognized as a fact? The Save the Surface and Clean Up and Paint Up campaigns have made people paint conscious and they want to clean up and paint up—but that two-thirds labor cost in every hand painted job renders these splendid campaigns ineffective."

"We progress through change. Airpainting machines provide the means for an increased consumption of paint generally, because the high cost of hand application is eliminated. That has been true industrially and the same result will follow generally once the economies of airpainting are made known through facts and figures to the public."

Cooperation Solves Many Paint Manufacturing Problems

Co-operation of the manufacturers of raw materials has contributed a great deal to the success enjoyed by paint manufacturers in recent years, according to A. C. Eide, sales engineer of the American Zinc Sales Co., Columbus, who also points out



J. A. Paasche

search to improve their products, and develop new ones wherever a genuine need existed," he says. "The producers of pigments have been up and coming in this respect, and it is noticeable to the paint manufacturers in the form of higher quality zinc oxides and lithopone, which is as it should be."

"An additional result has been the production of several types of the same pigment, sold under the same general brand name, but each designed to meet some particular requirement in paint factory operations, or in the paint itself."

Mechanical Equipment in Paint Industry Equal to Needs

Keeping pace with the mechanical requirements of the modern paint plant is a matter of

close scrutiny, each detail of construction in order that undue friction may be eliminated and the mechanism endowed with additional strength and ability to withstand longer operation at its fullest capacity, according to James W. Kent, president Kent Machine Works, Inc., Brooklyn.

"In the matter of bearings alone it has been found possible to substitute rollers of hardened steel which run with a minimum of lubrication and require little attention," he says. "Machines such as grinding mills, equipped in such manner, have been driven with one-third less power than similar type mills in which the old-fashioned bronze bearings are used. This also holds true of stone mills which have been equipped with roller bearings and roller bearing step."

Urges Paint Industry To Profit from Style Changes

"The paint industry should take full advantage of the demands of this age," says R. J. Clemens, president of the Standard Glass & Paint Co., Des Moines, and president of the National Association of Paint Distributors. "Surely the public is demanding not only color but changes, new styles, new ideas."



R. J. Clemens

"The function of our industry is to preserve and to beautify, and surely no industry has a greater opportunity to profit by the present day demands than does ours."

"Various surveys indicate that the paint industry is not getting its full share of the public spending dollar. If these surveys are developing facts, then it would seem that we are not taking full advantage of our opportunities."

"A high-grade motor car is replaced with a new one long before the old car has ceased to give sat-

is frequently replaced so long as it remains in satisfactory physical condition and appearance.

"Figuratively speaking, let us broaden our fenders, soften up our tires, put on four wheel brakes and possibly even front wheel drive, and, as an industry, cash in on the public's demand for changes."

New Developments in Pigments Important to Industry

"Striking developments in the discovery and manufacture of new white pigments adapted for use in paint making continue to come forward and constitute one of the many important influences being brought to play in the industry," says P. E. Sprague, vice-president of the Euston Lead Co., Scranton, Pa.



P. E. Sprague

"I think it may well be true that these and other changes in the paint manufacturers working tools have pressed ahead more rapidly than the industry in general has been able to absorb them, so that the proper place to use and the kind of results to expect from new kinds of pigments requires a lot of consideration."

"This is particularly true of formulating paints for exterior use. Much progress has been recorded in devising quick tests to simulate accurately weather and long time exposure, but none have apparently justified all of the hopes placed in them, so that a considerably long time scrutiny of actual painting jobs remains the final criterion."

"Plan Your Work, Work Your Plan" H. M. Toch Advises

"Plan your work, then work your plan," is the advice of Henry M. Toch, son of the founder of Toch Brothers, division of the Standard Varnish Works, New York, in introducing his views on business philosophy to Convention Daily readers.

"Man is as great as are the accomplishments of his vision. Waste is the handmaid of his ruin. Consultation and co-operation with open-mindedness invite harmony and success."

"Operation without co-operation, invites controversy and failure. Team work is fine work and brings gratifying results. A square deal begets a square deal. You get what you give."

"Be sure you are right, then carry on and on. Courage and enthusiasm make winners. Try, keep on trying."

"Facts and truth are vital—stick to them. Do not underestimate the other man's knowledge or ability. Put yourself in the other man's place before you give your opinion. Fortunes were founded by..."



H. M. Toch

Saturday, Oct. 19, 1929

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Saturday, Oct. 19, 1929

Linseed Oil

During the last year the price of linseed oil has been advanced 7c a pound or more than 60c a gallon, as a result of the small out-turn of the flaxseed crops in the United States and Canada as well as a prospective decrease in the Argentine linseed crop, due to eight weeks of continued drought. During the last month the oil price reached the highest level since the latter part of 1920, and, although it has dropped a little more than a cent a pound from the high point, it is still very firm in tone and the indications are for high prices during the fall and winter months. The demand for linseed oil for prompt shipments continues as good as ever, and many of the large buyers have covered their requirements up to the end of the year, but not much beyond that time, and it is evident that there are waiting for more settled conditions in the seed market before anticipating their future wants.

The pessimistic crop advice from the Argentine during September caused wild fluctuations in prices from day to day, but, with the advent of rains in some sections, a brighter view of the situation was taken, although it is not believed that the crop will be more than 75 or 80 per cent of last year's. Crushers in the Argentine are high-level buyers and, while European crushers for a time resorted to Argentine seed contracts due to the fact that other and cheaper oils than linseed were being purchased by exporters abroad, they came into the market later on for additional supplies. Linseed last produced a smaller crop than last season, and, although Russia produces large quantities of flaxseed, it has not entered the international market to any extent in recent years and has little influence on the world situation.

Commercial stocks of flaxseed in the United States and Canada at the beginning of the crop year, September 1, were below those of a year ago, and while a considerable amount of old crop flax seed was believed to have been carried over into the new crop, exports since April 1 have been about 1,500,000 bushels more than a year ago. The present exportable surplus in the Argentine is not definitely known, but it is very small compared with a year ago. Domestic seed has been moving rapidly to the crushers and receipts have been about 33 per cent greater than a year ago, and at prices 60 per cent higher than at the corresponding time in 1928. The Department of Agriculture started out in July with an estimate of 19,000,000 bushels for the present Northwestern crop, against a final crop last year of 19,321,000 bushels and a five-year average of 23,243,000 bushels, but this figure was lowered in August to 18,000,000 bushels, and while the estimate on September 1 was 16,400,000, even this was considered much too high by private interests, who now believe that only about 12,000,000 bushels of this crop will be marketed, more than one-third of which already has been received.

Another big factor in the linseed oil situation this year has been the uncertainty of probable changes in the tariff rates. Under the flexible provision of the tariff the President advanced the duty on flaxseed from 40c a bushel to 50c, with a corresponding increase in the duty on foreign oil, and, while the House voted an increase to 60c and the Northwestern farmers are asking an increase to 80c, the final result now rests with the report of the Senate Committee and its adoption by Congress. While the Argentine has been raising protest against the increased tariff, that country in two months increased its export tax eight and one-half times, the amount last month amounting to about \$2.84 a ton or 45c a bushel.

The Trend of the Market

Compiled by Forrest R. Trafford, Eastern-Market Editor, American Paint Journal

Menhaden Oil

Prices for refined menhaden oil are now about 80c a gallon higher than they were at the corresponding time a year ago, having gradually shown an advancing trend during that period. Recently the indication has been considerably firmer in sympathy with corn being oil as well as the crude oil market, although business is restricted to immediate and nearby requirements. The production of crude menhaden oil last season amounted to 74,075 barrels, against 81,957 in 1927, including 21,668 barrels along the north Atlantic coast, 26,068 in the Chesapeake Bay section, 13,793 in North Carolina and 12,546 farther South. The season in the Chesapeake Bay section was one of the poorest in many years, both from a production and financial standpoint, only eight factories finishing the season, compared with 100 the previous year. This year storms along the coast have seriously interfered with the fishing, although in some sections the yield has shown improvement, and, while the catch has been climbing above the average for the last few years, the yield has been about one-half of normal production. The crude market opened this year at 42c a gallon and now products are selling 60c f. o. b. Baltimore.



Alcohol

The sudden cold snap last month was instrumental in stimulating more buying interest in the market for denatured alcohol, resulting in increased shipments. This was followed by a warm spell, but the opinion prevails that the volume of shipping instructions will continue to expand as the anti-freeze trade is now coming into its active season. Production has been well sold over the balance of the year and the situation is about as healthy as could be expected at the beginning of the busy season. Factors which have contributed to the stability of the market are the higher cost of the raw material, the regulated output by the Federal Government and recent mergers of many small as well as large companies. Some bill lots of raw materials have been in evidence, but the pressure has not been sufficient to affect the market.

The Government this year has again restricted the production to 85,000,000 gallons and it appears to meet all the legitimate needs of business. Stocks of completely denatured alcohol on hand at the beginning of June amounted to 1,454,127 gallons, against 1,101,209 at the beginning of May and 918,228 at the beginning of June last year. Stocks of specially denatured on hand at the end of May were 892,073 gallons, against 827,849 at the end of April and the May production amounted to 4,751,297 gallons against 4,069,601 in April.

The alcohol market held steady in price during the first four months of the year, but in May was advanced 2c a gallon. During June and July the market was another cent higher and prices automatically jumped still another cent in August and another in September at which time prices stood at 30c.

stationary. The growing popularity of the automobile there thus requires greater quantities of this product.

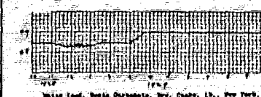


Lead Pigments

While a normal movement of the lead pigments and the lead oxides has been in evidence recently, it has been mostly in the way of deliveries on contracts, as dealers pretty well covered their forward requirements during August. Many buyers are now getting rather low on stocks and the corresponders are looking forward to a good business over the remainder of the year, and say that present inquiries indicate a steady movement into trade channels, which may continue well into the spring months owing to the large amount of construction work which is scheduled to be put into operation throughout the country. The steady position of pig lead is reflected strongly in the market and any further advance undoubtedly would result in the placing of good sized forward orders. Corresponders are guaranteeing prices against decline on white lead in small packages up to the end of November, at which time it is expected buyers will begin to make contracts for the new year.

Dry white lead, basic carbonates and basic sulphate held steady the latter part of last year, but during the first quarter of this year advanced 4c a pound in sympathy with the strength of the raw material market and since last May have held at unchanged levels. White lead in oil also showed an upturn of 1/2c a pound and has continued firm in tone since the spring months. In conformity with the practice inaugurated last year, corresponders have advanced or lowered prices of dry red lead, litharge and orange mineral in casks 4c a pound in sympathy with each 25-point movement in pig lead. This resulted in an upturn of 1/2c a pound during the first three months of this year, which was later followed by a gradual drop of a cent a pound, and since last August prices have held at unchanged levels.

Sales totals of last year in lead pigments about averaged those of 1927 and while figures for this year are not yet available it is believed that any losses in some lines will be compensated for by increases in others. The large amount of heavy construction work which is planned for various sections of the country and the large requirements for finishing work in public utility buildings should help materially in swelling the sales of these pigments, especially the large quantities of red lead needed for protective coatings on buildings and bridges.

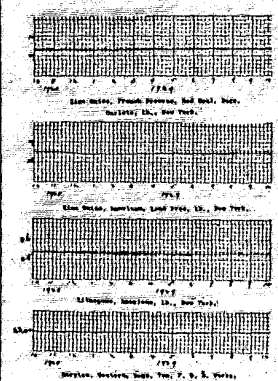


twice as large as for the corresponding period in 1928.

The demand for ground barytes is now in normal volume and while makers are a little firmer in their ideas regarding prices, quotations still hold at the same levels which have prevailed all year. The sales volume is increasing gradually and the aggregate total for the year is expected to show up well. Of the domestic and foreign crude barytes consumed in the manufacture of barium products last year, 43 per cent was used in lithopone, 22 per cent in ground barytes and 15 per cent in barium chemicals. Foreign crude barytes, imported for consumption in this country in 1928, amounted to 81,765 short tons, valued at \$10,736. The sales of lithopone increased from 176,974 short tons, valued at \$17,461,620, in 1927 to 200,468 tons, valued at \$19,071,914, in 1928.

Dry Colors

Stability of prices has featured the dry color market during the entire year and some sellers are of the opinion that higher prices may be in evidence when contracts are made for next year. From a sales standpoint reds have found a more ready market than some of the other colors, while chrome greens and chrome yellows have tended upward in price in sympathy with pig lead. Iron blues continue to show a very firm tone and, while spot business is not very active, withdrawals against contracts have been exceptionally good and promise to continue so. Sales of



some lines both last month and this are reported to be ahead of schedule.

A feature of the situation has been less inclination on the part of producers to make large sales at the expense of profits and with less competition and price shading in evidence more incentive is shown to adhere strictly to quotations. Carbon blacks showed a little stiffening in price at primary points early in the year and since then have held steady, and,

Following for part of the year has shown result of a liberal supply at a point which reflected in the close of the year in the strengthening of the market to be quiet and stocks and stocks. A steadily small, available, but quoted for are holding nominal and nominal owners and a in pale red.

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DUTCH BOY AND CARTER

PURE WHITE-LEAD

Manufacturers also of

Red-Lead
Litharge
Orange Mineral
Basic Lead Sulphate
Lead Acetate
Linseed Oil
Flatting Oil
Solder
Babbitt Metal
Lead Pipe
Sheet Lead
Other Lead Products



NATIONAL LEAD COMPANY

New York, 111 Broadway

Buffalo, 116 Oak Street

Cincinnati, 659 Freeman Ave.

St. Louis, 722 Chestnut St.

Boston, National-Boston Lead Co., 800 Albany St.

Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue

Philadelphia, John T. Lewis & Bros. Co., Widener Bldg.

Chicago, 900 West 18th Street

Cleveland, 820 West Superior Ave.

San Francisco, 235 Montgomery St.

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REDACTED

REDACTED

DUTCH BOY AND CARTER

PURE WHITE-LEAD

Manufacturers also of

Red-Lead
Litharge
Orange Mineral
Basic Lead Sulphate
Lead Acetate
Linseed Oil
Flatting Oil
Solder
Babbitt Metal
Lead Pipe
Sheet Lead
Other Lead Products



NATIONAL LEAD COMPANY

New York, 111 Broadway

Buffalo, 116 Oak Street

Cincinnati, 659 Freeman Ave.

St. Louis, 722 Chestnut St.

Chicago, 900 West 18th Street

Cleveland, 820 West Superior Ave.

San Francisco, 235 Montgomery St.

Boston, National-Boston Lead Co., 800 Albany St.

Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue

Philadelphia, John T. Lewis & Bros. Co., Widener Bldg.

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