

WHO

WHAT

WHERE

WHEN

WHY

?

To Build New Plant

Solvay Process Company, a subsidiary of Allied Chemical & Dye Corporation, will build a completely integrated alkali plant on river front property at Baton Rouge, Louisiana. For several years the Solvay Process Company has had a southern plant under consideration as a means of serving more efficiently many customers in that territory. Exhaustive studies of sites have been made the past 5 years. The Baton Rouge property will permit direct shipment by ocean vessels as well as by rail. Part of the plant's output will probably move by water to Hopewell, Virginia, to supply an affiliated company, The Atmospheric Nitrogen Company, making sodium nitrate which uses large quantities of soda ash.

Solvay Process Company is the largest producer of alkali in the world. It made the first soda ash in the United States, its Syracuse, New York, plant having been started in 1882. Since that time the company has steadily increased its productive facilities. Plants are now operated at Syracuse and Detroit, Michigan.

▲ ▲ ▲

Hail New Soap

With Monday wash problems assuming huge proportions during the season of summer heat, women are regarding with surprised conjecture news of the new soap which is said to soak dirt out from clothes in 15 minutes—and do it with absolute safety. Can or can not the new soap perform this mystery? In many a basement it is reported that housewives are having heated words on the question. On one hand there are those who swear by this new way to wash—and on the other hand, hundreds who refuse to believe that such a thing is possible.

▲ ▲ ▲

10 Years Old

A recent article in Advertising Age states "Lux toilet soap is celebrating its tenth birthday, while the movie actresses who use it no longer have to record any."

▲ ▲ ▲

Soap Exports Gain

Exports of American toilet and fancy soaps, as well as shaving cream, showed a considerable increase in the first 3 months of the current year as compared with the same period a year ago, according to recent reports. Exports of fancy soap totaled \$175,000 compared with \$145,000 in the previous year and other varieties showed proportionate gains.

▲ ▲ ▲

Announce Dividend

Procter & Gamble Company has declared the regular quarterly dividend of \$2 on the 8% preferred stock, payable July 14 to stock of record June 25

140

Made President

C. N. Volz of the Pine Bluff Cotton Oil Company was elected president of the Tri-State Cotton Oil Mill in Memphis, Tennessee, at convention held recently. He succeeds J. P. Dickinson of Memphis, who was elected first vice president. The superintendents finally won a 6-year struggle to bring the national convention of oil mill superintendents to Memphis and it will meet there every other year and in a Texas city in the alternate years. It has not been decided yet, though, whether the 1935 meeting will be held there or in Texas. The convention will be attended annually by about 1,000. Other officers elected are: Vice presidents: R. V. Madden, Osceola, Arkansas; and C. M. Hoover, Greenville, Mississippi; secretary-treasurer, L. E. Roberts, Memphis; corresponding secretary, Inez Gordon, Memphis.

▲ ▲ ▲

Fight Bugs With Oil

Almost one million gallons of creosote is available to farmers in about 60 Missouri counties for use in fighting the chinch bug test, according to Leonard Haseman, of the Missouri college of agriculture, who is chairman of the state chinch bug control committee. The federal government purchased the creosote and is delivering it to the counties in the northern two-thirds of the state where the chinch bug infestation is the worst. The creosote is free to any farmer in the infested area who will use it for the protection of his corn crop, and any information relating to the oil can be obtained from the county agent. Funds for the purchase of the barrier oil were made available June 7, and since that date federal and state men have waged an intensive campaign to get the oil to farmers in time to help save the corn crop. Until the oil can be delivered, temporary dust barriers or gas tar barriers should be used to hold back the bugs. Creosote oil is repulsive to the bugs and is used in making a barrier along the corn field. These barriers must be worked daily during the 2 or 3 weeks while the bugs are moving. Many demonstrations have already been held in the badly infested counties to show the method of constructing oil barriers. In almost every infested county barriers are in operation which can be examined by any farmers who were unable to attend the scheduled demonstrations. Too often the bugs have already migrated into the corn field before the farmer is aware of their presence. If this is the case, the barrier should be placed in advance of the bugs, all infested corn completely destroyed, and the land planted to soybeans.

Made President

A. L. Ivey, counsel and vice-president of Virginia Carolina Chemical Company, Richmond, Virginia, was elected president, succeeding George A. Holderness at the first meeting of directors since Court of Appeals of Virginia at Wytheville dissolved injunction granted Alfred Leviner, of New York, preventing George S. Kemp and associates taking control of the company. Other officers elected were Spencer I. Carter, first vice president in charge of operations; H. F. Perry, treasurer in charge of credits and collections; T. C. Smith, secretary; George G. Osborne, assistant secretary and assistant counsel, and D. W. Dunn, assistant treasurer.

▲ ▲ ▲

Takes Over Company

Diamond Products Company, Fargo North Dakota, dealers in paints, greases and oils, has been taken over by L. A. Stewart, who came here from Chicago where he was associated with Gustafson Bros. Oil Company. A. O. Heglund will remain as manager for a month and then will continue as assistant manager. Reorganization of the old company is taking place and all new arrangements are expected to be completed within 2 weeks. The old name and policies will be retained. The paint plant is being repaired and renovated; new equipment is being installed for the compounding of grease and oils. This is believed to be the only plant in this territory that does its oil-compounding in its own shops.

▲ ▲ ▲

Buys Company

Purchase of the Southern Shellfish Company, Inc., of Harvey, shrimp packing concern, by the Wesson Oil and Snowdrift Company, Inc., New Orleans, has been announced by A. D. Geoghegan, president of the Wesson Oil Company. The Southern Shellfish Company will retail its name, and C. F. Greiner will continue as its president, Mr. Geoghegan said. The Wesson Oil Company, however, will operate a shrimp division, with F. W. Tamke in charge.

WHO, WHAT, WHERE, WHEN & WHY?

Sales Company Opens

National Sales Company, with M. L. Trookman as manager, opened recently in Waterloo, Iowa. Mr. Trookman said the store will carry toilet goods, cosmetics, soaps, notions, household supplies, stationery, etc., at prices ranging from 1 cent to 25 cents.

▲ ▲ ▲

Invites Chemists

An invitation has been extended by the Chicago office of Industrial Chemical Sales Company, Inc., to oil chemists throughout the United States to make its offices their headquarters when they come to Chicago to see A Century of Progress. The company recently moved its offices from suite 1306 to suite 1511, 205 West Wacker Drive, in that city.

▲ ▲ ▲

Observes 34th Anniversary

The Planters' Oil Mill of Tunica, Tennessee, has been operating 34 years. S. A. Withers, president and general manager, who is in constant touch with the farmers in that part of the country, said that 99 2/5% of them in his county signed acreage reduction contracts with the government. The mill buys cottonseed, and often as a service to the farmer it purchases his cotton also. The Planers' Oil Mill gins more cotton than any gin in the state, according to Mr. Withers.

▲ ▲ ▲

Off to Europe

E. H. Little, vice-president of Colgate Palmolive-Peet Company, recently sailed from New York on the S. S. Europa for a 30-day trip through the European countries where he will review business conditions as they affect the soap industry. Mr. Little, who directs the sales and advertising for his company, will inspect its foreign plants, first going directly to Paris. Until his election as vice-president of the soap company in 1932, Mr. Little was manager of the foreign territory, and was chiefly instrumental in establishing factories and sales organizations for his company in Europe.

▲ ▲ ▲

Establishes Laboratory

Wilson & Bennett Manufacturing Company with offices and factories in Chicago, Jersey City, and New Orleans, announce the establishment of a chemical research department maintained for the benefit of users and prospective users of steel containers. This department will work with shippers and marketers in perfecting the proper interior coatings or protective linings for the shipment of all products in their modern line of steel containers, according to the company.

Many special interior coatings have already been developed, that provide positive protection for certain products. These protect contents from contamination and from any reaction to the container, executives claim.

Lifts Prices

The Procter & Gamble Company again has advanced prices effective immediately, this time an average of 3% on all products. Other advances will follow from time to time until the entire cost of the recently effected excise tax on coconut and other imported oils used in soap manufacture is passed on to the consumer, it is reported.

▲ ▲ ▲

Operates Under Trade Act

The California business of the House of Colgate is now being conducted in accordance with the Fair Trade Act of that State, according to the company. A schedule of minimum resale prices, now in effect, has been issued on all products of the Colgate-Palmolive-Peet Company and on Vaseline Petroleum Jelly products for which the company acts as selling agent. Copies of the Colgate California Retail Sales Agreement have been sent to retailers for their signature so as to establish promptly the minimum resale prices that the agreement legally permits. Copies of the schedule of prices have been mailed to the dealers also.

▲ ▲ ▲

Close Second Contest

The recent prize essay contest sponsored by Procter & Gamble in a joint merchandising program with Plymouth Motors was so successful, it is reported, that a second contest, similar to the first, is now under way. The second essay will deal with the subject, "The five best uses I have found for Ivory Soap—and why" The contest closed July 8. By reason of the similarity in slogans, the officials of the two companies recognized the advertising value of the joint program and in order to tie-in the 2 organizations, it was decided that Plymouth cars would be given to the winners of an essay contest featuring Ivory Soap.

▲ ▲ ▲

Crushed Cottonseed Drops

Cottonseed crushed in the 10-month period, August 1 to May 31, has been reported by the Census Bureau to have totaled 3,964,294 tons, compared with 4,292,150 tons in the same period a year ago. Cottonseed on hand at mills May 31 totaled 318,930 tons, compared with 447,759 tons a year ago. Cottonseed products manufactured in the 10-month period and on hand May 31 were reported as follows: Crude oil produced, 1,241,408,300 pounds, compared with 1,339,256,463, and on hand, 76,076,939 pounds, compared with 81,283,020. Refined oil produced, 1,097,188,831 pounds, compared with 1,146,289,500, and on hand, 850,215,897 pounds, compared with 781,071,399. Cake and meal produced, 1,801,370 tons, compared with 1,941,916, and on hand, 219,748 tons, compared with 205,609. Hulls produced, 1,056,192 tons, compared with 1,221,888, and on hand, 1,938 tons, compared with 87,029. Linters produced, 759,491 running bales, compared with 681,581, and on hand, 133,013 running bales, compared with 172,295.

Hold Oil Hearing

With A. G. Nye, representing the Secretary of Agriculture, presiding, the hearing on the allocation of flaxseed tonnage among the 13 companies that are parties to the linseed oil manufacturing industry code was held in Los Angeles recently. Protests to the allocation as set by the code were received from 2 of the 13 members, Pacific Nut Oil Company and Pacific Vegetable Products Company. In addition representatives of 8 vegetable oil mills that have not as yet become flaxseed crushers attended the hearing and protested the allotments upon the grounds that the tonnage has been apportioned only among the companies already in the business. The allotments were based upon the amounts handled by the members of the code during the past 5 years. The new companies, not now members of the code, have signified their desire of entering the industry and obtaining an allotment.

▲ ▲ ▲

Pushes Campaign

A nation-wide campaign to help retailers the country over in building up their sales along with the building up of national prosperity has been organized into what is known as the "greater prosperity builders" drive by Lever Brothers, Ardmore, Oklahoma. This drive will, it is believed, hasten local business improvement in thousands of communities throughout the country. Launched on March 19, this "greater prosperity" campaign will continue well into the summer. Grocers and druggists everywhere are wearing "greater prosperity builder" buttons and are working hand in hand with the local campaign sponsors. These sponsors are representatives of Lever Brothers Company, manufacturers of Lifebuoy soap and shaving cream, Rinso, Lux, and Lux toilet soap. Their efforts are directed toward the improvement of every phase of the retailers' business. The campaign is operated as a contest, \$5,000 in prizes being offered to the salesmen of Lever Brothers Company who are most successful in selling merchandise for their retailers. Reports received to date indicate ever greater response than was expected. Retailers who are tying-in 100 per cent with the drive are reporting unprecedented sales improvements in all their lines of merchandise.

▲ ▲ ▲

Richard L. Watkins

Richard L. Watkins, 69, millionaire shampoo manufacturer, died June 14, at his ancestral home in Prospect, Ohio, near Marion. Mr. Watkins' firm, the R. L. Watkins & Company, had its headquarters in Cleveland until recently, when it was moved to Newark, New Jersey. Born in Prospect, Mr. Watkins' career began when he was 17.

While working for a New York advertising agency he obtained the formula for a shampoo, along with manufacturing and sales rights. With comparatively small financial resources, he located in Cleveland 25 years ago and launched a business which reputedly made him a millionaire. His wife, Mrs. Jennie Knachel Watkins, and one son, Watkin Watkins, an official of the company, survive him.

WHO, WHAT, WHERE, WHEN & WHY?

Petitions to Reorganize

The Allegheny Soap Mills filed a petition in Federal Court for permission to reorganize under Section 77-b of the Bankruptcy Act. The petition sets forth that the company has assets with a book value of \$21,408,717 including fixed assets of \$18,196,178. Liabilities according to the petition amount to \$9,740,167, including a debenture issue of \$6,000,000.

▲ ▲ ▲

Oil Tax Clarified

In reply to inquiries on the processing tax on coconut oil, Collector of Internal Revenue Charles D. Huston said recently the levy attaches only to the first processing of the oil within the United States. If the oil was imported in a processed state, the tax attaches to the first further processing or the first use in manufacturing occurring in this country after the effective date of the revenue act of 1934, or May 10, 1934, he said. Soap and hair tonic manufacturers are major users of the oil.

▲ ▲ ▲

Oil Report

The chief news in vegetable oils came after the close of the commodity markets with publication of the recent Government crop total report. On the basis of condition reported, it is estimated that the total wheat crop will be under 500,000,000 bushels with a possibility of the outturn rising to 520,000,000 if favorable conditions continue the gain the spring wheat belt since the first of June. Lard futures showed nice gains, while tallow was unchanged but said to be very steady. There is still some uncertainty regarding the tax on coconut oil. It is generally agreed that the tax is payable on all oil that had not been made up into the final product before passage of the act. Accordingly the excise is virtually a floor tax on oil. The doubt concerns who should pay the tax, that is who is responsible for payment to the Government on oil processed before enactment and delivered or consumed after. Clarification of this matter is awaited.

Copra showed a much healthier tone. For some time American interest in the market was lacking, but more recently the Coast has bought. The price is a little lower with f. m. at 1.20, but the market is definitely improved. There are hopes that American participation from now on may be expected. Palm soap oils are quiet with a Treasury ruling still awaited.

China wood oil is quiet at from 8.5c to 8.6c for tanks and with drums around 9¼c. However, resale oil at 9.1c was reported as available.

New Use for Oil

Prof. E. L. Carpenter, University of Texas, has discovered that a cheap waterproof tarpaulin can be made by spreading cottonseed oil sledge on cotton cloth. The new tarpaulin is said to be satisfactory for hay, tobacco and machinery covers and also as a roofing material.

▲ ▲ ▲

To Build

Plans for the construction of additional units for the Curtis Bay plant of the United States Industrial Chemical Company were filed at the Bureau of Buildings, Baltimore, Maryland. The plans include a 2-story concrete and brick process room measuring 58 by 67 feet and a 1-story office, 50 by 32 feet. Estimated cost of the work is \$11,000. Contract has been awarded to the W. E. Bickerton Construction Company.

▲ ▲ ▲

Win Prizes

August Jacob, Philadelphia, Pennsylvania, was declared winner of the \$500 first prize in the 10th annual soap sculpture competition conducted by Procter & Gamble and which recently ended. Claribel H. Gaffney, Hollywood, California, won the \$300 second prize and Thelma Gilbert Davis of Weaverville, California, won first prize in the advanced amateur class. Avis Wright of Los Angeles, winner of the Gorham award in 1932, won honorable mention and \$25 in the advanced amateur class this year. The works which were displayed at Rockefeller Center, New York City, are now on a tour of the country.

▲ ▲ ▲

Code Drawn

A code for the cottonseed crushing industry was the final business taken up by the National Cotton Seed Products Association's convention held last month in New Orleans. A tentative draft of a code of fair competition along with a report by the code committee of the association was accepted by the association. The draft of the code will now be submitted to code authorities for revision and adoption. The alleged "price fixing" provisions, complained of by the Federal Trade Commission, are included in the draft.

Dr. George B. L. Arner, senior economic expert of the Agricultural Adjustment Administration, in discussing the draft of the code before the association, declared the AAA authorities caused certain provisions to be inserted in the draft with the knowledge that these provisions formed part of the complaint of the Federal Trade Commission. Other provisions in the code restrict the hours of labor and set minimum wage scales. No employee, except those in certain executive

capacities, shall be permitted to work in excess of 8 hours in any one day or 48 hours in any one week unless one-third time the normal hourly rate shall be paid for all overtime.

The wage scale is divided into zones. Louisiana is included in the second zone, which includes Kentucky, Tennessee, Mississippi, Arkansas and Missouri. The minimum hourly rate in this zone, according to the code, shall be 20 cents. In the fourth zone (Arizona and California) the hourly rate is 30 cents. No person under 18 shall be employed in the industry, the code reads. Another section provides that employes shall have the right to collective bargaining through representatives of their own choosing and shall not be required to join a company union.

▲ ▲ ▲

Company Is Bankrupt

The Noxon Chemical Products Company, Newark, New Jersey, whose financial affairs have been aired in the United States Supreme Court and resulted in the company regaining control of its business after extensive equity receivership litigation, has been declared bankrupt under a recent order made by Judge Guy L. Fake, on file in Federal Court. Judge Fake's order confirms a recommendation made by Bankruptcy Referee George W. W. Porter, to whom the bankruptcy litigation was referred for consideration and report, following the filing of an involuntary bankruptcy against the concern October 7, 1933.

▲ ▲ ▲

Opens Branch Office

Officials of the Smith Agricultural Chemical Company, Columbus, Ohio, have announced the purchase of a land site in Saginaw, Michigan, where they will establish a new branch. The land, 5 acres in all, was bought from the Pere Marquette Railway Company, on the city limits of Saginaw. A complete commercial fertilizer and chemical plant will be erected immediately. The main factory building, according to present plans, is to be 150 by 200 feet.

Work is to start as soon as plans can be completed by architects, according to J. E. Powell, vice-president, and the plant is to be in operation by August. Construction material is to be of concrete and steel.

Reasons for locating the plant at Saginaw, according to Powell, was for the water facilities provided by the site. Phosphate rock and other ingredients used in the manufacture will be shipped by boat from southern ports and transferred to the plant by the Pere-Marquette. Nelson T. White, vice-president, 775 East Broad street, is to be manager of the new division.