

CORNER ON COLOR BROKEN!

*American Enterprise, Industrial Science and Will Power
determined to break Germany's Monopoly in Dyes.*

SINCE ever the war began no one industry has encroached on the news columns in America and Canada so heavily as the dye industry. The first industry to be affected was dyeing. Germany had a world monopoly. America set out to break the monopoly by finding substitutes for German formulae. The attempt was at first partially successful. But only partially. Germany's color laboratories had dyed the world. The rest of civilization must take over the business of dyeing—in the terms laid down in German formulae, or leave it alone.

Nevertheless, American enterprise and ingenuity stuck to the task. A short time ago a startling item appeared in the newspapers. German dye formulae had been discovered by English agents in Switzerland and carried to England. But whether true or not—if true it means an absolute break of the German monopoly in dyes—American enthusiasm, science and industrial will-power have gone ahead on the problem of developing the dye industry on its own basis as a native American industry.

Being more than casually interested in the dye problem, the Canadian Courier wrote recently to the publicity representative of perhaps the most highly organized dyeing industry in America. The main question asked was—How far has America begun to be independent of Germany in making dyes; what measures have been actually taken and the processes nailed down by experience to prevent Germany from ever again being able to dye this continent?

The direct answer is as follows:

It is almost impossible to tell just what has been accomplished because the labor situation in this country has seriously interfered with the physical development of any new industry. It can be said as a fact, however, that the American dye industry is on such a firm basis that it would be impossible for Germany to ever recover the lead which she had before the war. From a laboratory standpoint, virtually nothing remains to be done. The dye industry has passed the experimental stage, and it has been demonstrated beyond question that everything which the Germans accomplished is possible on this side of the ocean.

The war accentuated the dependence of the United States upon Germany for dye stuffs. We took advantage of this opportunity and are now constructing an enormous plant near Wilmington, Delaware, to manufacture the dyes which our chemists have produced in the laboratories. It is expected that before the winter is over we will be the only American producers, on a commercial scale, of synthetic indigo, which is the real back-bone of the dye industry. Shortly thereafter many of the other important dyestuffs will be manufactured in turn until in a short time we will take a commanding place in this industry.

There is a vast amount of technical information available on this dye question, but I take it that you would find that information a burden to your columns. What I have written above can be accepted, not as advertising, but as the deliberate official announcement of a company whose achievements in the world put it in such a position that when it announces that it has solved a problem this statement can be taken as a fact not to be questioned.

I hope this material may be of some use in your columns, and if it is not you may find it interesting as general information.

Very truly yours,

CHARLES K. WESTON,
Publicity Manager.

Now, this particular firm has been one of the world's greatest munition producers, bar none. How it made the bridge from public service in the form of explosives to a much more permanent public service in the shape of dyes is contained in the slogan,

From Munitions to Dyestuffs.

The facts of this interesting transition are contained in the firm's own public presentation of the case, which is as follows:

FROM munitions to dyestuffs has become a national slogan of prosperity. The entry of the greatest of all munition plants into the dyestuff field is intensely interesting because it assures a new economic era, not because of the mere fact that one large company has decided to take a step which is the most natural one in the world.

The end of the war will put a stop to the manufacture of military explosives; but long before this time comes the new industry will have been so firmly established that it will be a profit rather than a hardship to make use of the scrap-heap for discarded plants.

For a long time the explosives manufacturers have been preparing for this step, and the preparations are now complete. The development of this company during recent years in the explosive and in the several other branches of the chemical industry brings it now to the logical result of undertaking, in a broad and comprehensive way, the manufacture of synthetic dyestuff and kindred products.

It is only a matter of evolution. The explosives manufacturer starts first with all of the necessary raw materials which are products of this country; he is not dependent on Europe. In the case of this company a very large and carefully selected chemical and engineering organization has been devoting its energies to the dyestuff situation. This organization is second to none in magnitude and scientific attainment. Unequaled plant and laboratory facilities are already in existence and there has been established an adequate commercial organization.

With these physical requirements already met little remains to be done, and big consumers have looked forward to this little as certain.

The explosives and coal tar industry are closely allied. Both require inter-

Editor's Note: The name of the American dye firm alluded to in this article is withheld from publication so as to remove any suggestion of advertising. The emphasis is thereby placed upon the facts. The name will be furnished to anybody who wants to know it.

mediates which the company already manufactures in a large way. Both are highly scientific and thoroughly developed. Development of actual output will necessarily be progressive, but it is promised that the progress shall be rapid.

A recent announcement by the company telling the world of its proposed entry into the dyestuff industry contained this very striking paragraph:

Back of all this is the compelling force of the country's need; if as the result of the combined efforts of all, the United States can in time become self-contained, we are quite certain that we voice the sentiment of the consuming industries in predicting that the effort will not have been made in vain.

This "compelling force of the country's need" has been in evidence in every household since imports from Germany were cut off at the beginning of war. The American consumer has suffered to an extent which has drawn sharply to the attention of even the smallest the need for a well-established home industry.

At the beginning of the war American dye plants made noble efforts to jump into the breach, but as success was not marked there was even danger that "American dyes" would become a byword and a reproach for all times. Activity was stimulated, however, until at present the world is looking forward with assured hope that in the very near future the word "American" as a prefix to dyes will mark them as the best it has ever known.

Why Big?

(Concluded from page 5.)

What Canada needs is a radical party that will insist on social reforms. There is no hope in the present parties. Liberal and Conservative are merely convenient terms for Ins and Outs. They are only labels, indicating no essential difference in policy. In the lean years we are so soon to face, there will be a bitter cry against high rents, high taxation and high cost of living; and a remedy must be found, for the burden will be intolerable.

Stage Technique

ACCORDING to John Corbin, writing in the New York Sunday Times, the American public has of late developed a strong interest in the technique of the drama. Technique in relation to genuinely dramatic art is a thing subtle and baffling in the extreme; yet now no less a dramatist than Hartley Manners himself is in revolt against the "play of 'situation'." He says: It has become a tradition to write up to a big situation and down from it.... To me character drawing is all-important. In the development of character in the real joy of play-writing."

But in real life how is character "developed" if not in situations? For a thousand days we crawl about the earth acting like the others. Then comes a day that is the thousand and first. Circumstances conspire to place us where we can be only ourselves. We range ourselves, if need be, against the world, and in doing it we uncover our very souls.

To illustrate the superiority of the technique of situations, we shall have to go no further afield than Mr. Manners' own play of "Peg." I do not praise the story for novelty, or the play for any exceptional skill in its technical structure. But the method is right. Situations are deployed in climax; and the result is one of the great character creations of our stage.

"INVESTMENTS"

A Much Misused Term

Many who should be, and think they are laying up money for their old age, are misled into so-called "investments" where their hard-earned money is jeopardized, and frequently lost, though it is of the utmost importance to them and to those who may be dependent upon them that its absolute safety should be beyond peradventure.

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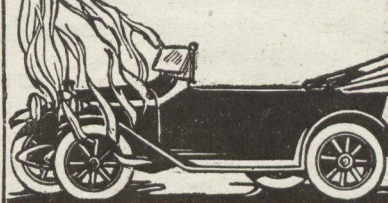
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