

Paint

oil and chemical

Repren

CLIDEN COMPANY
COORD. OF RES. & DEV.
BIO. UNION CORP. BLDG.
CLEVELAND-14-0810 ADP

MADE IN U.S.A.

PAINTS AND TECHNICAL VARNISHES

AND LACQUER INDUSTRY SINCE 1883



PRICE COMPARISON.

It seems appropriate in view of the unusual conditions in the paint and varnish industry to give a few comparisons in prices, both as a matter of information and record, so they can be looked back upon and future generations in the paint trade may read the history of the strenuous times their ancestors experienced.

It is interesting to note that at present white lead, both dry and in oil, is selling at the highest price ever recorded except during June, 1915, when the basis was about the same, except that linseed oil last June was on a much lower plane, while dry white lead then was a fraction higher than at present.

A comparison in cost of a few of the leading articles in quantities during June, 1915, and March, 1916, are as follows:

	June, 1915	Mar., 1916
Pig lead, per cwt.....	\$7.25	\$7.30
Dry carbonate white lead, per lb.....	.07½	.07½
Selected oxide of zinc, per lb.....	.07½	.09½
White Seal oxide of zinc, per lb.....	.26	.25
Lithopone, per lb.....	.05	.15
Barytes, per ton.....	16.00	20.00
Linseed oil, per gal.....	.56	.78
China wood oil, per lb.....	.06½	.14½
Soya bean oil, per lb.....	.04½	.09½

No effort has been made here to take up anything but the materials which affect the basic cost of paints. Reds, blues, chrome green and chrome yellow have all advanced to unheard-of prices. Enough is shown here to indicate that the present prices of mixed paints are not only justified, but higher prices are warranted and are more than likely to occur at any time. At present paint manufacturers are absorbing, to their own loss, a good proportion of the increase in cost of manufacture. Dealers should keep themselves fully posted and watch their percentage of cost and profits or they will be losing money instead of making it.

THEODORE ROOSEVELT.

However we may have differed from him, and perhaps at times disapproved of his actions, no patriotic, loyal American can fail to feel a sense of loss at the taking away of Theodore Roosevelt nor to admit that one of the greatest of our leaders has gone to his reward.

NEW SEATTLE PAINT FACTORY.

Making the third move in the last twelve years to larger quarters, the Seattle Paint Company has let a contract for the construction of a modern paint and varnish manufactory to be erected on a site 60x277 feet at 1046 Dearborn Street. The warehouses and offices of the company will remain at the present location, Third Avenue and Jackson Street.

The business of the company has made necessary the plans for the new factory, which will comprise a three-story brick and concrete structure to house the paint factory and a smaller structure to house the varnish factory. Up to the present time the company has been engaged in making paint only, but is now preparing to launch into the varnish-making business also.

The estimated cost of the new factory, including buildings and machinery, is about \$40,000. The buildings will be completed by February 1. F. S. Roddie is president and general manager of the concern.

A. V. CRARY NEW VICE PRESIDENT OF COOK PAINT AND VARNISH CO.

The lure of the paint manufacturing game and the phenomenal opportunities it presents to the wide-awake business man has succeeded in enticing from Chicago trade circles one of its most widely known and representative members in the person of Arthur V. Crary, district sales manager of the American Can Company, who on March 1st becomes associated with the Cook Paint and Varnish Company of Kansas City, Mo., in the capacity of vice president.

Mr. Crary, a native Chicagoan, hardly needs an introduction to our readers as his activities as head of the largest division of the largest can manufacturing concern in the country coupled with his prominence in club affairs together with his instantaneously pleasing personality has made his acquaintance among the trade nation wide.

WM. ZINSSER & CO., INC., EXPANDING.

Wm. Zinsser & Co., Inc., New York, are breaking ground for a \$75,000 additional unit to their New York City plant. Upon completion of this building, the plant will occupy eight city plots. The rapid growth of the business in recent years, necessitates increasing its manufacturing space, particularly in the white shellac department. The new vacuum process for white shellac seems to have proven a decided success.

At the same time, it is planned to move the present downtown warehouse up to their factory, centralizing production and shipping facilities, and to give over their entire building at 195 William Street to office and sales purposes exclusively.

The Future of the Naval Stores Industry

LIKE many of our American industries which have grown up in the midst of an abundance that was looked upon as limitless, the naval stores industry has gone on in a career of wasteful extravagance so far as the destruction of our forests is concerned, paralleled by the lumber, wood pulp and other similarly destructive agencies. Reforestation has not been carried on to any extent and the pulling and burning of stumps has been counted as too expensive to make reclamation by this method worth while. Now the far-sighted men who are watching the industry realize that without some great change in policy the days of old fashioned methods are numbered. High wages, a short working season, and old fashioned, primitive, slow, unorganized methods of producing and handling all tend against the prolongation of the business in its present condition when pine timber gets perceptibly scarcer.

Some of the big interests who have recently purchased large southern chemical distillation plants evidently recog-

nize this condition and expect to eliminate waste, profitably use up the wood and stumps on what is now waste land and then sell it for cotton and other crops. The plan is a far sighted one and includes the education of the American public to the use of wood turpentine which may perhaps be made more available as the years go on by the attention of skilled chemists, and will at all events supply a considerable element of stability to what has proved of late an exceedingly excitable market. There are a large number of other by-products and it is believed that wood pulp may also prove to be one of the large salvage factors of the new modern systems. Present owners of stills and forest lands in the south should watch this development with particular care in order to keep up with the times and northern consumers may have to revise their attitude toward products of wood distillation. They cannot well afford to do otherwise if the difference in cost between wood and gum turpentine continues to widen.

Big Linseed Merger

THE merger of two of the largest linseed crushing companies in the country is announced by dispatches as we go to press. Rumors which had been current for several weeks were confirmed by the announcement that the Archer-Daniels Co. and the Midland Linseed Products Co., both of Minneapolis, had joined forces under the name Archer-Daniels-Midland Co.

The new company will control about 35 per cent of the total linseed oil production of the United States and will have tangible assets of \$15,000,000, it is said. Their average annual net sales for the past six years are stated to be upwards of \$40,000,000 and their average profits, \$1,350,000.

The new company will have two mills each in Minneapolis, Buffalo and Edgewater, N. J. and one mill each in Chicago and Toledo, O., and it is believed that "substantial economies" will follow the consolidation.

The Prohibition of Lead

THE attempted prohibition of lead in paint manufacture at the International labor conference at Geneva was apparently an instance of hold-up methods similar to those employed by similar sinister labor interests in this country. The reports which have continued to come in from that meeting have been colored by the varying attitudes of the authors. One disreputable sheet in this country, which has long been recognized as a blackmailing excrescence on the industry, suggests that the prohibition should be extended to Uncle Sam's domain—but there is little danger of any such outcome.

The general use of lead in paint manufacture is too important to the industry and a suitable substitute too difficult to find to make the very slight danger to the average workmen a sufficient reason for prohibition. All the modern data on the subject tend to show that the toxic properties can be entirely obviated by a little judicious care and cleanliness, and that at worst they do not begin to be as dangerous as many other substances of common use to which no objections are raised.

Everything goes to show that the foreign leaded zinc interests are the source from which the propaganda in favor of prohibiting lead arose for they palpably give away their hand in permitting a certain small percentage of lead to be used.

Testing Paint by Ultra-Violet Rays.

THE slow process of testing paint by exposure to the weather has long been a source of annoyance to manufacturers, and an investigation of methods for getting a good endurance test in a short time has been going on for some time. The results of this investigation were stated in an address by Frank C. Breyer, the well known research chemist of the New Jersey Zinc Co., before the New York Section of the American Chemical Society last week, of which we have only a brief report. He said that how long paint would last could now be determined by the use of the ultra-violet ray and other methods including various mechanical processes which have been developed to represent the effect of weather and time so that manufacturers of paint may be able to foretell just how well their goods will wear after they have been applied to various surfaces.

The use of the ultra-violet light caused the different pigments used in both paint and rubber to be identified without recourse to chemical analysis. Six pigments

which in ordinary life seem to be white revealed all colors of the rainbow when exposed to the ultra violet rays. One of the white pigments became radiant, just as do the so-called radium dials on a watch.

Mr. Breyer said that the destruction of the ordinary paint on the outside of a building was largely due to the effect of the ultra-violet light which is present in sunlight. Some of the hardening and the short life of tires and rubber articles the speaker attributed to this same agent. The reflection to the ultra-violet light by pigments is therefore a very valuable quality, and those which ward off the rays the most are therefore desirable for use both in paints and in rubber goods.

CHEAP ANTI-RUST PAINT

Coal tar is melted with about 20 per cent of gas tar and about 5 per cent powdered sulphur is added. The mixture is then heated to about 150 to 160 degrees C. for about 2 to 3 hours, until all of the sulphur has been dissolved. The cooled mass is diluted with just so much benzol as will enable it to flow from the brush. Various pigments may be added as well.

OBITUARY.

William Whittier.

One of the pioneers of the San Francisco paint colony passed away recently at Hemet, near Los Angeles, and many friends throughout California are mourning for William Whittier. Mr. Whittier was some time ago interested in the old firm of Whittier-Fuller Paint Co., and more recently in Whittier-Coburn Co., of San Francisco, which company was taken over a couple of years ago by the Glidden interests.

CALIFORNIA INK CO. TO SELL COLORS TO THE TRADE.

The California Ink Co., of San Francisco, whose factory is at Berkeley, Cal., are just completing a new \$100,000 unit of their plant. It will be utilized solely for the manufacturing of yellows, blues and greens. The old plant will be used for the manufacture of their red toners and lakes. A good portion of the colors produced will be used by themselves in manufacturing ink, although they will solicit outside business and they have already quite an established business among the paint grinders. Fifty thousand dollars additional has also been expended in the construction of a new boiler plant, and with many smaller alterations to be made, a total of approximately \$200,000 will be expended in putting their factory into shape. The main office will be removed from San Francisco to the Berkeley plant, although they will maintain, in the former mentioned city, an office to handle the sales end of their business.

GERKE LEAVES MARTIN-SENOUR CO.

The trade will be interested in learning of the announcement that W. H. Gerke has resigned from the position of general manager of the Martin-Senour Co. Mr. Gerke is well known in the paint industry in both the United States and Canada. His connection with the industry dates back more than thirty years, during all this time being connected with the Martin-Senour Co.

HELP THE STARVING CHILDREN.

The cause of the starving children of Europe has been presented to this country by all the great philanthropists, headed by Herbert Hoover who has explained that the need is great this year to prevent suffering, degradation and death. Another year the crisis will have past and the responsibility removed. Ten dollars will save the life of one child and the paint trade have been asked to do their share. Unfortunately the request came late and the responses up to the present time have been confined to comparatively few. All who contemplate giving or who have given will confer a favor by notifying Mr. Howard Elting, 1833 Seward Street, in order that the Chicago paint trade may be properly credited.