

Convention Daily—Wednesday

AMERICAN PAINT JOURNAL

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

. 13

Washington, D. C., October 16, 1929

No. 52-B



The Gregg Memorial Building



Norris B. Gregg



Charles J. Roh
Chairman Gregg Memorial Committee

The "ESSENTIAL INGREDIENT" of Good Paint

WHITE LEAD

BASIC CARBONATE



OUTSTANDING DEVELOPMENTS IN THIS PIGMENT
ARE COMPLETED

EUSTON LEAD COMPANY

SCRANTON, PA.

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—

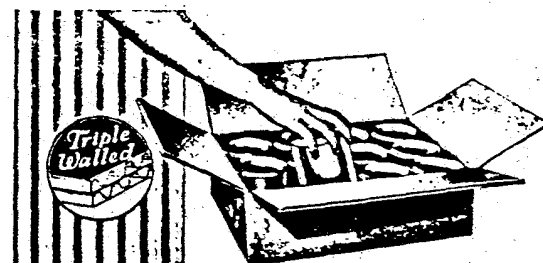
Oxides	Silica, Talc
Lithopone	Barytes, Clays
Whiting	Dry Colors
Carbon Black	Chemicals
Fluorspar	and Pigments

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

Hammond Bag & Paper Co.

Wellsburg—W. Va.

BB



Let the
Package Match
the Quality of
your Product

—Call the H&D Package Engineer



HINDE & DAUCH
corrugated
fibre
SHIPPING BOXES



Money in the Pocket

CAREFUL calculations have shown that thousands of dollars annually will be saved to the Paint and Varnish Manufacturing industry by the introduction of Hercules I Wood Rosin which can be used successfully in preference to M, N, WG, WW Rosins in the manufacture of varnish.

There are savings through—
Responsibility
Reliability
Uniformity
Cleanliness
Price

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

Room 676
The Mayflower Hotel
Washington

Further information may be obtained by addressing

Naval Stores Department

HERCULES POWDER COMPANY

(INCORPORATED)

949-C Market Street

Wilmington

Delaware



Best wishes and congratulations to the National Paint, Oil and Varnish Association from the largest paint and varnish makers in the world

THE SHERWIN-WILLIAMS CO.

CLEVELAND, OHIO



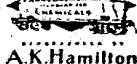
Their quality never varies!

For over a quarter of a century, the Franco-American Chemical Works, Inc., of Carlstadt, N. J., have been producing Industrial and Pharmaceutical Chemicals.

The initial production has increased considerably with the present large capacity of their modern and well equipped plant covering several acres. The

growth of this business has been due not only to the service and co-operation rendered to the trade, but also to the absolute standardization of their products.

Franco-American Chemical Works



A.K. Hamilton

Sales representatives and warehouse stocks in principal cities
95 Wall Street New York, N. Y.

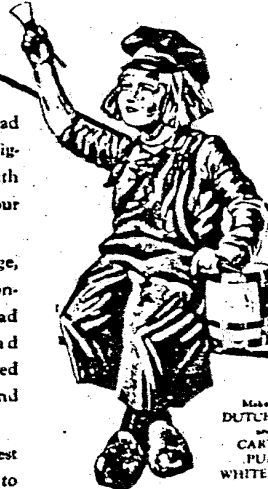
Plant — Carlstadt, N. J.

OXIDES OF LEAD

FOR oxides of lead and other lead pigments, get in touch with us. Let us quote on your requirements.

Our red-lead, litharge, orange mineral, carbonate of lead, basic lead sulphates and lead acetates can be relied upon for purity and uniformity.

The branch nearest you will be pleased to quote prices and submit samples.



Makers of
DUTCH BOY
and
CANTER
PURE
WHITE-LEAD

NATIONAL LEAD COMPANY
New York: 111 Broadway Buffalo: 218 Oak
St. Louis: 100 W. 10th St. St. Paul: 100
Chicago: 300 W. Madison Ave. Cleveland: 810
W. Superior Avenue St. Louis: 212 Chestnut
St. Paul: 212 Chestnut St. Minneapolis: 212
Bismarck: National Lead & Oil Co. of
Ph. 218 Fourth Avenue Philadelphia: John
T. Lane & Son Co. Worcester: 111



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 Interim Service 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 cleaner, whiter, brighter than any other basic carbonate white lead. Its brilliant whiteness gives your paints a clearer white and a clearer

finish. 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.

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.

SUPER-PURE ZINC OXIDES

Made from Anacoda Electrolytic Zinc 99.99% pure. Phosphoric acid (U.S.P.) and White, Green and Red Lead French Process Grades.

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.



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 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 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 getting formulae objects another. 'It would require a couple of million dollars to cheap dope 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 consumes them avidly—and craves 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 crowd and shove 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 alloy, hydraulic brakes, four-speed transmissions, new engine designs, front wheel drives, etc., because he has confidence in automotive engineers—he knows that their latitudes 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.

"However, 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, 40-60-20, 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

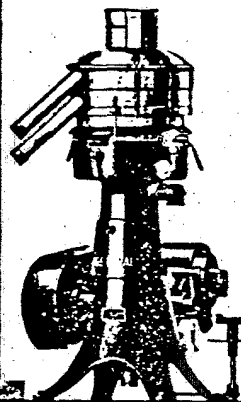
DEPENDABLE CLARIFICATION

CLARIFICATION that does not require expensive or a uniformly high degree of dilution is essential.

Uniformity of results is essential since of De Laval Machine Company for two features of design, the importance of which has 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 solids, but maintains that original efficiency until the machine becomes absolutely choked with dirt and must necessarily be cleaned.

The second is the overflow outlet which operates automatically and serves as a warning signal when the clarifier comes to four parts, or when the bowl is found to be too full. To insure dependable clarification, your investment should have both these features. Invaluable experience points of De Laval designs are described in Bulletin No. 228-T.



The De Laval Separator Company

165 Broadway, New York
600 Jackson Blvd., Chicago

DE LAVAL PACIFIC COMPANY,
61 Bank Street, San Francisco

THE DE LAVAL COMPANY, Ltd.,
Preston, Lancashire, England

ALFALAVAL CO., Ltd.,
14 Grosvenor Road, London, E. W. 1.

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
CARTERET
TORONTO

0007-SWP-000000431

REDACTED

The "ESSENTIAL INGREDIENT" of Good Paint

WHITE LEAD

BASIC CARBONATE



OUTSTANDING DEVELOPMENTS IN THIS PIGMENT
ARE COMPLETED

EUSTON LEAD COMPANY
SCRANTON, PA.

REDACTED

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from the largest paint and
varnish makers in the world

THE SHERWIN-WILLIAMS CO.

CLEVELAND, OHIO

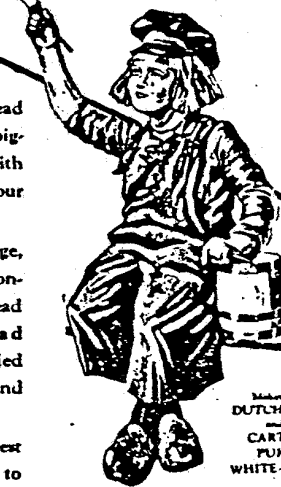


OXIDES OF LEAD

FOR oxides of lead
and other lead pig-
ments, get in touch with
us. Let us quote on your
requirements.

Our red-lead, litharge,
orange mineral, carbon-
ate of lead, basic lead
sulphates and lead
acetates can be relied
upon for purity and
uniformity.

The branch nearest
you will be pleased to
quote prices and submit
samples.



NATIONAL LEAD COMPANY
New York, 111 Broadway • Buffalo, 116 Oak
Street • Chicago, 988 W. 18th Street • Cin-
cinnati, 619 Freeman Avenue • Cleveland, 818
W. Superior Avenue • St. Louis, 711 Olive
Street • San Francisco, 211 Montgomery Street
Boston, National Lead Co., 100 Albany
St. • Pittsburgh, National Lead & Oil Co. of
Pa., 115 Fourth Avenue • Philadelphia, John
T. Lewis & Sons Co., Walnut Bldg.

REDACTED

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Greater Opacity . . .
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ZINC OXIDES**

Made from **Anaconda Electrolytic Zinc** (99.99% pure). **Pharmaceutical White, Green and Red Zinc Oxide**. **French Process Grade**.

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

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

ANACONDA
from mine to consumer