

Convention Daily—Friday

AMERICAN PAINT JOURNAL

A National Weekly, Independently Serving the Paint, Oil and Varnish Manufacturers and Jobbers and the Raw Material and Allied Interests

Vol. 13

Washington, D. C., October 18, 1929

No. 52-D



Wednesday, Oct. 16, 1929

American Paint Journal Convention Daily



For a Quarter Century a Mark of Dependability

For more than 25 years the Ditzler trade-mark has distinguished automotive finishing materials of the finest quality. Today Ditzler supplies the production needs of the majority of independent motor car manufacturers and body builders.

The Ditzler line is complete, including undercoatings and a convenient and economical new Intermix Series that permits preparing any desired shade with 16 base colors. Ditzler service, both in a color creative sense and in promptness of shipment, is favorably known in all parts of the world.

Quality of product and fairness of policy make the Ditzler distributor franchise a desirable and profitable franchise. Investigate.

DITZLER COLOR COMPANY
Detroit, Michigan

DITZ-LAC

(PYROXYLIN)

Uniform Fineness ...
Greater Opacity ...

in **WHITE LEAD**
made by
ELECTROLYSIS

MANUFACTURED by electrolytic process—that is why Anacoda White Lead differs from every other white lead on the market.

The special electrolytic process by which Anacoda White Lead is made permits complete control of both the physical and chemical qualities of the product. It produces a white lead pigment of unusual purity, fineness and uniformity.

A comparison will show you that Anacoda White Lead is *clearer in actual whiteness* than any other basic carbonate white lead. Its brilliant whiteness gives your paints a clearer white and a clearer

time. Its uniform fineness affords increased hiding power.

Electrolytic production is only one of the many controlled steps in producing Anacoda White Lead. Anacoda mines and smelts the ore, and refines the metal. Purity is safeguarded at every operation. The finished white lead is delivered direct from Anacoda warehouse stocks in the principal cities.

SUPER-PURE ZINC OXIDES

Made from Anacoda Electrolytic Zinc 99.9% pure, chemically (U.S.P.) and White Green and Red Lead French Process Grades.

Thus Anacoda controls every step in the production and delivery of its products ... from mine to consumer.

We shall be glad to send samples of Anacoda White Lead and Anacoda Zinc Oxides for testing purposes.

ANACODA LEAD PRODUCTS CO.
ANACODA ZINC OXIDE DEPT. of I. L. R. CO.

General Offices
EAST CHICAGO, IND.
District Offices
AKRON, OHIO
New York Office
25 BROADWAY, N. Y.

ANACODA
from mine to consumer

of enlightened selfishness. Improved scientific control methods for testing raw materials and production eliminate spoiled batches and costly complaint adjustments. Old sources of raw materials are becoming exhausted and new sources or substitutes are being discovered. New pigments, new resins, new oils, and new formulae are rapidly being developed by intensive research. Much of this is being conducted so as to cater directly to consumer demands for quicker drying, more beautiful colors, and greater durability.

"Now let's see how label analyses and other prejudicing factors fit into this picture of progress.

"We'll suppose that the technical laboratory of a manufacturer has developed a new house paint formula which has shown unquestioned superiority, through extensive exposure tests, to the best house paints now on the market. The technical director presents the results to the executive board. 'How about this Radium Dioxide?' says one. 'It'll show on the label analysis—consumers will think it is some cheap adulterant. Besides, the formula has no Arsenic—no one will buy a first grade house paint that contains no Arsenic. Another thing, painters will detect the odor of that claim oil in the vehicle and will think they're present formula,' objects another. 'It would require a couple of million to get a cheap doped up paint. The weight is four pounds less than our dollars advertising expenditure to overcome these sales resistances,' says the advertising manager. 'Even though you attribute much of the durability, good working properties and high spreading rate to this new emulsion ingredient,' says the sales manager, 'you know very well that 6 per cent water shown on the label analysis will kill this paint from the start—our salesmen could never explain that away.' And so the proposed formula with its advantages is frightened to death by dreadful bogies.

"Contrast this situation in our industry with conditions in the automobile, radio, airplane, metallurgical, cosmetic and a dozen other important synthetic manufacturing industries which, like the paint industry, impart form utility to raw materials. These release new, radically improved models and products yearly to a consuming public which comes them avidly—and cries for more. The very fact that these industries are constantly developing new products which give greater utility, luxury, and value attracts the consumer's dollars away from the more static industries which are afraid of change because of public prejudice bogies.

"Naturally public prejudice must always be reckoned with by manufacturers. But the dynamic industries seem to control and shape it to their own likings because they enjoy and have earned the consumer's confidence. The automobile buyer does not seriously question the introduction of new alloys, hydraulic brakes, four-speed transmissions, new engine designs, front wheel drives, etc., because he has confidence in automotive engineers—he knows that their batting average is high and that they release few failures.

"The determination of methods and factors by which some industries have secured this confidence requires careful analysis. Each industry has, no doubt, had to use different methods and there is no easy formula which can be applied.

"Howbeit, consumer confidence seems always to be closely associated with quality standardization. In the case of automobiles, price has become a reliable measure of quality; in other industries the brand is a trustworthy measure. The superficial observer may say that paint and quality also can be so measured. It can, to a certain extent, but far short of what is necessary for unhampered growth of the industry, for unfortunately we have not yet become entirely purged of misrepresentation. Our most important manufacturers realize its folly and are fighting it, yet there is still a small minority who still believe in it.

"Take for example 40-50, a good formula developed and extensively advertised at great expense by a pigment manufacturer so as to establish the fact that good lithopone-zinc house paints could be made in place of the inferior ones which were lowering the reputation of these pigments. The formula, as

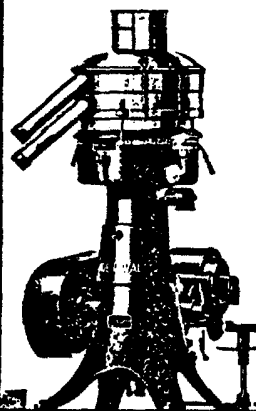
DEPENDABLE CLARIFICATION

CLARIFICATION that does not remove impurities to a uniformly high degree is almost useless.

Uniformity of results is assured users of De Laval Centrifugal Clarifiers by the features of design, the importance of which has long been recognized by manufacturers of varnish, lacquer, enamel, etc.

The first of these is the double-chambered construction which not only increases the effectiveness of clarification in the beginning of a run when the bowl is free from sediment, but ensures that original efficiency until the machine becomes absolutely choked with dirt and comes slowly to function.

The second is the overflow outlet which operates automatically and serves as a warning signal when the clarifier comes to function, or when too much liquid is being fed. To insure dependable clarification, your centrifugal should have both these features, equally important phases of De Laval design are described in Bulletin No. 224-T.



The De Laval Separator Company

165 Broadway, New York
600 Jackson Blvd., Chicago

DE LAVAL PACIFIC COMPANY,
41 Beale Street, San Francisco

THE DE LAVAL COMPANY, Ltd.,
Prestonburgh, Winnipeg, Canada

ALFA-LAVAL CO., Ltd.,
14 Governor Street, London, E. W. I.

DE LAVAL CENTRIFUGAL SYSTEMS

We Extend
Greetings
To All Friends
Gathered
At The 1929
Convention

Benjamin Moore & Co.
Paints, Varnishes and Murecco

NEW YORK
CHICAGO
CLEVELAND



ST. LOUIS
CANTON
TORONTO



SERVICE

MANUFACTURERS using Naval Stores should know that we have an efficient and unusual Traffic Service.

Carload shipments of Wood Rosin, Steam-distilled Turpentine, Pine Oil and other Naval Stores are routed direct from our plants to the factory of the consumer, and no time is lost in delivery.

This is just another link in the chain of Hercules Consumer Service, which enables consumers to cut costs by carrying low inventories.

Our problems are mutual. Let us work with you.

Representatives of our Naval Stores and Cellulose Products Departments will be glad to welcome you in—

Room 676
The Mayflower Hotel
Washington

Naval Stores Department

949-C Market Street
Wilmington Delaware

BETTER BAGS

Our trade-mark is more than just a clever design. It means what it says. And we hope you will give us a chance to prove it. Made of the stoutest paper and the toughest glue we are able to obtain, Betterbags will stand the roughest, toughest treatment. They can take all the use and abuse you would ever expect to give them.



Proof against light, air, moisture—they protect your product against injury. Sift-proof and leak-proof—they protect your product against loss. Light in weight and small in bulk—they protect you against excessive costs incident to storage space, labor handling costs and transportation charges.

Some of the products now put up in Betterbags—

Oxides
Lithopone
Whiting
Carbon Black
Fluorspar

Silica, Talc
Barytes, Clays
Dry Colors
Chemicals
and Pigments

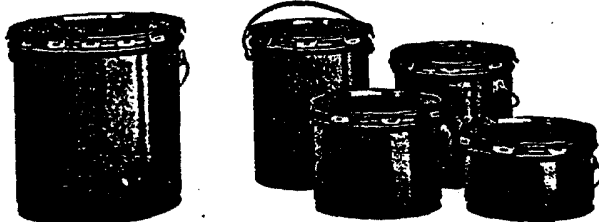
We may be able to serve you better. Your inquiry is solicited.

Hammond Bag & Paper Co.
Wellsburg—W. Va.

BB 13

the 5 Gallon No. 8

the BENETCO Juniors



their first convention

We present to the paint and varnish industry four newly appointed subjects—the BENETCO Junior pails in capacities of 1, 1½, 2 and 2½ gallons.

These four steel paint pails have been prepared in response to an urgent need in the industry for a small dependable paint pot. The Junior sizes conform in all respects to the 5-gallon Acme No. 8 pail so well known to the whole industry.

See for yourself these features of speedy and easy closure . . . liquid tight cover . . . special offset bottom for stacking . . . the elimination of crating . . . and advertising opportunities. If unable to inspect the Juniors during convention, write for samples.

WILSON & BENNETT MFG. CO.
6522 S. Menard Ave. 39 Cortlandt St.
Chicago New York

"Paint Selling Pail"

AMONG the other products we manufacture, in addition to white-lead, are red-lead, litharge, orange mineral, basic lead sulphates and lead acetates.

These materials can be relied upon to be of the required fineness and purity.

Samples and prices upon application.

Manufacturers of
**DUTCH BOY and CARTER
PURE WHITE-LEAD**



NATIONAL LEAD COMPANY

New York, 111 Broadway; Buffalo, 116 Oak Street; Chicago, 900 W. 18th Street; Cincinnati, 659 Freeman Avenue; Cleveland, 820 W. Superior Avenue; St. Louis, 722 Chestnut Street; San Francisco, 235 Montgomery Street; Boston, National-Boston Lead Co., 800 Albany Street; Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue; Philadelphia, John T. Lewis & Bros. Co., Widener Bldg.