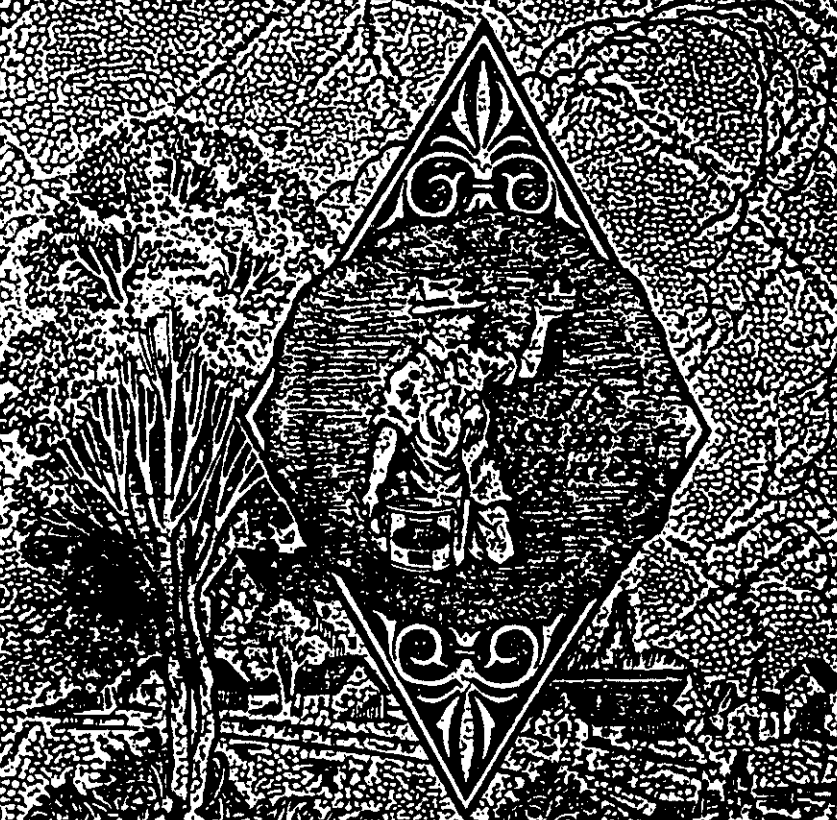
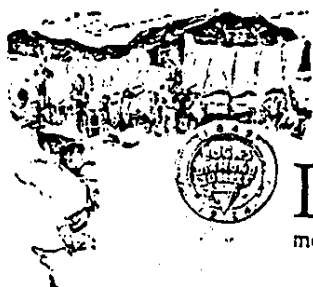


LUCAS DIAMOND ANNIVERSARY



1849 — 1994



Our Diamond Anniversary

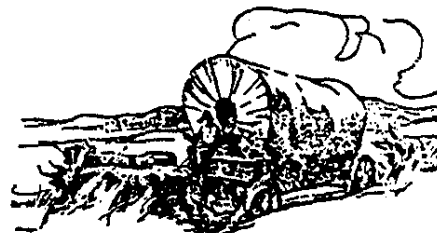
IT IS inspiring, upon this occasion of our celebration of the Seventy-fifth Anniversary of John Lucas & Co., Inc., to look backward for a few moments upon the history of the grand old House of Lucas.

Seventy-five years ago—in 1849—at a time when many of the things were unknown which we of today count as necessities, John Lucas, who had recently come to America from England, organized the business which still bears his name and which has grown to be one of the great paint and varnish producers of the world. Many things have happened since then. In 1849, a few miles of experimental railroad track were being laid. Just a few years before that date, the first steamship crossed the Atlantic Ocean. The first telegraph line was built only five years before 1849. Not until eleven years afterward was the first trans-Atlantic cable put into successful operation. The factory system of production was in its infancy at that time. Modern farm implements, sewing machines, matches, vulcanized rubber, illuminating gas, and newspapers were roughly contemporaneous with the House of Lucas in their beginnings.

Texas was an independent republic in 1849, and it was still undecided whether that portion of what is now the United States lying west of the Rocky Mountains should belong to the United States or to Great Britain.

In March, 1849, John Lucas commenced business in Philadelphia as an importer of white lead, paints and colors and the raw materials used in their manufacture. Shortly after starting in business, Mr. Lucas engaged in the manufacture of paint, his plant being located in an old grist mill on the bank of Silver Lake, where the well-equipped factory at Gibbsboro, N. J., is now located. In 1852, John Lucas was joined by his father-in-law, James Foster, who was succeeded in 1857 by William H. Lucas, a brother of the founder. William H. Lucas withdrew from the firm in 1878 and the business was continued by John Lucas under the name of John Lucas & Company.

The death of John Lucas occurred on August 7, 1901, after which the business was continued



In 1849, when gold seekers were rushing West over the Covered Wagon Trail, John Lucas



by his brother, William H. Lucas, and Albert Lucas, a son, who operated the organization under a declaration of trust.

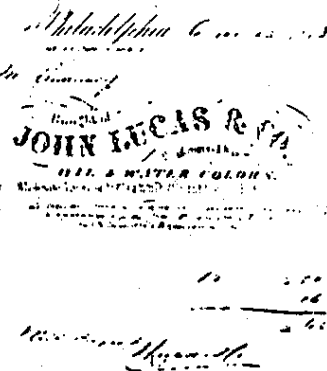
At the time of the death of Albert Lucas, April 10, 1906, William H. Lucas became the surviving trustee, but his death occurred on July 1 of the same year, and under a provision in the will of the founder, William E. Lucas and H. Spencer Lucas, sons of John Lucas, became the successor trustees.

Upon the death of H. Spencer Lucas on April 16, 1909, William E. Lucas became the sole surviving trustee, and in that capacity he sold the assets of the company on November 15, 1912, to John Lucas & Co., Inc., a corporation organized under the laws of the State of Pennsylvania, of which corporation William E. Lucas was President until his death on March 24, 1913. Joseph W. Lucas then became President and held that office until September 9, 1922, when he was elected Chairman of the Board of Trustees and Ernest T. Trigg was elected President of the Company, Mr. Trigg having been General Manager of the Company since 1908 and Vice-President and General Manager since 1912.

In 1872, John Lucas produced the "Original Pure Linseed Oil Liquid Paint."—He also introduced into this country the English system of color grinding, which enables the paint manufacturer to grind pigment perfectly fine without the danger of overheating. It was he who first produced non-poisonous green. The history of Lucas has been one of forward steps in

the technique and art of paint and varnish manufacture.

Discriminating users of paint and varnish materials have liberally rewarded the progressive Lucas policies which have made the business what it



Old copy of John Lucas & Co. billhead. August 13, 1893



A Reproduction of an Early Color Chip Card—about 1872



View of Second Street North from Market Street
about 1800

is today. John Lucas opened his first retail store in Philadelphia in 1849, at the corner of Front and Arch Streets, later removing to 141-143 North Fourth Street and 322-330 Race Street, the present location of the Philadelphia office and warehouse. In 1869, the New York branch was opened at 122 West Broadway and was later removed to 89 Maiden Lane. A few years later the business was transferred to the present location, 521 Washington Street, where a large export business is conducted in addition to the domestic business of metropolitan New York and vicinity.

In 1900, constantly increasing business throughout the Middle West made necessary the establishment of a warehouse and office in Chicago at 1521-33 South Morgan Street. In March, 1908, the growing demand and inadequate shipping facilities from the East made necessary the opening of a factory at Chicago. Within five years the factory facilities then available were entirely outgrown. A new location became necessary, where a thoroughly modern and up-to-date building was erected at 1336-1362 West Thirty-seventh Street, in the Central Manufacturing District, which provides space both for the office and warehouse as well as for the factory.

The New England warehouse and office was established in September, 1908, at 73 Sudbury Street, Boston. From this point shipments have steadily increased in volume until today Lucas is one of the best-known lines of paint and varnish in the New England states.

Pittsburgh was selected in 1910 as a distributing point, at which time an office and warehouse was established at 890-902 Second Avenue. On August 12, 1919, W. W. Lawrence & Co., West Carson Street, Pittsburgh, became a part of the great Lucas organization. The products of W. W. Lawrence & Co. have been favorably known for many years.

The business on the Pacific Coast made necessary, in May, 1914, the opening of a branch office and warehouse at 425 First Street, Oakland, which later was transferred to 368 Twelfth Street. The constant increase of business in this section made it necessary, a little later, to purchase



The Giant Painter
Well Established as the
Trade-mark for Lucas
Products Since 1910



The keys that served to unlock the future
for John Lucas in 1849 at his first retail store.
Front and Arch Streets



a factory at West Berkeley, a few miles from Oakland, which supplies the trade of the Pacific Coast and adjacent territory.

In 1922, John Lucas & Co., Inc., assumed control of The Cleveland Varnish Company, located on East Eighty-seventh Street, Cleveland. The Cleveland Varnish Company has one of the finest equipments in the United States for the manufacture of varnishes, enamels and related products.



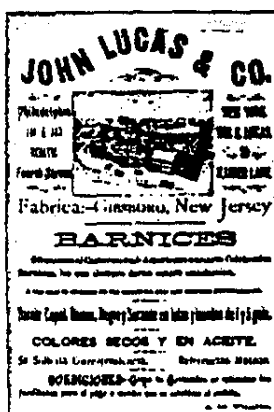
Our Great Grand Parents Were Users of Lucas Products

In closing, it is appropriate to say a few words about Gibbsboro, where this celebration is being held. The original purchase at Gibbsboro covered about four hundred acres, and these acres were anything but attractive, excepting, perhaps, in the springtime, when the laurels and the swamp magnolias bloomed in the underbrush. More recently about six hundred additional acres were added to the holding, including the neighboring station on the Camden and Atlantic Railroad, to which the name of Lucaston was given.

The first step taken to create a community of social interest at Gibbsboro began in a little schoolhouse in the neighborhood, where questions of current moment were discussed. In the course of time, a movement was begun by which many of those living at Gibbsboro have been enabled to own their own homes.

Today, Gibbsboro is a self-contained community of workers who, for the most part, are engaged in the production of Lucas Paint and Varnish Products.

The anniversary which we are celebrating today is in recognition of three-quarters of a century of remarkable achievement based upon the sound business policy of service to the public. Each of us may well be proud of our association with the House of Lucas.



Evidence of Lucas Products in Foreign Trade, in 1880



"Look Well to the End"
The original trade-mark used by John Lucas, until 1910 when the Giant Painter was adopted