

Paint
oil and chemical

Review

W. V. E. APR 30 1958

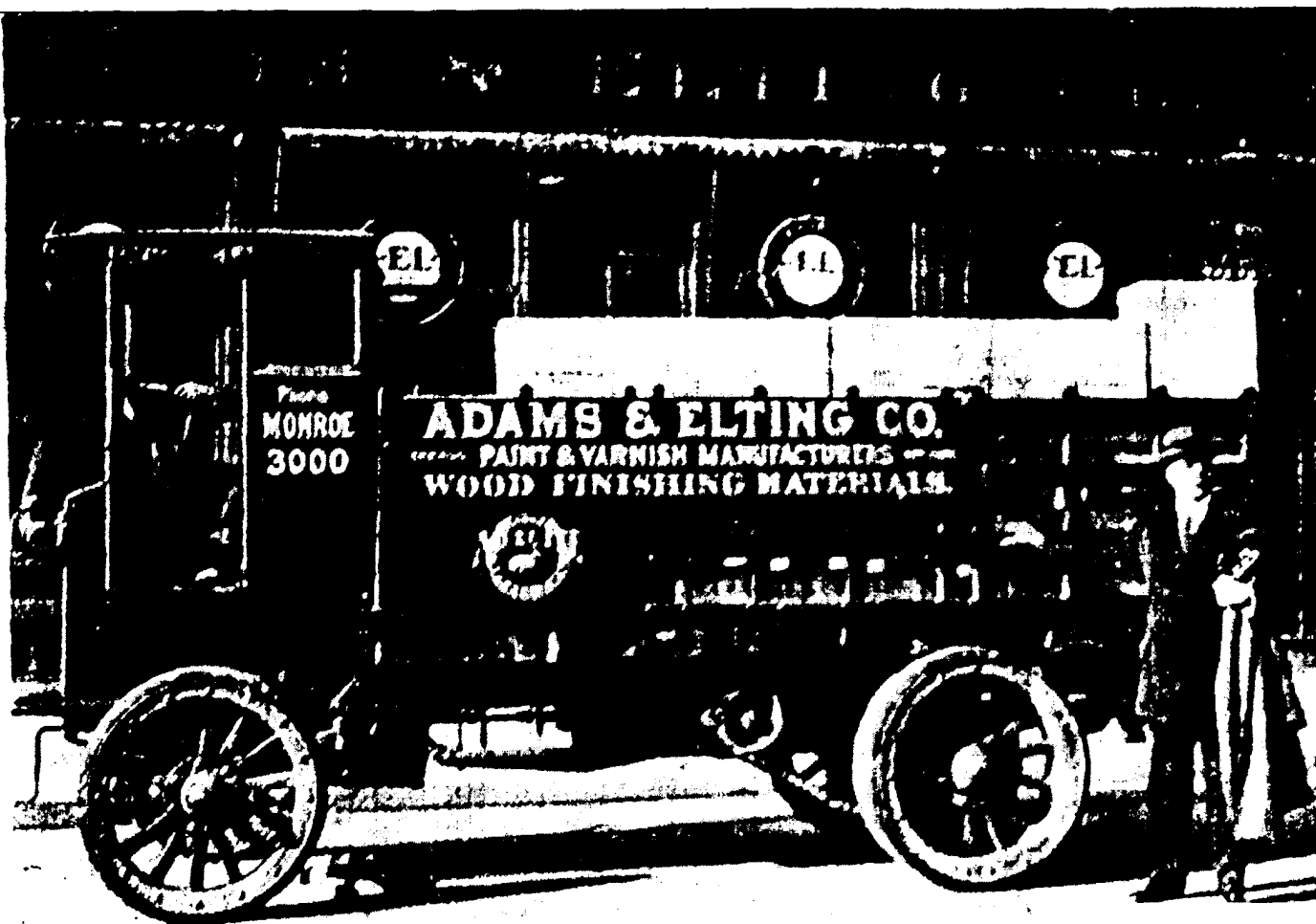
APR 29 1958

APRIL 3, 1958

THE BUSINESS AND TECHNICAL MAGAZINE OF THE PAINT, VARNISH
AND LACQUER INDUSTRY SINCE 1883

W. V. E.
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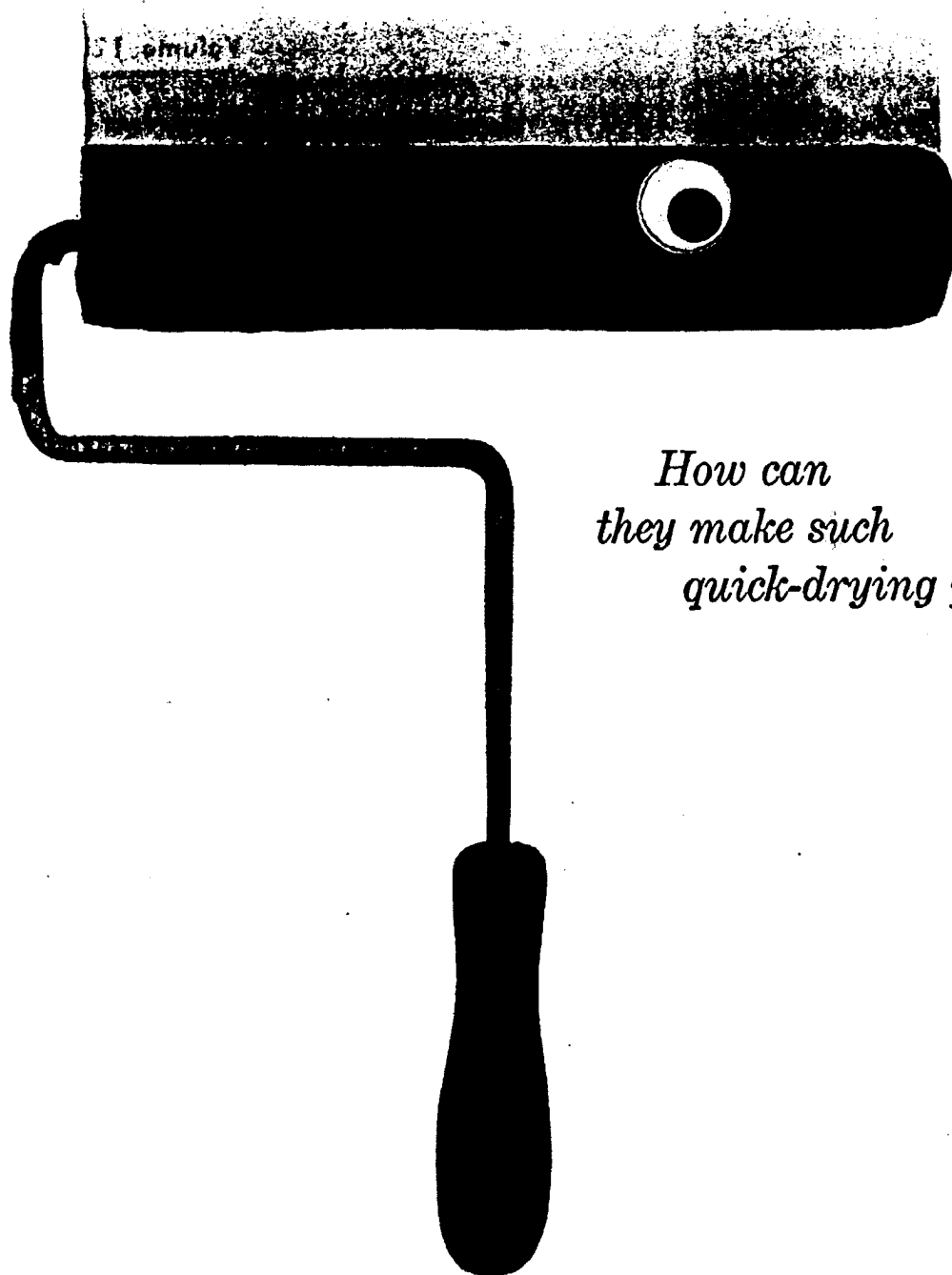
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CHECK ITEM 1

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Lytron* 680 *films are water-*

Compliments on the performance of Lytron 680-based paints are coming in from all over the country. These paints have been applied on brick, stucco, concrete block, cement shingles and previously painted wood surfaces such as sash, pine and cedar clapboard, and cedar shingles. And, the results have been excellent.

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Paint oil and Chemical Review

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THE FRONT COVER

■ WAY BACK in June of 1912, this snappy truck shown on the front cover was the absolute latest in material handling equipment. Here's the way The Review described it in a paragraph titled, "For Better Service": "In order to make more prompt deliveries to the city trade, as well as to connect at short notice with outgoing freight or express, the Adams & Elting Co., Chicago, has added to its teaming facilities both light and heavy automobile trucks. The larger has a capacity of three and one-half tons, and the smaller one, 2500 pounds. The factory superintendent, R. E. Harrington, who is responsible for the installment of many efficiency systems, is shown standing beside the truck." For more on this interesting era, see the insert section starting on page 16.

GLD32386

APRIL 3, 1958 / 5

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Don't Cut—Stick To Your Prices.

The Benzol Situation

EXCEPTIONAL conditions are sure to bring unusual results. The benzol shortage is one that has been seen approaching for months—ever since last August, in fact—and it has come in spite of the most strenuous efforts to meet the situation.

As already announced several times in these columns, some of the strongest corporations in the United States, including several of the big steel companies, have been working night and day to make the changes necessary to produce benzol in commercial quantities as a by-product of coke distillation, and some big chemical corporations are at work along different lines to the same end.

In spite of this activity the demand from various industries including paint and varnish have raised the price from three to four hundred per cent, and according to some authorities it is going much higher.

The rubber industry is a large user of this coal tar derivative, likewise the manufacturers of carbolic acid and various drug derivatives, but perhaps the greatest demand of all just now comes from the manufacturers of explosives who

must have the material in large quantity and are doing everything possible to protect themselves at any cost.

Benzol itself normally quoted about 28 cents per gallon, has gone to \$1.25 in the past week, and the supply is exceedingly limited. Some conservative buyers believe it will reach \$2 per gallon or higher before the new American sources of supply begin to affect the market.

Carbolic acid crystals and beta naphthol have shown similar and even more marked variations—the former from 10 cents to \$1.20 and up, and the latter from 25 cents to \$2.

These skyscraping tendencies were discounted by a number of far-sighted buyers in paint and varnish lines and there is a general feeling that regular customers should be protected as far as possible and the foreign demand be compelled to pay for the conditions they have created. This condition speaks well for the good sense of the manufacturers and will go some distance toward bridging over the period of shortage. It is unfortunate that this condition should have been created at a time when the industries are showing their natural spring activity.

ADVERTISING IN DULL TIMES.

A trade paper circular says: Business is slow, has been slow. And will continue so for the concern that "lays down." Business can be gotten in the dulllest of dull times—in the backward season—but it takes more effort.

When competition is retrenching—cutting out their advertising—it is the very best time for you to put forth extra effort. It is easier for you to win in a race where you are the only one running.

The Value of Certain Paint Oils

By HENRY A. GARDNER

Assistant Director, Institute of Industrial Research, Washington, D. C.

The recent activity of the paint chemist in searching for oils to partly replace linseed oil, has come not only as a result of the present scarcity of the latter commodity, but through a desire to develop a vehicle that will be for certain technical paints ever more satisfactory, if possible, than linseed oil.

It is not the writer's intention, however, to encourage the use of so-called substitutes for linseed oil. The market is flooded with them at the present time, and great danger will lurk in their use until their composition is understood or their value determined in a practical way.

The real object of this paper is to present a summary of the results obtained by the writer from a series of experiments on paint vehicles, which may serve to guide other investigators along similar lines of research. The tests outlined herein, although of interest in pointing out the possibilities of the use of many oils other than linseed, are, nevertheless, tentative in nature and subject to confirmation through practical field exposure tests before they are to be accepted commercially.

It is well known that a most desirable feature of paint oils is their ability to set up in a short period to a hard surface that will not take dust, that will stand abrasion and offer resistance to moisture and gases. This drying property is dependent upon the chemical nature of the oil. If it is an unsaturated compound, like linseed oil, rapid absorption of oxygen will cause the film to dry rapidly and become hard. If the oil be of a fully saturated nature, like mineral oil, for example, oxygen cannot be taken up to any great extent and drying will not take place. The various animal and vegetable oils differ in their power of oxygen absorption to a lesser or greater extent. The difference is referred to by the chemist in terms of the iodine value. The iodine value of linseed oil is approximately 190, meaning that one gramme of the oil will take up 190 centigrammes of iodine.

Soya bean oil which has presented itself as a claimant for distinction in the list of paint oils, is now being imported into this country in large quantities. It is obtained from the seeds

of these tests indicated that the percentage of lead or manganese, or of lead and manganese, which gave the maximum efficiency in the drying of linseed oil, gave also to soya bean oil the best results. The methods used in carrying out the tests were the same as on linseed oil, referred to later in this paper.

A definite quantity of oil was placed in weighed friction-top can covers, which were re-weighed after receiving the oil, to determine the amount used for the test in each case. The tin covers containing the oil were then placed in a large box under definite temperature control and humidity, for a certain period. Weighings were made at different periods, and the increases in weight, due to absorption of oxygen, was calculated to percentages.

Table III gives the results obtained. The time of drying was somewhat longer than with linseed oil.

Several test panels were painted with zinc and lead, alone and in combination, using linseed oil, soya bean oil, and mixtures of the two. No driers were used in these paints, as the object of the tests were to determine the drying action of the oils, without driers. The drying of the linseed oil paints was very good in less than two days, while the straight soya bean oil required nearly four days to set up, and was then tacky for a long period. Laboratory tests of a preliminary nature made with mixtures of the two oils, ground with pigments, so far have indicated that a moderate percentage of soya bean oil is not detrimental when used with linseed oil.

The writer has found that a few drops of soya bean oil placed in a porcelain dish will give with a drop of strong sulphuric acid, faint fluorescent yellow and green colors, forming a pattern distinct from the dark-brown begonia-shaped leaf formed by sulphuric acid with pure linseed oil. Many other qualitative tests have been tried to detect the presence of soya oil in admixture with linseed oil. Soya oil seems, however, not to possess the chromogenetic properties of oils, such as cottonseed oil.

Tung oil, or Chinese wood oil, as it is often termed, has been considered heretofore as an oil most valuable in the manufacture of varnishes, but seldom if ever to be used as a paint oil. As a matter of fact, however, in manufacturing, certain technical paints for the protection of concrete and steel, the water-proofing of structures, and for other purposes, the manufacturer may find this oil, or its products, most useful, and to be prized very highly. Toch, as well as Lewkovitch, have

TABLE I.

CHEMICAL CHARACTERISTICS OF SOYA BEAN OIL.

Sample No.	Specific gravity	Acid No.	Saponification No.	Iodine No.	Per cent of solids
1	0.9233	1.87	188.4	127.8	3.81
2	0.9240	1.90	188.3	127.2	
3	0.9231	1.90	187.8	131.7	
4	0.9233	1.91	188.4	120.8	
5				130.0	
6				132.5	
7				136.0	
Average..	0.9234	1.90	188.3	130.7	

of Soya Hispidia, a plant indigenous to Manchuria, but raised extensively in our own Southern States as a cattle food.

The writer has examined a number of representative samples of the oil that have come into this country, and the results obtained can be seen in Table I.

TABLE II.

IODINE VALUES OF LINSEED OIL AND MIXED OILS.

Sample No.	Straight linseed	Soya, 15 per cent.; Linseed, 85 per cent.	Soya, 50 per cent.; Linseed, 50 per cent.	Soya, 75 per cent.; Linseed, 25 per cent.
1	190.3	175.2	160.7	140.4
3	189.5	175.9	161.7	140.8
5	188.0	175.4	160.3	139.0
Average.....	189.3	175.5	160.9	140.4

It is evident that the iodine value of soya bean oil is the only chemical characteristic that markedly differentiates it from linseed oil. Therefore, in the detection of soya bean oil and its estimation, the iodine values of several samples of mixed oils are given, as being of interest in this connection (Table II).

A series of tests were conducted to determine what drier was the most efficient to use with soya bean oil, and the results

TABLE III.

SOYA BEAN OIL AND LEAD DRYER.

Per cent. PbO.	0.05	0.10	0.30	0.50	0.70	1.00	1.50	2.00
Per ct. gain	1 day..... 0.07	0.63	1.34	1.05	1.33	0.93	2.35	3.12
	3 days..... 0.07	3.32	4.31	2.75	4.80	4.82	4.12	4.12
	5 days..... 0.09	5.04	6.06	6.09	6.75	6.66	5.32	5.32
	10 days..... 0.08	7.54	7.43	7.70	7.39	6.47	6.47	6.47
	15 days..... 0.05	8.84	8.93	8.39	8.81	8.44	7.46	7.46
	20 days..... 0.05	9.02	9.03	8.90	9.03	8.65	7.83	7.83

SOYA BEAN OIL AND MANGANESE DRYER.

Per cent. MnO ₂	0.01	0.05	0.15	0.50	0.50
Per ct. gain	1 day..... 0.02	0.02	0.02	0.02	0.02
	10 days..... 5.06	6.48	6.10	5.97	5.97
	20 days..... 0.05	9.07	8.80	6.78	6.51

SOYA BEAN OIL, MANGANESE AND LEAD DRYER.

Per cent. PbO.....	0.10	0.50	0.50
MnO ₂	0.05	0.15	0.05
Per ct. gain.....	1 day..... 3.04	3.77	3.74
	5 days..... 5.98	6.43	6.47
	10 days..... 6.33	6.78	6.67

shown that metallic tungates are most excellent driers, and the former paint technologist, has indicated their value for certain

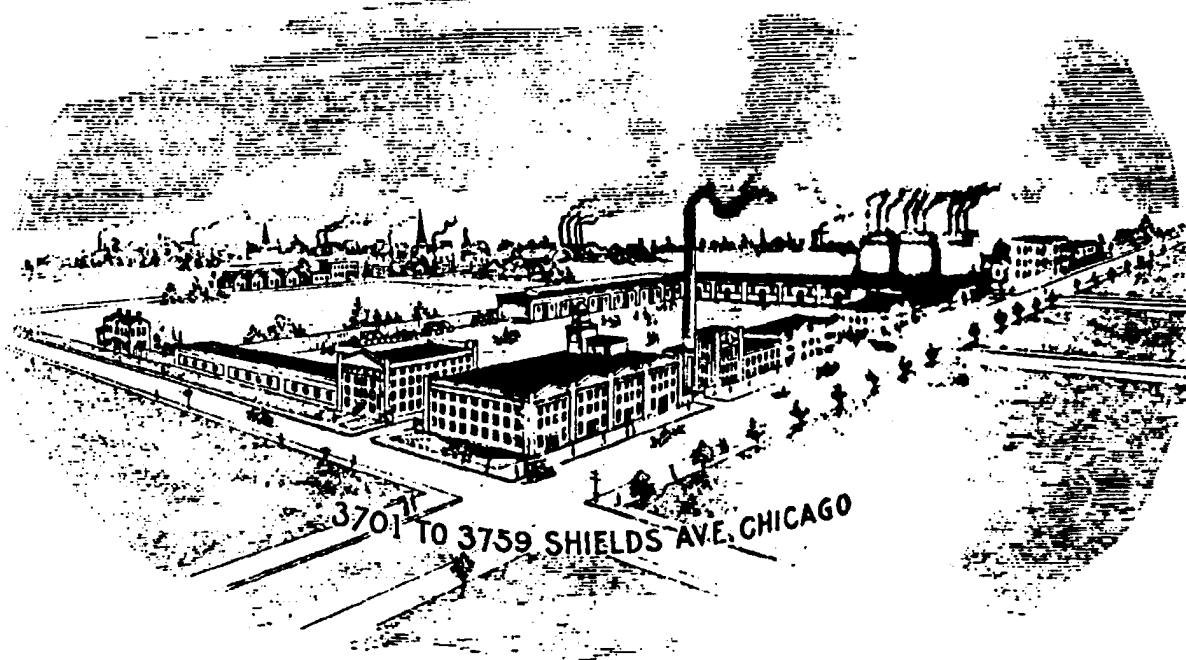
"Toch: "The Newer Paint Materials," The Decorator, London Nov. 22, 1910, p. 174.



Factory of



The La Salle Varnish Company



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Chicago, Ill.



The House of Quality



special purposes. The high iodine number of tung oil makes it a most rapid drier, even faster than linseed oil, but the soft and opaque film it leaves upon oxidation, makes essential its treatment by special processes when it is used either for varnishes or for paints, except in special cases.

The writer has prepared the tungate of lead by precipitating saponified tung oil with lead acetate. This tungate, after it has been freed from water, may be fused with a small percentage of colophony and borate to produce a rapid drier that gives a perfectly clear film. Experiments with this drier are referred to later.

Menhaden oil, although of marine-animal origin, has a high iodine value, as the following recent tests will show:

Sample number 1	Iodine, 149
Sample number 2	Iodine, 162
Sample number 3	Iodine, 164
Sample number 4	Iodine, 158
Sample number 5	Iodine, 161

The oil obtained from the fresh fish is extremely light in color, but the odor is objectionable, when the oil is heated. This oil is a fairly rapid drying oil, and its composition would indicate that it might possess considerable merit. Toch claims that it is of great value for smokestack paints, and for zinc paints exposed at the seashore. Its content of stearine might account for certain waterproofing properties claimed by producers, and would suggest its use in paints for the protection of iron and steel.

Some of the other oils used in these experiments will be considered briefly. Cottonseed oil and corn oil are both light in color, and although greatly inferior to even soya bean oil in their drying action, should merit further investigation.

Rosin oil, the product of the dry distillation of rosin, is dark and viscous. It has a low iodine value, and a high acid number that unfits it for general use as a painting oil.

Sunflower oil is high in iodine number, light in color, but very scarce. There seems to be no reason, however, why the seed should not be grown in larger quantities in this country and the oil produced as a painting oil.

Toch's "Cement Filler" and Cement "Floor Paint"

PATENTED

WARNING

To Whom it may Concern:

We hereby notify you that all Cement Fillers and Cement Floor Paints containing an organic acid or acid resin are broadly covered by our Letters Patent No. 813,841.

We warn you not to use any such Cement Filler or Cement Floor Paint, or materials sold under a similar name other than ours, for the coating of cement floors, for water-proofing, dust-proofing and oil-proofing such floors, as we propose to maintain vigorously our patent and to bring suit against all infringers.

TOCH BROTHERS

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Chamber of Commerce Bldg. CHICAGO, ILL.

Works:
Long Island City, N. Y. & Toronto, Canada.
ESTABLISHED 1848

Perilla oil is very high in iodine number, even higher than linseed oil, but it is also very scarce. It is obtained from the Perilla nuts, grown in Manchuria and the East Indies. Its iodine number is 206, but Lewkovitz claims that its drying action is accompanied by a peculiar "dropping" of film. This condition might be overcome by special treatment. The writer has not made any experiments on this oil.

Waste oil, or the mixture of fatty acids, and glycerides obtained from the garbage in large cities, is being produced and used in great quantities as soap oils, but the investigations of the writer on several samples, has shown this product to be of small value as a paint oil. Its use in combination with linseed oil to procure a soft, elastic, water repellant film for paints to protect iron and steel submerged in sea water should be studied.

There are several blown and oxidized linseed and other oils upon the market that are so thick that 50 per cent of benzene or other diluent is required to reduce them to painting con-

TABLE IV.
CONSTANTS OF VARIOUS OILS.

	Specific gravity	Iodine number	Acid number	Saponification number
Linseed oil	0.934	188	3	191
China wood oil	0.943	173	5	190
Soya bean oil	0.923	174	2	188
Menhaden oil	0.933	160	4	189
Sunflower oil	0.935	158	5	188
Cottonseed oil	0.919	110	4	190
Corn oil	0.923	117	4	190
Rosin oil	0.954	58	...	...
Waste oil	0.959	60	34	...

sistency. There are also several debloomed mineral oils which resemble linseed oil only in viscosity and their value should be looked into with great care before they are used.

There are on the market many so-called Japan oils. The base of many of these oils is melted rosin, thinned with some linseed oil and large quantities of benzene. Their use is not to be recommended until practical tests of their value have been made.

A table (Table IV) of constants of various oils was made from recent experiments, the oils being subsequently used for the tests referred to in Table V.

The following drying tests (Table V) were made by painting thin films of oil on glass plates, exposing to the atmosphere, and carefully observing the time of the drying. These tests do not indicate the wearing value of the oils tested, but are simply criterions of their relative drying values. Although sample No. 2, which is untreated tung oil, dried with Drier X, more rapidly than untreated linseed oil with Drier X, it is the writer's opinion that the linseed oil would be the more serviceable. The pine oil referred to in these tests is not the pine oil of commerce, but a product of the refining of wood turpentine. "Drier X" referred to was a strong lead and manganese linoleate drier.

NEW CORPORATIONS

Cornet Paint Company, Cleveland, Ohio, incorporated by W. S. Mitchell and others; capital, \$10,000.

Comit Paint Company, Cleveland, Ohio. Incorporated by W. S. Mitchell, Sherman Arter, James P. Arter, N. A. Quillings, Joseph A. Schlitz. Capital \$10,000.

Pyramid Paint Company, Atlantic City; capital, \$25,000; incorporators, Frank W. Kite, W. Carl Rane and William H. Zebele. The company is to manufacture paints, stains, varnishes, etc.

The Tamm Silica Company, Chicago, Ill.; capital, \$35,000; mining, paint and color products. Incorporators: Earl A. Smith, Carl A. Lidberg, James Johnansen.

The St. Louis Surfacers and Paint Company, St. Louis, Mo., filed a statement increasing its capital stock from \$50,000 to \$75,000.

The only practical field tests made by the writer thus far on the value of oils, other than linseed oil, are those at Nashville, Tenn., where a fence has been erected, consisting of 42 tests of white paints. In these tests pure linseed oil was used, except in formulas 31 to 42.

On these tests there have been placed one formula which has given satisfaction on the various other test fences erected, and this formula has been made up with combinations of lin-

TABLE V.
Drying Test of Oils.

Sample		Hours
No. 1	*Pine oil with 10 per cent. Drier X.....	2½
No. 2	Tung oil with 10 per cent. Drier X.....	2½
No. 3	Linseed oil with 10 per cent. Drier X.....	3
No. 4	{ Linseed oil.....25 per cent. Soya bean oil.....25 per cent. Menhaden oil.....25 per cent. Tung oil.....25 per cent. Lead tungstate.....10 per cent. }	3
No. 5	{ Linseed oil.....75 per cent. Chinese wood oil 25 per cent. } with 10 per cent. Drier X	3
No. 6	{ Linseed oil.....75 per cent. *Pine oil.....25 per cent. } with 10 per cent. Drier X...	3
No. 7	{ Linseed oil.....50 per cent. Menhaden oil.....25 per cent. Soya bean oil.....25 per cent. Lead tungstate.....10 per cent. }	3½
No. 8	Menhaden oil with 10 per cent. Drier X.....	3½
No. 9	Soya bean oil with 10 per cent. Drier X.....	3½
No. 10	{ Linseed oil.....80 per cent. Waste oil.....10 per cent. Lead tungstate.....10 per cent. }	3½
No. 11	{ Linseed oil.....75 per cent. Soya bean oil.....25 per cent. } with 10 per cent. Drier X	4
No. 12	{ Linseed oil.....75 per cent. Corn oil.....25 per cent. } with 10 per cent. Drier X	5½
No. 13	{ Linseed oil.....75 per cent. Cottonseed oil.....25 per cent. } with 10 per cent. Drier X	6½
No. 14	{ Linseed oil.....75 per cent. Rosin oil.....25 per cent. } with 10 per cent. Drier X	10
No. 15	Corn oil with 10 per cent. Drier X.....	8
No. 16	Cottonseed oil with 10 per cent. Drier X.....	9
No. 17	Rosin oil with 10 per cent. Drier X.....	Not dry in a day

* Pine oil referred to is not rosin oil but the high-boiling-point distillate of wood turpentine.

seed oil and other oils. One of the oils tested is called pine oil, a high-boiling-point product obtained from the manufacture of wood turpentine from sawdust. This has a boiling point of over 210 degrees C. as against 150 degrees, the boiling point of ordinary gum spirits. It is almost water white and has the same penetrating qualities as the pure gum spirits, and is almost free from that objectionable odor characteristic of so many low-boiling-point products. When mixed with 50 per cent linseed oil, this product forms a paint oil of extremely light color, and most excellent properties, producing a semi-flat paint of great whiteness. If exposure tests prove this oil as worthy as the tests thus far show, it would appear to be of great importance to the Southern manufacturers to produce this material in quantity, by fractional distillation of the crude spirits. Its iodine number is high and its oxygen carrying properties are good. Its evaporation leaves a durable film.

The tests referred to on the Southern Test Fence are as follows:

COMPOSITION OF FORMULAS.

No. 31	{ Corroded white lead.....45 per cent. Zinc oxide.....45 per cent. Asbestine.....5 per cent. Calcium carbonate.....5 per cent. }	Ground in pure linseed oil.
--------	---	--------------------------------

100 per cent.

No. 38.—Same as No. 31, but ground in 50 per cent. raw linseed oil, 50 per cent. soya bean oil.

No. 39.—Same as No. 31, but ground in 50 per cent. raw linseed oil, 50 per cent. corn oil.

No. 40.—Same as No. 31, but ground in 50 per cent. raw linseed oil, 50 per cent. cotton seed oil.

No. 41.—Same as No. 31, but ground in 50 per cent. raw linseed oil, 50 per cent. rosin oil.

*No. 42.—Same as No. 31, but ground in 50 per cent. raw linseed oil, 50 per cent. pine oil.

HEADQUARTERS FOR
Keystone Black Filler & Powdered Rottenstone
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FRED'K. A. STRESEN-REUTER, Inc.
326 River Street, Chicago, Illinois
Sole Distributors of Products of PENN KEYSTONE CO.

CHICAGO, FEBRUARY 14, 1912.

IS THE PAINT TRADE PROGRESSIVE?

To this question we must reluctantly answer, No!

We assume those most interested will differ with us.

We believe they can bring forth many arguments and experiences to show they are right. So can we!

We would prefer to believe they are right; but any industry that has admittedly fallen short seventy-five per cent of its opportunity is *not* progressive.

It has been stated by a reliable authority, as a surprising discovery, that seventy-five per cent of the country is not painted.

This conclusion, so far as we know, has not been denied.

If seventy-five per cent of the country remains unpainted, it is the fault of the industry mostly interested in having it painted, which is the paint industry.

Such a poor showing of the ultimate consumption of products, in the manufacture of which so much capital is involved, shows a lack of progressiveness.

Although surprise has been expressed that only twenty-five per cent of the country is painted, we are surprised that even that amount is painted when we stop to consider how little is being done toward educating the ultimate consumers.

It is said there are 80,000 painters in the country. Let each reader ask himself what he is doing to educate these people either directly or through advertising.

In proportion to the results to be accomplished, but little has been or is being done in this direction.

Introducing Zinc

Zinc, as an indispensable constituent of good paint, is now having its first effective introduction to the American Public.

For the first time the average American business man or house owner is beginning to take an active and intelligent interest in zinc paints.

Not only has his interest been aroused by extensive advertising in the popular magazines, but we are offering him besides the services of our Research Bureau in drawing up his painting specifications. For his convenience we have prepared complete lists of manufacturers of standard zinc paints. The man that pays the bills is beginning to talk Zinc to his painter, and it will not be long before you, as manufacturers, will feel the effect.

In this campaign of education we invite the co-operation of every manufacturer of Zinc Paints. We shall be glad to receive suggestions that will make our work more effective. We believe that this campaign will increase your business—as well as our own—and we want your help.

The New Jersey Zinc Company

Room 512, 55 Wall Street, New York

OBITUARY.

Henry C. Valentine.

Henry C. Valentine, for many years the president of Valentine & Co., varnish manufacturers, died at his home, 131 East 66th street, New York, on January 15, at the age of eighty-one.



In the late fifties Mr. Valentine entered the varnish business with his elder brother, the late Lawson Valentine, and was elected president of Valentine & Co. in 1882 and resigned the presidency in 1900 to become chairman of the board of directors.

In 1909 Mr. Valentine retired from business. He is survived by his widow, a son and a daughter. He was a member of the Union League Club and the New England Society.

PARAFFINE PAINT COMPANY.

C. W. Dohm is reported as saying: Our business has increased materially over last year and we are now swamped with orders, being over thirty cars behind. We have increased our capacity materially by installing new machinery and equipment costing \$10,000. We have erected a building for our printing department and are putting up additional buildings for warehouse and shipping purposes. These are about ready for work January 1. The name of the company will be changed to the Standard Paint Company of New York.

RETURN OF G. A. ARCHER.

G. A. Archer, president of the Archer-Daniels Linseed Company, Minneapolis, who was accompanied by Mrs. Archer on a trip around the world, arrived in San Francisco a week ago Monday and has since returned to his home, having had a delightful time and being in good health.

SHERWIN-WILLIAMS BALANCE SHEET.

The balance sheet of the Sherwin-Williams Company, as of September 1, last, shows an increase in the undivided profits over the profits of the previous year. The total assets of the company have been slightly reduced. The following are the figures:

Assets.	1912.	1913.
Plants and equipment.....	\$4,022,591	\$3,716,120
Cash	195,987	441,923
Bills receivable	258,655	798,852
Accounts receivable	1,672,576	1,634,159
Merchandise	3,136,225	2,721,444
Securities owned	1,870,898	1,808,148
Prepaid insurance, etc.....	25,271	18,927
Total assets	\$11,182,203	\$11,139,573
Liabilities.	1912.	1913.
6% preferred stock.....	\$1,409,400	\$1,409,400
7% preferred stock.....	500,000	500,000
Common stock	5,987,000	5,968,200
Accounts payable	606,517	643,514
Bills payable	100,000	
Accrued taxes, etc.....	64,392	50,816
Reserved for depreciation.....	140,535	116,552
Undivided profits	2,374,359	2,451,091
Total liabilities	\$11,182,203	\$11,139,573

GOOD BUSINESS.

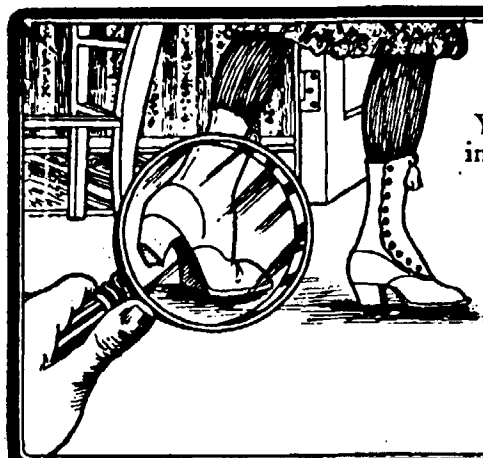
Sherman & McConnell, of Omaha, Neb., are selling large quantities of paint this spring.

FIRE REPORTS EXAGGERATED.

Pratt & Lambert, Inc., has announced to the trade that the recent newspaper reports of the fire at its plant in Long Island City were greatly exaggerated. Only a slight damage was done to the yard and raw material. The company is in a position to give prompt attention to all orders as in the past.

STANDARD ULTRAMARINE CO. MOVES.

The headquarters of the Standard Ultramarine Company has removed its headquarters to Huntington, W. Va. It announces that, in addition to grades of ultramarine for general use, it will also manufacture the cobalt shades, and will be the first in America to produce those grades known as pink and violet ultramarine.



IT'S WORTH INVESTIGATING

You examine, perhaps, several different Floor Paints, seeking the best.

SENOUR'S FLOOR PAINT

gets "next" to the business man, the farmer, the wage earner, the housewife and every real live buyer. Think it over.

THE MARTIN-SENOUR CO.

CHICAGO

Originators of Floor Paint

MONTREAL



Highland and Lowest Prices of Raw Linseed Oil, Carload Lots, Chicago, January, 1887 to Date.

Month.	1887	1888	1889	1890	1891	1892	1893	1894	1895	1896	1897	1898	1899	1900	1901	1902	1903	1904	1905	1906	1907	1908	1909	1910
January	36	83	55	57	48	32	47	44	54	38	27	39	39	51	58	55	44	33	40	39	38	28	48	73
February	38	53	57	59	52	33	47	48	56	35	25	40	39	54	60	60	44	39	39	43	39	39	53	77
March	38	53	57	59	53	34	47	48	57	38	25	40	39	55	65	62	42	39	43	37	39	39	53	74
April	38	53	57	60	54	37	49	50	57	35	31	38	41	57	59	62	42	39	43	38	39	39	54	79
May	37	53	55	60	54	37	49	45	57	34	29	37	43	57	56	61	42	39	43	37	38	38	54	79
June	37	53	56	60	54	38	49	48	57	37	28	41	43	61	60	62	41	37	44	38	39	38	55	83
July	40	53	58	60	49	41	49	50	57	37	27	46	34	63	60	63	41	36	46	36	40	40	56	83
August	40	50	58	60	49	41	49	50	58	37	24	37	35	63	60	63	41	36	46	35	42	40	56	70
September	44	51	59	60	47	41	49	52	59	37	28	46	44	63	67	64	37	36	48	36	42	40	58	80
October	44	50	60	60	47	41	49	52	59	34	26	48	41	63	75	64	38	36	46	34	42	40	58	76
November	40	47	58	60	35	41	49	52	55	30	30	29	31	65	80	64	33	42	50	34	87	41	54	85
December	43	48	60	60	38	41	40	55	42	27	37	35	35	61	46	56	32	41	46	35	39	42	48	88
January	40	48	56	60	34	41	40	49	40	25	35	30	37	60	40	54	37	41	45	34	38	39	48	89
February	39	50	58	58	38	42	35	52	39	25	32	34	39	61	65	45	33	37	36	35	41	42	50	91
March	40	50	56	60	33	42	36	52	40	30	32	30	38	59	53	45	35	37	36	34	41	38	50	94
April	39	55	56	56	34	44	35	55	40	29	32	33	44	72	60	40	32	36	35	35	45	39	60	95
May	40	53	56	56	34	44	36	55	38	31	33	31	42	70	50	45	32	36	35	35	38	49	60	91
June	45	55	56	51	35	45	39	55	38	30	35	35	45	58	56	41	33	37	34	39	41	45	60	95
July	47	53	56	51	32	45	39	55	38	29	35	35	47	58	46	43	33	38	35	38	38	45	61	84
August	50	55	57	48	34	47	44	55	38	27	37	37	51	55	56	44	33	39	39	39	38	44	68	91

HANNA COLOR MANUFACTURING COMPANY.

The above is the title of a new corporation just formed in Chicago and is composed of the people who formerly were interested in the Hanna & Andrus Manufacturing Company. They will manufacture dry mineral colors, convention reds and such other products as were formerly made by the old company. As they are in possession of the old plant formulas, etc., they are in position to fill all orders that are entrusted to them at once and with an assurance of satisfaction to the trade.

M. Edmund Hanna, who was vice-president of the old company, is secretary of the Hanna Color Manufacturing Company, whose temporary office is 108 Dearborn street, Chicago.

Creditors who are friendly to the old and esteemed firm of Hanna & Andrus Mfg. Co., have filed a petition in bankruptcy against the company. This company, as is well known, has been manufacturers of dry colors for many years and has done a large business more particularly in the middle west. The company, it is believed, has more assets than liabilities, but owing to the fact that certain creditors have been pressing it lately, it was decided it would be for the best interests, not only for the company itself, but all concerned, that a petition in bankruptcy be filed. It is expected ultimately this proceeding will be for the best interest of those who are directly connected with the company, and that the business will be continued in one form or another.

PAINT FOR GOLF BALLS.

The painting of golf balls is quite an art and a good point for this purpose is not always obtainable. The drying is a lengthy proposition. According to a formula of J. A. Craven, Armley, Leeds, he gives a formula one part dry powdered bleached shellac, two parts methylated spirit, one part lithophone. (The parts by weight.)

Take the dry substances and mix together, and added to the spirit in a vessel which can be tightly closed. Keep in warm place and shake occasionally until the shellac is dissolved, when it is ready for use.

UTAH'S FIRST PAINT PLANT NEARLY READY.

If everything works satisfactorily what is declared to be the first paint factory in Utah will begin operations this week. The new company is composed of local men and is known as the Sunset Color Works. The plant is located on the property formerly occupied by the Lubre Oil Company, just north of warm springs, Salt Lake City. The "putty chaser" and some of the machinery is being installed now and the balance is expected to arrive any day.

The company, headed by Mathonihah Thomas, was organized several weeks ago and the capitalization is fixed

at \$75,000. According to Mr. Thomas, everything but the oils will be procured in Utah, the company controlling extensive deposits of whiting near Parson, graphite deposits near Brigham City and other deposits in Tooele county.

The officers of the company are as follows: Mathonihah Thomas, president; Glen J. Hudson, vice president and general manager; R. H. Doelle, secretary and chemist in charge; W. G. Farrell and William T. Cannon, directors.

Mr. Doelle has had many years' experience in the manufacture of paint in Germany and America, and is considered in every way capable of producing the results necessary for the success of the new venture.

Lehrens Analysis

Iron Oxide . 76.000
Alumina . . . traces
Silica . . . 13.703
Moisture . . 10.297
100.000



Dry Analysis Wharton

Iron Oxide . 72.00
Alumina . . . 1.12
Silica . . . 25.54
Organic Matter . 1.34
100.00

FERRIC OXIDE

We own our own mines and mine our own ore. Complete plant for roasting and pneumatic floating, located at Nashville, Tennessee. The mineral is a very high grade of ferric oxide, and as put on the market by us has been called

Commercially a Perfect Product

THE ATLAS PAINT CO.

Nashville, Tenn.

General Manager, A. S. B. LITTLE

CHARLES B. FIELD WINS GOLF PRIZE.

Charles Barr Field won the prize for low net score in the tournament of the Paint, Oil and Varnish Club of Chicago, which was held at the Hinsdale Golf Club last week. The prize was a black traveling bag. The prize for low gross was won by John N. Welter, a cigarette case being given for the winner of this event. Handicap against bogey went to Dwight G. Bennett, the prize being a poker set. George E. Watson came through with a cigar and cigarette humidor, the reward for second low net score. John Von Pein, who played his first game of golf, won the booby prize and was tickled to death. This prize was an ash tray, and John might very aptly have said that on it he wished to lay the ashes of the hopes of golfers who in the future competed with him, for it is apparent that he intends to become a real golfer. If that is the case such players in the club as Elting, Welter, Field, Watson and Hamilton would better retire before it is too late to save themselves from defeat.

The following are the scores:

	Gross	Hdc.	Net	Down to Bogey
C. B. Field.....	90	8	82	2 down
J. N. Welter.....	90	8	82	2 down
D. Bennett.....	98	15	83	2 down
Geo. E. Watson.....	102	15	81	3 down
F. S. Gregory.....	102	13	89	8 down
W. H. Leonard.....	107	18	89	4 down
Robt. Sample.....	109	17	92	5 down
H. R. Hamilton.....	106	13	93	6 down
Arthur Vyse.....	118	25	93	9 down
J. J. Morsman.....	103	8	95	6 down
E. W. Rockwell.....	126	30	96	9 down
D. C. Plummer.....	119	20	99	10 down
J. E. Hatt.....	126	25	101	11 down
A. H. Rugg.....	133	23	110	13 down
G. M. Breinig.....	132	18	114	14 down
F. S. Hancock.....	145	30	115	14 down
Fred Beer.....	154	35	119	13 down
W. G. Bisbee.....	144	25	119	12 down
John von Pein.....	207	35	172	17 down

Winners—J. N. Welter, low gross; Chas. Barr Field, low net; D. Bennett, bogie prize; Geo. E. Watson, second low net; John von Pein, goat prize.

MAKING YELLOWISH-GREEN LAKES.

The *Farbwerke vorm* states that Meister Lucius & Bruning, of Hoechst a Main, Germany, have made the following statement in regard to their invention: For the manufacture of green color lakes there are extensively used malachite green (tetramethyldiaminophenyl carbinol) and brilliant green (tetraethyldiaminotriphenylcarbinol). However, as the more yellowish of those dyestuffs, namely brilliant green, dyes tints of a rather blue hue, there has been hitherto a decided want of a dyestuff suitable for the production of the preferred yellower tints, and the attempt was made to obtain such tints by mixing the aforesaid dyestuffs with yellow dyes, particularly with auramines. Now, we have found that the malachite-green

dyestuffs obtainable from parachlorobenzaldehyde are eminently suitable for supplying the said want, and this invention relates to color lakes from such malachite-green dyestuffs. The para-chloro-malachite-green is much more yellowish than the ordinary brilliant-green and the chloro-brilliant-green is considerably more yellow still. The color lakes obtainable therefrom are of such a pure tint that the aforesaid mixtures of brilliant green and auramines are far from being able to compete with them; moreover, the dyestuffs offer all advantages possessed by a homogeneous product over a dye-stuff-mixture. The chlorinated dyestuffs are used in exactly the same manner as malachite-green and brilliant-green for the preparation of color lakes.

FRANK McLISTER BECOMES A BENEDICT.

The youngest paint manufacturer came to the conclusion that he was old enough to become a benedict, when on June 19 Frank McLister was married to Miss Margaret Bohmer, daughter of Max Bohmer, one of Denver's prominent mining engineers.



Frank McLister is vice-president and manager of The Kohler-McLister Paint Company, one of the leading paint manufacturing concerns of Denver, Colorado.

In 1903 he entered the employ of this firm, beginning at the foot of the ladder, and through his energy and business ability has advanced rapidly, now holding the above position, and has the distinction of being the youngest paint manufacturer.

He is president of the Paint, Oil and Varnish Club of Colorado, stands well and is highly regarded by those in the trade. The wedding took place at the bride's residence, 1072 Pennsylvania Avenue, the ceremony being performed by the Rev. Dr. R. F. Coyle. Mr. and Mrs. Frank McLister left for a trip including the "Alaskan Cruise," touching at Victoria, Vancouver and other points en route. They will return the early part of August.

OBSOLETE VEHICLES.

Each year is bringing us nearer the time when the thoroughly expert and practical paint manufacturer will no longer use new raw linseed oil either in his ground colors or in his mixed paints. This matter has been dealt with so often by the best known experts that if it were not on account of that ever-

Western Dry Color Co.

MANUFACTURERS OF

CHROME YELLOWS

CHROME GREENS

Lakes and Unfading Reds

52nd and WALLACE STS., CHICAGO

Telephone Yards 434

WRITE FOR SAMPLES AND PRICES

Ultramarine Blues

OF UNIFORMITY

MANUFACTURED BY

THE STANDARD ULTRAMARINE CO.

TIFFIN, OHIO

A strictly independent company. We guarantee to furnish grades of satisfactory quality to match your standards. Write us for samples and prices.

GRINDING GRADES OUR SPECIALTY

ALSO JOBBING GRADES.



Prince's Metallic Paint Co.

MILLS
LEHIGH VALLEY

Established 1888
ALLENTOWN, PA.

MINES
STONY BROOK, HAMMOND CO., IN.

Manufacturers of

Genuine Prince's Metallic Paint

For Grinders' use it has no Superior

CHICAGO AGENT:

T. D. WILLIAMS, 153 La Salle St.

CINCINNATI—BRIEST & COMPANY
KANSAS CITY—WESTERN CHEMICAL & SUPPLY CO.

ST. LOUIS—E. D. CONCANNON
ST. PAUL—C. B. LYON & SONS



Note change in label. The space where the words "72 lbs. Metal in 100 lbs." were, now has a triangle containing analysis. All genuine barrels have this label on one end—the Warranted Genuine label on the other.

NOTE: The words "Warranted Genuine" on the label are printed in RED.

present bugbear "cheapness" no manufacturer who valued his reputation would use freshly expressed untanked oil at all. Probably he would not even use *untreated* oil at all. There is good reason we suppose, for instance, that a good deal of the more easily hydrolized portion of linseed oil is removed by simple tanking, but even this simple expedient is too often neglected, linseed oil being used straight from the barrels which, in their turn, have come straight from the oil mills. It may take some time to educate the painter and decorator as to the unwisdom of using new raw linseed oil, but signs are not wanting that he, too, is changing his opinion slowly but surely. For one thing he does admit sometimes now that the paint manufacturer can mix paint as well as his foreman painter "who has been thirty years in the trade"—and that is a step forward!—*Oil and Colour Trades Journal*.

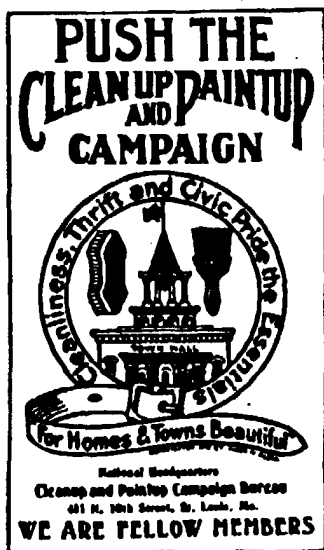
THE "CLEAN UP AND PAINT UP" CAMPAIGN.

"Cleanliness," observed John Wesley, "is next to Godliness."

The founder of Methodism gave to the world a phrase which has become one of the most common of the many proverbs in use. So generally accepted is it that instead of giving the sage of Epworth credit for it, most people attribute it to scriptural origin.

Being clean is almost as essential as living clean. In fact it has become apparent that the man who is not physically clean cannot be mentally clean. Filth and dirt do not consort with spiritual hygiene.

It is therefore with a feeling of satisfaction that it is noted that the paint manufacturers and the paint dealers as well as the painters themselves, are endeavoring to cooperate in the recently inaugurated movement, known as the "Clean Up and Paint Up" campaign.



Our old friend, Allen W. Clark of St. Louis, with his accustomed energy has placed himself behind the move-

ment, and has been devoting time and personal effort to further the idea. He has organized a campaign bureau, of which are such well-known men in the paint trade as Norris B. Gregg of St. Louis, Howard Elting of Chicago, J. W. Daniels of Minneapolis, R. O. Walker of New York, P. H. Callahan of Louisville, R. W. Evans of Chicago, Frank V. Hammar of St. Louis, Arthur S. Somers of New York, and Ernest Trigg of Philadelphia.

OBITUARY.

Frank K. McCloskey.

Frank K. McCloskey, president of the McCloskey Varnish Company, Philadelphia, died of pneumonia on February 22.

He was born in Philadelphia in 1864, and educated in public and private schools. At the age of eighteen, together with his brother, Louis J. McCloskey, he established the firm of L. J. McCloskey & Co., and entered into the manufacture of liquid wood fillers on Second street, below Arch. The business grew rapidly and in 1888 the present site at Thirtieth and Locust streets was purchased and a modern varnish factory erected upon it.

James McCloskey, his father, who had been manager for Berry Brothers in Philadelphia for a number of years, left that firm's employ and assumed the management of L. J. McCloskey & Co. This firm continued until late in the fall of 1911, when it was incorporated under the laws of Pennsylvania as the McCloskey Varnish Company.

Mr. McCloskey was well known in the paint and varnish trade and was esteemed by all that had the pleasure of his acquaintance. He is survived by his widow, a son and a daughter.

SARGENT PAINT AND COLOR CO.

A dispatch from Indianapolis states alleging that Leonard G. Sargent, Anna M. Sargent and Gustav H. Mueller, the board of directors of the Sargent Paint and Color Company, refuse to speak to each other about the business of the company, that they will remain away from directors' meetings to prevent the transaction of business, and have voted themselves high salaries instead of paying the debts of the company, Harry G. Sargent, a stockholder of the company, asked that a receiver be appointed for the company in a complaint filed in Probate Court recently. The plaintiff says he owns more than one-third of the capital stock of the company. The company is now in imminent danger of insolvency, he alleges.

Walter S. Hanna, president of the Columbus Varnish Co., Columbus, Ohio, has protested against the proposed ordinance that will, if it becomes a law, require concrete or brick walls to be built around all tanks containing gasoline, or other combustible fluid in Columbus.

H. R. Emerson, who resides south of Tulsa, Okla., has been experimenting in the growing of castor beans for the manufacture of castor oil. The results on a few feet of ground has convinced him the soil is as well adapted to castor beans as California.

Red Oxides

40% to 98% Iron

J. W. Coulston & Co.

80 Maiden Lane, New York

FREDERICK WILLIAM DEVOE.

In our issue last week, we made brief announcement of the death of Frederick William Devoe, president of the F. W. Devoe & C. T. Reynolds Co. of New York and Devoe & Reynolds Co. of Chicago.

Mr. Devoe was born in New York January 26, 1828, and began his business life in Spotswood as a clerk in a country store there in 1843, and three years later became a clerk with a firm of paint and drug brokers in New York. In 1852 he became a member of the firm of Reynolds & Devoe and founded the firm of F. W. Devoe & Co. at Fulton and William streets in 1864, where the business under the present title has been conducted.

MAKING BASIC CARBONATE OF LEAD.

A process for making a basic carbonate of lead of high covering capacity is covered in German Patent 226,245, H. Hof & B. Rinck, Wansleben. The solvent action of concentrated alkaline earth chloride liquors on lead salts is utilized for the reproduction of basic carbonate of lead from lead sulphate products, such as leaden-chamber sludge. This sludge is treated with magnesium chloride liquor at boiling heat, the

lead sulphate being converted into chloride and dissolved. On cooling it separates out as magnesium-lead chloride. When this double salt is suspended in water and treated with an equivalent quantity of slacked lime, the lead chloride is transformed into oxychloride, whereupon carbonic acid gas is passed through the liquid until the alkaline reaction disappears. The liquor is drawn off and the residue is again suspended in water, in which conditions it is heated, with continued stirring, for about four hours at 80 degrees C.

PAINT IN DRUG STORES.

The pioneer dealers in paints throughout the South were the retail druggists, and to some extent the same thing applies to the Western states.

As the country has expanded manufacturers have found hardware dealers' and builders' supply houses very profitable people to distribute their paints. These branches of trade have to a very large extent taken the lead over druggists in some sections and to considerable extent for this reason the drug merchants have found paints unprofitable to handle.

At first glance it would be supposed this was due to a slight advantage some believe the hardware men may have by advance news about building. In reality this is a myth. Many druggists are leaders in the sale of paints for their locality. No other merchant has any advantage in selling paints—or in securing advance information about paints—over the druggist if he really wants to be the leader in his territory. It is simply a question of push, enterprise and business acumen.

So many drug merchants have gone to sleep at the switch or been so busy selling soda water, that at the last convention of the National Wholesale Druggists' Association the chairman of the committee on paints, oils and glass



FIRE PROOF VARNISH FACTORY.

In addition to the \$50,000 fireproof paint factory erected this year by the McMurtry Manufacturing Company and occupied by it March 1, the company is now erecting a varnish factory and varnish warehouse.

The entire plant is fireproof, as absolutely no lumber is used in the construction. The new buildings will be built in the same manner as the paint factory; steel columns, steel beams and girders, all of which are protected from fire with concrete. All the window frames and sash are of steel and only wire glass is being used.

The superstructure is of stiff mud-brick, faced with a light-colored pressed brick.

The chimney of the varnish factory is thirty-eight feet wide and sixty feet high. This building and also the varnish warehouse are at present being erected on property adjoining the paint factory.

Contract has been let and the buildings will be ready for occupancy by November 1, and will cost \$35,000.

This company instructed the architects to use only material made in Colorado.

stated, "The abolition of the committee had been discussed on the ground that the wholesale druggists were no longer interested in these branches of trade."

The discussion, however, brought out the fact that in the South and West the druggist is still looked upon as the natural distributor for these products, and that no other department would show so much actual profits for the capital invested. If the retail druggist could only get these facts thoroughly understood, those who have fallen by the way-side could easily establish a profitable paint business.

The report of the convention shows a live interest is still being exhibited by the wholesale druggists and that they propose to stick by these lines.

ANNOUNCEMENT.

ON APRIL 1, AN ENTIRELY NEW STREET NUMBERING SYSTEM WILL BECOME EFFECTIVE WITHIN THE LOOP DISTRICT OF CHICAGO.

MADISON STREET BECOMES THE CENTRAL DIVIDING POINT, AND ALL STREETS RUNNING SOUTH OF THAT POINT WILL BE KNOWN AS SOUTH, AND THOSE RUNNING NORTH TO THE RIVER WILL BE KNOWN AS NORTH.

BARYTES INDUSTRY ON THE BOOM.

During 1914 the people of the United States used 34,815 short tons of refined barytes and paid \$447,358 for it, according to statistics compiled by James M. Hill, of the United States Geological Survey. Most of this product was used in the large quantity of white paint required by the general response to the slogan, "Clean up, paint up."

The barytes mines of Missouri, Alabama, California, Georgia, Kentucky, North Carolina, South Carolina, and Virginia dug 51,547 tons during 1914, for which they received \$153,715, or \$2.98 a ton.

JOHN LUCAS & CO. CONVENTION.

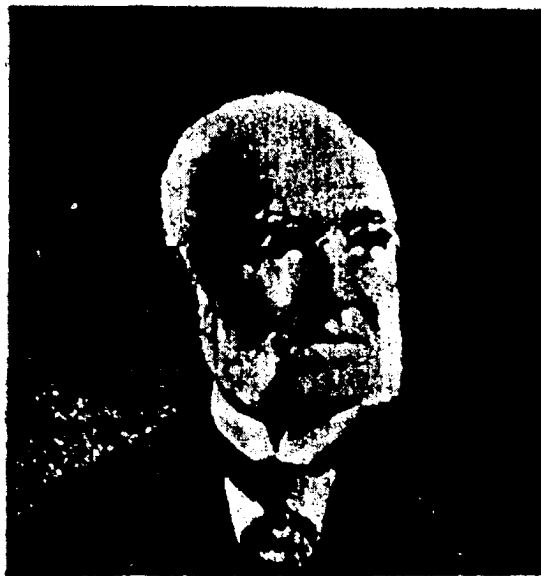
The convention of the Philadelphia, New York, Pittsburgh and Boston salesmen of John Lucas & Co., on January 4 and 5 brought virtually the entire selling force of the firm to Gibbstown, N. J. where the sessions were held, which were devoted to practical work exclusively. The social features were largely matters of individual preference. The force was brought together to devise ways and means to increase the output and profits of the Lucas business and none was permitted to get away from the central proposition for a second during the business sessions.

The programme is valuable in that it covers the entire field of the paint business and may serve as a guide for other establishments having no precedent for similar gatherings on a large scale.

Samuel K. Felton, Sr., Dies

Pioneer Paint Man Succumbs to Pneumonia

One of the pioneers is gone, and one of the noblest of careers ended by the death of Samuel K. Felton, Sr., president of the Felton, Sibley & Company, Inc., 136-40 North Fourth Street, which occurred on February 6th at his home, 5424 Second Street pike, Olney, Philadelphia. Death followed a comparatively short illness and came as the result of an attack of pneumonia. Although Mr. Felton had been confined to his bed for a period of ten days,



S. K. FELTON.

the end came as a sad surprise to his many personal, as well as business friends and acquaintances, and as a sudden shock to the members of his immediate family.

Through the death of this pioneer and up-to-date paint manufacturer, the paint industry of Philadelphia, the State of Pennsylvania, and in fact of the United States, loses one of its most valuable and foremost members. To his family he was a tender, sympathetic, affectionate and exemplary husband and father. To his business associates he was the born leader and standard-bearer, and they deeply regret the termination and miss the wisdom, power and executive ability of this eminent man. In business or in the more personal walks of life, the all important characteristics of this foremost member of the paint business were faithfulness, truth, fearlessness and dependability of speech, and it has been upon such morals and practices that Mr. Felton succeeded in establishing one of the largest ready mixed paint businesses in this vicinity.

Aside from his every day life Mr. Felton was an active participant in the affairs of the Methodist Church, philanthropic and temperance work, being a trustee of the Methodist Hospital, president of the Board of Trustees of St. James Methodist Episcopal Church at Olney, and a member of the Home Missionary Society. He was a total abstainer from the use of alcoholic liquors and tobacco, and was a leader in the Sons of Temperance movement.

AGENTS FOR
Sissons Bros. & Co., Ltd.
HULL, ENG.

Manufacturers of the CROWN
BRAND of Golden Ochre, Patent
Dryer, Paris White, Drop Black,
Etc.

AGENTS FOR
HENRY GRACE & CO.
LONDON, ENG.

Manufacturers of WHITE
LEAD, Etc.

J. LEE SMITH & CO.

19-21-23 Jacob Street
NEW YORK

Selling Agent
for CHICAGO, **FRED A. BEER,** 718 Washing-
ton Blvd.

AGENTS FOR

**The Hull & Liverpool
Red Oxide Co., Ltd.**

ST. HELENS and
HULL, ENG.

Manufacturers of Double and
Triple Crown Venetian Oxides,
A. A. A. A. and other Venetian
Reds, Indian Reds, Oxides of
Iron, Crocus, Etc., Etc.

PAINTS FOR GRINDERS' USE

IMPORTERS OF

French and other Ochres, V. M. French Zinc, English B.B. White
Lead, China Clay, Vandyke Brown, Orange Mineral, Talc, Etc.

GRINDERS OF

Turkey Umbers, Italian Siennas, Bone and
Ivory Black

Snow Checks Louisville Trade

Paint Men in South are Earnestly Hoping for Moderate Weather

(Special Correspondence of PAINT, OIL AND DRUG REVIEW.)
Louisville, Ky., March 14, 1914.

Local paint conditions have shown very little improvement during the past week. Another snowstorm caught Louisville this week, and as snows have been a weekly occurrence for the past five or six weeks, consumers are not thinking much of doing any spring painting till the weather opens up. "Moderate weather!" is the cry of all of the paint men as the general feeling is that with improved weather conditions, things will open up a good deal better than they did last year, as a larger amount of painting is to be done this summer in the South than for several years past. Prices on materials and supplies are showing no marked changes, and while collections are generally slow, retail merchants are all feeling optimistic.

NEW DEVOE & RAYNOLDS BUILDING.

The new structure now being completed by the Devoe & Raynolds Company for an office and retail store building for dealing in paints and artists' materials, at 14-16 West Lake street. It is an unusually handsome building, six stories in height. It will cost in the neighborhood of \$250,000, and will front forty-nine feet, with a depth of 148



feet. The exterior of the structure is of granite up to the second story, above which it is matt glazed white terra cotta, with bronze, iron and terra cotta ornamental figures. The first floor of the structure will be used as salesrooms; the second as a display and architectural model room, showing numerous styles of decoration in various rooms of a home, and the third, fourth and fifth will be used for storage purposes, while the sixth floor will be given over entirely to the offices of the company.

GOLD VARNISH.

Equal parts by weight of shellac and concentrated alcohol make a good gold varnish. A 5 per cent solution of boric acid in alcohol is added to the solution to give the varnish proper consistency. This varnish is colorless, but if a golden shade is wanted picric acid is added until the desired color is reached.

OIL ENGINES FOR LAKE FREIGHTERS.

United States Consul Felix S. S. Johnson, Kingston, Ontario, Canada, advises the crude oil engine is now looming up as a rival of steam propulsion for the larger lake boats. Experiments have shown that it is as dependable as steam, takes up considerably less space, and is much cheaper once the initial cost of installation has been met.

There are two types of heavy oil engines in use, one following the principle of the ordinary gasoline motor in a modified manner, the other being known as the Diesel engine, in which crude oil is sprayed into a cylinder containing air at a sufficiently high state of compression to cause ignition. A vessel fitted with the latter type of engine has been engaged in the grain trade on the Great Lakes for half a season, coming out under its own power from England, where it was built (as mentioned in Daily Consular and Trade Reports for October 3, 1911). In appearance it resembles the ordinary lake freighter except for the lack of a smokestack. For fuel the boat carries 70 tons of oil, enough to propel it 5,000 miles, which distance, with a steam engine, would require 250 tons of coal. The work of the vessel has been so satisfactory that it is understood orders have been placed with the builders for a larger boat of the same type.

CONVENTIONS OF PAINT COMPANIES

EAGLE PAINT AND VARNISH CO.

The Eagle Paint and Varnish Company of Pittsburgh gave the annual dinner to its traveling men on Tuesday evening, December 26, at the Fort Pitt Hotel. The evening was devoted to discussing business plans for the new year, and it was stated that there is more business on the books for the month of January than ever before.

Among those present were R. D. Cochran, president of the Company; W. C. Murray, treasurer; E. J. Wilson, secretary and sales manager; L. G. Stoerkel, assistant treasurer; W. E. Houghlon, West Virginia representative; R. W. Miller, Western Pennsylvania representative; L. N. Fickeisen, Pittsburgh representative, and S. L. Shriver, Ohio representative.

A FRANK ADVERTISER.

A gentleman who has a Christian spirit and a horse for sale, advertises as follows in a Minnesota paper:

"We have a good family driving horse for sale, providing you carry insurance.

"He is not overparticular as to feed. In fact, he prefers our neighbors' haystacks and cornerbirs to our own.

"We feed him whenever we can catch him, which is seldom.

"He is partly gentle. The other parts are not, and you must govern yourself accordingly.

"We will throw in the derrick and telegraph pole combination, which we used to hitch him up with.

"If you are fond of driving, we would advise you to engage a cowboy that owns a fast horse to do your driving, and be sure and get on top of the barn before he begins to drive the horse.

"For price and coroner's address, apply to the owner."
—Sel.

The Color Situation

ONCE more the aniline question takes the center of the stage. Secretary of State Bryan has been notified that further shipments of colors from Germany would not be permitted because of the fear on the part of the German government that some portion of them might reach the allies.

Two steamships are on their way here with dyes—the "George W. Warren," due this week with a half month's supply, and the "Matanzas," which left Bremen February 28 with a full month's supply for United States manufacturers. Unless some assurance can be given the German manufacturers it seems probable that this will terminate the shipments for the present. Meanwhile every effort is being made to meet the situation. The State Department is in hopes that it can satisfy the German government of the urgency of the demand and prevent the exportation of

aniline products to countries at war with Germany.

Everything possible is being done in this country to push forward the development of the new industry but it will inevitably be months before any commercial quantity of the more intricate aniline colors can be produced. Such products as benzol, carbolic acid, toluol and other hydrocarbons will be the first to come from the newly developed factories.

We have already mentioned in these columns the work being done in this direction by several large steel plants, such as the Lackawanna, Cambria, Maryland & Dominion, and the U. S. Steel Corporation has decided to produce these materials in several of its plants. The Edison Co. are also producing a considerable quantity of carbolic acid for their own use. It seems probable that the shortage in this particular direction will soon cease.

THE SHERMAN LAW AND CHAOS.

According to the decision of the United States Supreme Court the Standard Oil Company must dissolve by Friday of this week.

The result of this decision is little short of opera bouffe. The parent, or holding company, must give up its ownership in the thirty-three subsidiary companies in which it owns, or controls, practically the entire stock. Its capitalization is one hundred million dollars with a par value of nearly one hundred and forty-five million dollars.

On Friday it is to hand over to each of its stockholders his pro rata share in each of these thirty-three minor companies. The process will involve some intricate and elaborate computation, and some of the results will be curious. The owner of one share of stock of Standard Oil will receive approximately one one-millionth of the capital-

ization of each of the constituent companies. He will receive, for instance, one-twentieth of a share of stock in the Atlantic Refining Company, a little over one-quarter of a share in the National Transit Company, three-twentieths of a share in the Standard Oil Company of New York, one dollar's worth in the Indiana Pipe Line Company, about fifty cents' worth in the Solar Refining Company, and between seven and eight cents' worth in the Washington Oil

In order to thoroughly appreciate the absurdity of this condition we ask our reader to imagine himself, as possibly he is, an owner of one share of present Standard Oil stock and figure the dividends he would receive from each of the constituent companies if each company should declare, for instance, a dividend of six per cent a year.

After binging about this decentralization we are at a loss to see how anyone will be any better off.

Quality Is
Economy

*People are Rapidly Learning
the Difference between Price
per gallon and Cost per job.*

They are learning that low-price varnishes
are high-cost varnishes.

They are learning that Murphy Varnishes are low-cost because
they do the job with so few gallons and so little labor.

They are learning also that Murphy Varnish
saves the costs of re-varnishing.

Economy for the Customer means Customers for the Dealer.

Let us supply you with free booklets, "*How to Sell Murphy Varnish.*"

The Varnish
That Lasts
Longest

Murphy Varnish Company

FRANKLIN MURPHY, President

Associated with Dougall Varnish Company, Limited, Montreal, Canada

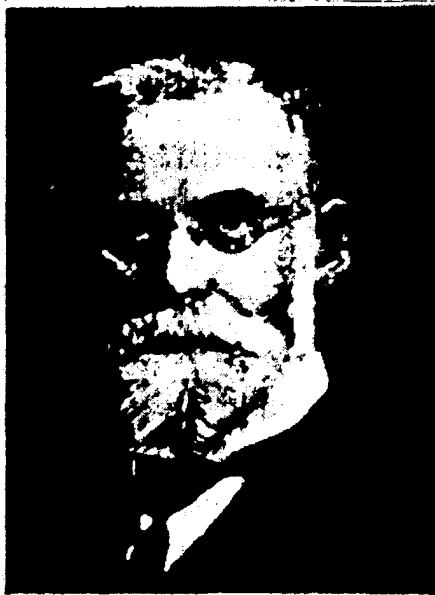
NEWARK,
N. J.
CHICAGO,
ILL.

Pittsburgh employers of labor are skeptical of the results for good of the plan of Henry Ford, automobile manufacturer of Detroit, who announced recently that a minimum wage scale of \$5 a day had been adopted by his concern. Mr. W. L. Clause, president of the Pittsburgh Plate Glass Company, said he believed Ford had made a mistake. "If employers were to pay their men \$5 a day as a minimum wage it would mean the ruin of all business in this country," Mr. Clause declared. "for the reason that we could not then compete with foreign products, under the present tariff rates. Mr. Ford himself will surely find he cannot afford to pay it. He will have to dispense with all operatives who are not at the highest level of efficiency or break up. He is only able to do it because his profits are abnormally high. I can state positively that the Pittsburgh Plate Glass Company cannot afford such wages, for it would mean that we would have to go out of business. The average wage of workmen now in all industries—I mean unskilled labor—is only a little more than \$2 a day. To my mind one of the most serious results of Ford's policy will be to spread discontent among operatives. Those who do not receive \$5 a day will always be on the verge of an outbreak; and while they may not be constantly striking for more pay, will be in such a mood as to detract materially from their efficiency."

DEATH OF GEORGE M. VIAL.

George McNaughten Vial, of La Grange, Ill., died at the Presbyterian Hospital, in Chicago, March 5, 1915, after a painful illness of over two years.

Funeral services were held at the First Congregational Church, of La Grange, Ill., Monday, March 8th, at 2:15 p. m. The interment was private.



George McNaughten Vial was born on his father's farm two miles south of La Grange, February 15, 1850. His boyhood and young manhood were spent on the farm, and his education obtained in the public schools.

In 1868, at the age of 18, he entered the employ of Mr. H. M. Hooker in the paint and glass business in Chicago,

Pure Water Floated		SILICA
Whiter	Finer -- Softer -- Purer	
FOR		
Paints	Wood Fillers	Polishes
TAMMS SILICA CO.		
Mines and Mill, Tamm, Ill.		
General Office 80 No. La Salle St. Chicago	Eastern Office 62 Warren St. Brooklyn, N. Y.	Western Office 60 Federal St. San Francisco

and with the exception of a few years spent in farming, he has continued in this business, advancing by earnest, faithful service to the office of President of the H. M. Hooker Company, which office he held at his death, as well as that of secretary and manager of the Chicago White Lead and Oil Co., another of the Hooker enterprises, which Mr. Vial developed to a large and profitable business.

Mr. Vial was President of the Paint, Oil and Varnish Club, of Chicago, in 1901-1902, and President of the National Paint, Oil and Varnish Association in 1901, and was one of the best known paint men in the country.

TOLUOL AND BENZOL FROM OIL.

Washington, Feb. 27.

Secretary of the Interior Law, today announced the discovery by the United States Bureau of Mines of two chemical processes, one of which, it is claimed, will be of tremendous importance to the oil industry, greatly increasing the supply of gasoline, while the other may make the United States absolutely independent of the rest of the world in regard to important materials necessary for the dye industry and the manufacture of high explosives used in warfare and in engineering operations.

The first of these processes promises to enable the independent refiners in this country to increase their output of gasoline from petroleum 200 per cent or more. With an estimated production on the part of the independent refiners of 12,000,000 barrels of gasoline in a year, this will mean an output from the independents alone of 36,000,000 barrels, greater than the total production today from all sources.

The second process includes the manufacture from crude petroleum of what is known chemically as toluol and benzol, both of which have heretofore been obtained from coal tar. As Germany has specialized far beyond other countries in by-products from coal, the United States and the rest of the world have been dominated by that country as regards those products of toluol and benzol which are the important bases for the production of dye stuffs and high explosives and especially smokeless powder.

CREDITS.

As dealers take their inventories this year and look over the unpaid accounts of their customers, they should check up credits as a guide for 1911.

Where unpaid accounts are hard to collect, it is often accomplished by taking two or three months' notes and in this way find it easy to collect.

The farmers are now controlling more money than those who live in the cities. Collections should be above normal this year.

SPRING-TIME.

It is only once a year that spring comes and that period is almost here, in fact, in some sections it can be considered to be here. The opportunity to present to the housewife paint specialties is now present and to take full advantage of the season means to create a campaign immediately for paints and varnishes which are used during the house-cleaning period.

Household enamel, varnish stain, carriage paint, wagon and implement paint should all be given their turn immediately. Remember these lines are profitable and are, therefore, of the greatest interest to the dealer. The clerks and city salesmen should be instructed relative to this practical side of the subject. If they know that they are money makers, there will be an added incentive to pushing the line.

AN UNFORTUNATE COMBINATION.

During revival meetings in a western city, placards giving notices of the various meetings, subjects, etc., were posted in conspicuous places. One day the following was displayed:

Subject—"Hell: Its Location and Its Absolute Certainty."

Thomas Jones, barytone, will sing "Tell Mother I'll Be There."—*Ladies' Home Journal*.

Fair Trade Idea Still Advancing

Redfield Report Gives Fresh Encouragement to Advocate of One-Price To-All Method of Selling

New York, December 31, 1913.—That the legislative tide is fast turning toward the adoption of the One-Price-To-All system of merchandising is strongly evidenced in the recently submitted annual report of Secretary of Commerce Redfield is the keynote statement just issued by Edmund A. Whittier, Secretary of the American Fair Trade League. This organization, composed of consumers, middlemen and manufacturers throughout the country, is definitely pledged to work for this widely discussed merchandising evolution, declaring that the present unstable condition of retail buying, due to fraudulent "bargain" sales, using as "leaders" branded and nationally advertised goods, to exploit unknown and inferior merchandise at exorbitant profit, is largely responsible for the high cost of living problem. The statement says in part:

"While we have long realized that the general public is evincing a well-defined tendency to turn to the stable price idea of buying for relief from the ever-present fraudulent "bargain" sale, we have not hitherto had such definite official assurance that the Government is at last thoroughly alive to the tremendous national sentiment in favor of the One-Price-To-All-Consumers principle of buying and selling standard merchandise. This official assurance is conveyed in the plainest of words in this particular passage of Mr. Redfield's report:

"It is important that we should know the truth about the fixing of retail prices and as to whether giving the privilege of so fixing the prices to a manufacturer tends toward monopoly or does not so tend. Nations abroad are said to favor by law that which we forbid. The law with us is for the time fixed by the decision of the Supreme Court that the fixing of retail prices on the part of manufacturers is unlawful. If, however, new legislation should in the future be required, it is important that the truth be known lest injustice be done, not so much to the manufacturer as to the consumer.

RECEIVER'S SALE OF

THE AMERICAN PAINT & COLOR COMPANY, COLUMBUS, OHIO.

ON THE 10TH DAY OF JANUARY, 1912, AT OFFICES, BUTTLES AVENUE, AND FACTORY STREETS: COLUMBUS, OHIO, AT 10 A. M., THE PROPERTY OF THE ABOVE COMPANY WILL BE SOLD AT PUBLIC AUCTION TO THE HIGHEST BIDDER FOR CASH, SUBJECT TO CONFIRMATION OF THE COURT OF COMMON PLEAS, FRANKLIN COUNTY, OHIO.

Said property consists as follows:

Stocks of Ready Mixed Paints, Varnishes, Stains, Satin Wall Finish, Brushes, Painters' Supplies, etc.

Raw Material for manufacture of Paints, including a full line of Formulas, several of which are considered very valuable.

MACHINERY CONSISTING OF 1-20 IN. DAY CINCINNATI PAINT MILL AND MIXER, 1-30 IN. IRON FRAME LEAD AND COLOR MILL WITH FEEDER ATTACHED, 1 NO. 15 GALLON DAY PONY PAINT MIXER WITH 8 CANS, 1 GANG NO. 000 DAY IRON PAINT MILL. ALL ABOVE MILLS WATER COOLED.

1 PUTTY CHASER COMPLETE, ABOUT 84 IN., WEIGHT OF WHEEL 4,000 LBS.

Typewriter and desk.

Horse, Wagon and Harness.

Full line of Color Cards, Catalogues and labels.

The above property was appraised by the Court at \$21,203.68 as a going Concern.

The O'Brien Varnish Co.

FACTORY AND MAIN OFFICE

SOUTH BEND, INDIANA

MANUFACTURERS OF

**O'BRIEN'S
VARNISHES**

CHICAGO BRANCH
431 WABASH AVENUE
PHONE HARRISON 818

VALUE OF STEEL LEAD KEGS.

It has been an established fact that steel white lead kegs are a great benefit to the dealers. That the painter appreciates them is shown by a communication from A. B. Miller, Cambridge, Mass., who says:

In the last few years there have been many improvements in the various packages used by the manufacturers of painters' materials, but none will be more appreciated by the painters in general than the new steel keg that the leading manufacturers of white lead are about to place on the market.

The old wooden keg, although it answered the purpose, was never satisfactory. Its principal objection is the leaking or filtering of the oil through the sides and bottom, leaving the lead around the sides hard and dry. This will be entirely overcome by the new steel keg, as it will retain all the oil in the lead, keeping it soft and in the same condition as when it left the factory.

NEW CORPORATIONS

Marpaco Paint Company, Norfolk, Va. H. F. Dorraine, president; C. V. Curtis, vice president; C. R. Murray, secretary and treasurer, all of Norfolk, Va. Capital: Maximum, \$25,000; minimum, \$15,000.

Pacific Paint Products Company, Los Angeles, Cal. capital stock, \$250,000; subscribed, \$25. Directors: W. H. Baldridge, F. N. Folsom, J. E. Neal, A. P. Switzer, I. P. Janssen.

Rockford Varnish Company, Rockford, Ill. Capital increased from \$100,000 to \$115,000.

Mathews Paint Company, Los Angeles, Cal.; capital stock \$100,000; subscribed \$300. Directors: P. H. Mathews, A. E. Miller, James A. Stone.

Paint Prices Advance

THE jobbers and dealers throughout the country cannot justly claim ignorance as to the cause for the advance that has just taken place in paint products, as the REVIEW for several months past has been predicting an advance between ten and twenty cents per gallon. In our issue of February 10th we said:

In looking at the proposition from the most conservative angle it would seem that jobbers and dealers should avail themselves of the present range of values and stock up at prevailing prices as there does not seem to be a single ray of hope for lower prices and some reasons exist why they may be higher.

It is well known that jobbers and dealers are buying in a most conservative manner and it is time they came forward with confidence and protected themselves. Don't wait to buy the usual spring stock until some morning a letter arrives bearing the gruesome message that "owing to the advance in all raw materials, we have been compelled to advance our prices on — mixed paint 10c a gallon from this date." It is perfectly easy to find out what products have advanced and how much. Your trade paper tells this or the manufacturer you represent will gladly give you the benefit of his experience.

Again on March 24th the dealers were urged:

To wake up and place more liberal orders for mixed paint. * * * The whole paint outlook is toward higher prices and it behooves any buyer to protect himself, this is urged upon the dealer because by so doing he cannot make any mistake.

That the paint manufacturers have individually been considering an advance is shown by the reproduction of a number of letters from some of them which were reproduced in these columns some months ago and now in a comparatively short space of time the advance has taken place and manufacturers generally are billing out at an increase which is substantially as follows: Ready Mixed Paints, 15c per gallon; Floor and Porch Paints, 15c per gallon; Flat Wall Paints, 15c per gallon; Barn Paints, 10c per gallon; Enamels, 50c per gallon; Zinc in oil, 2c @ 5c per pound, according to grade.

So much has been said as to the justifiable reasons for an advance that mention now will only be made of about what the prices of a few of the paint ingredients were when

manufacturers established their former prices and what they are today:

	Old Prices	Present Prices
Linseed Oil.....	45c	60c
Dry White Lead.....	5½c	7½c
American Process Zinc.....	5½c	7½c
French Process Zinc.....	8 and 9c	25 and 26c
Lithopone	4c	5½c

It is understood that white lead contracts will expire July 1st and this will cause paint makers to further advance their prices, unless some other ingredients decline to offset this. Contracts for American Process Zinc probably run to September 30th, but this is not authentic, nevertheless, there seems good reason to believe that further advances will take place later on.

During the past two weeks the price of white lead in oil has constantly been advancing, indeed, before one notice of an advance has reached a dealer, the jobber would receive another, and who can tell where the price of this paint pigment will not go.

During the last few days the market value of pig lead has been declining, but not enough to affect the value of white lead in oil. In Chicago it makes little difference at this time what paint products are worth as all the journeymen painters are out on a prolonged strike which has seriously affected the consumption of all paint materials. The market is locally absolutely dead, on the other hand the country trade has been very satisfactory, but some jobbers have expressed themselves to the effect that the increased cost will curtail consumption and others say they would not be surprised if further advances were necessary.

It will probably be of interest to the dealers to know that a very prominent white lead man who has been connected with the industry for many years, cannot recollect when the price has been as high as it is now. The files of the REVIEW extending back thirty-two years fail to show as high a price.

1915

WE are glad to be looking forward, not back—and yet it is pleasant to recall that one hundred years ago this year the great Napoleonic wars which had been devastating Europe for decades came to an end and peace ruled for many a year. The whole world is looking and praying for a centennial return of the peace spirit which shall end war forever.

We have learned some of the lessons of adversity in the past year but all the best authorities seem agreed that so far as this nation is concerned, the worst is over. Old industries are resuming, new ones starting, the number of unemployed men is steadily decreasing.

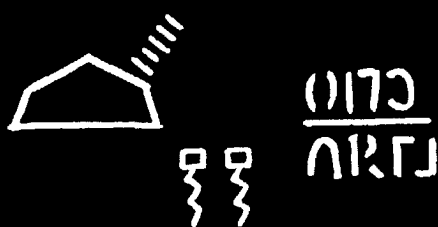
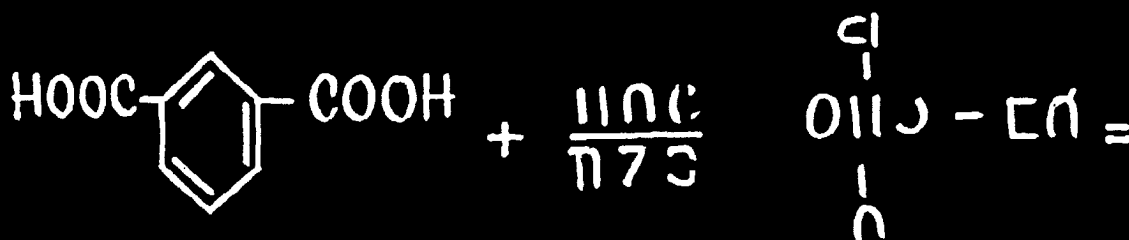
The lack of raw material, while temporarily annoying, is one of those things which spurs inventiveness and often proves a blessing in disguise. Just as luxury has proved the downfall of many a nation so prudence and frugality have done much to build them up—and nothing develops these virtues like stern necessity.

There has been a pessimistic feeling among paint men on the question of chemical imports. Everyone has wondered what could be done but only last week we were able to announce the formation of a hundred million dollar corporation—backed by the three best equipped chemical manufacturers in America, to supply the need.

A great proportion of commercial loss is attributable to ignorance and the fear which ignorance causes. The more we learn about the actual facts of the great industry in which we are all interested, the more possible it seems for us to stand in the front rank of the paint and varnish trade of the world. This year is our great opportunity, our markets at home and abroad are waiting. Courage, optimism and enterprise, guided by a thorough knowledge of conditions and good common sense will make the year 1915 the banner year in the history of the American paint and varnish industry.

That great English prophet of the future, H. G. Wells, says, "There is a class of mind which discovers the future. It foresees and plans for the morrow, for today is tomorrow in embryo. It is the master thinker of business, the creator and moulder of sentiment. It is the organizing master type." He might have added, it is the mind which has arrived at its most complete development in this country and at this time.

We wish our readers a Happy and Prosperous New Year with the firm conviction that never in the commercial history of our country was there greater promise that the year will respond with abundant and unbounded prosperity to our own native land, and will end, we hope, with the dawn of peace in the troubled lands beyond the sea.



Oronite* ISOPHTHALIC

is advancing the technology of paint making

The paint industry is entering a new era of performance standards made possible now with Isophthalic alkyd resins. The reason. The public has long awaited products with tougher, harder coatings that will not discolor. The sales advantages offered by an Isophthalic based coating on any consumer product will place it in a better competitive position.

If you want to advance your product—market it with more “customer appeal”—let Oronite show you how Isophthalic can benefit you. An Oronite representative will be pleased to demonstrate the many advantages offered in any type surface coating by this significant new raw material.



ORONITE CHEMICAL COMPANY

A SUBSIDIARY OF CALIFORNIA CHEMICAL COMPANY

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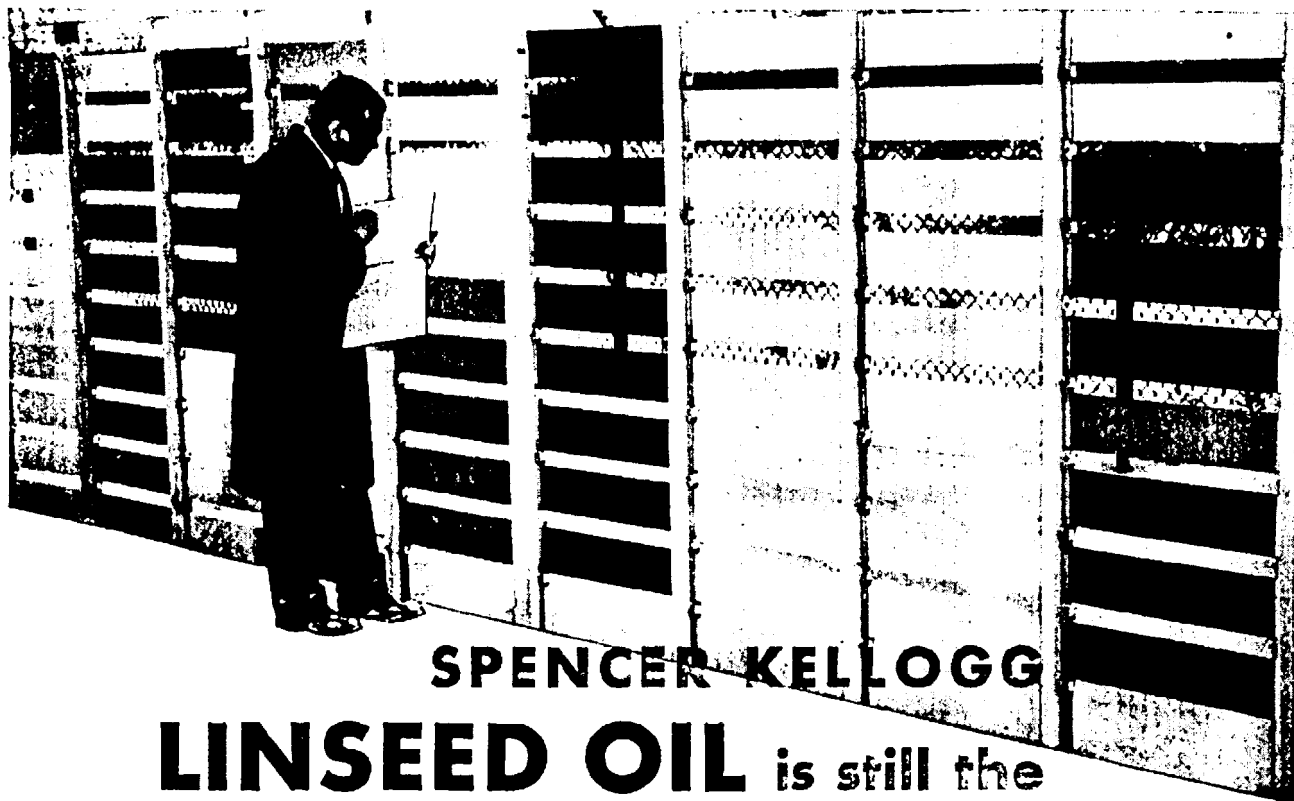
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4616

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SPENCER KELLOGG **LINSEED OIL** is still the "LIFE" of Outside House Paint

The chances are that *your own home* is protected by a good *linseed oil* paint.

You chose it because you are sure of its performance; its durable, level and repaintable surface. Your confidence in it is based on years of experience with linseed oil as a paint material. You know what to expect in the life of the coating, in adhesion to wood. You know that at repainting time there will be no new unthought of expensive problems which sometimes occur with non-linseed oil exterior paints. The cost will be reasonable.

As a manufacturer you know other good things about linseed oil. It is compatible with pigments. Its processing is predictable. It requires no special handling. You know that a high grade linseed oil paint can always be made and marketed with profit and with good value to the ultimate user.

SPENCER KELLOGG AND SONS,
BUFFALO 5, N. Y.



INC.

GLD32404

CHECK ITEM 22