

# THE PLACE OF PAINT IN MODERN CIVILIZATION.

## Now is the Time to Paint

PAINT protects and beautifies your property. It is an economy not an expense. It keeps your property looking well, and prevents the destructive action of the elements on wood and metal. A few dollars spent on painting every four or five years, mean a saving of many dollars worth of repairs a little later.

## PRISM READY MIXED PAINT

is a satisfactory paint. It is made of good materials thoroughly mixed. It is a long-wearing paint at a moderate price. Call and see us and let us talk to you about your painting.

**A. M. ROWAN,**  
331 MAIN STREET

## Many Signs

### In St. John

look very dingy and many are almost tumbling down. Get them renovated or new ones made before Exhibition at

**H. L. & J. T. MCGOWAN, LTD.**  
139 PRINCESS STREET



Decide at once to paint your home—and to do with economy—to get the best appearance and wear for the longest time at the least cost per year.

It is extravagance to buy cheap paint. SWP at \$2.50 per gallon that lasts for six years or more is much cheaper in the end than paint at \$1.75 per gallon that only lasts three years. SWP gives paint satisfaction at 42c a year and the cheap paint costs you 58c a year, and at the end of three years you have to assume the whole cost of repainting.

Ask us for color card

**T. McAVITY & SONS also GEO. MORRELL**  
Hardware, Paints, Oils, Varnishes, etc.  
ST. JOHN, N. B. HAYMARKET SQ.

## THE ADVERTISING VALUE OF PROPERLY PAINTED HOUSES

The Secretary of the Exhibition Association Points Out the Benefits Derived from Brightly Painted Dwellings—Visitors Size Up a Town According to its Lack of Paint—Clean-up Days Help the Town—Responsibility for a Clean City Rests on the Individual Citizens.

### BE TIDY AND CAREFUL IN ALL THINGS

(By H. A. Porter)

The essential feature of all advertising is "attraction." The merchant or the manufacturer advertises in order that he may attract the attention of the buying public to his wares or products; having attracted the public and induced them to sample, quality and fair dealing may carry on the good work. Quality is the best advertisement possible for repeat sales, but the most superior quality might be passed unnoticed if the attention of the buying public was never attracted to it in order to effect the first sale.

So with towns and cities, let the first appearance be that of neglect, monotony or shabbiness, and the casual visitor, and oftentimes the frequent visitor, if not the very inhabitants themselves, will at once decide that the town or city is a "dead one" and will not trouble to investigate the actual conditions or the latent possibilities of the locality. On the other hand let a community present a bright and clean exterior to the world and it will receive a good word from all who visit it, a word which will not only bespeak it a good reputation but will add materially to the satisfaction and self-respect of the inhabitants themselves.

Untidiness and carelessness are habits easily acquired, and like many others, commence from small beginnings. It is but a step from the paper and the orange peel thrown in the gutter to the untidy back yard and the tin cans strewn the back yard, and but another step to the unkempt fence and the buildings devoid of paint or care. Last year St. John had a spring clean-up and as far as it went, it was a grand thing, but it did not go far enough. Many citizens failed to take advantage of the day, and consequently the work of a whole dis-

trict or block was robbed of its right result by the slothfulness of the comparatively few delinquents. However, the move was a good one and the results on the whole encouraging. Why not carry on the movement for cleanliness to its next stage and call for a liberal use of paint or, at least, whitewash?

In a town comprised of so large a percentage of wooden buildings as St. John is, it is extremely necessary that paint be used liberally not only to retard deterioration but also on account of the effect produced on the minds of those who frequent our streets. No normal person really likes dirt and uncleanness and it is universally recognized that the judicious use of soap and water and cleanly surroundings call forth a higher moral standard than that which prevails in squalid localities; similarly bright and attractive surroundings react on the mental outlook of the inhabitants and we find today an increasingly high standard of luxury not only in homes but also in office fittings and equipment, which in turn reacts on the office staffs. Unconsciously we gauge a man by his surroundings, thinking that the surroundings are the outward expression of the man and overlook the fact that the man may equally be the outcome of his surroundings; whichever fact be the more true it behooves us as a city to keep looking clean and fresh so as to produce a good effect on the visitors who may come to our city—whether they be tourists seeking to escape the heat of the south, business men seeking to increase their connections, or the ordinary crowd of pleasure seekers which may come in connection with our exhibition to be held next September; for if the surroundings are the expression of the man, and our city presents a dingy, neglected appearance, these people will carry away the idea,

perhaps ill-founded, but nevertheless firmly imprinted that the citizens are slow, indifferent and not up to date. On the other hand, if it be true that the surroundings react on the individual the same policy of prudence which makes a man fit up his office so that his mind may be elastic and alive rather than hemmed in and stupified, this same prudence should force us as citizens to so improve our surroundings and the outward appearance of our city that we will thus not only produce a direct influence on our visitors, but may also be creating in ourselves a brighter outlook, a more lively civic pride, and that tendency to look the whole world in the face, individually back up the first impression produced by the buildings, and so send our visitors away with an indelible feeling that they have been in a city that is, both in its personal and in its buildings, a live, up to date and progressive one, that it is a pleasure either to visit or to dwell in.

Ere closing let me emphasize one feature, namely, that as the city is but a collection of individuals, the responsibility falls on each one to do his share, ever remembering the little daggere:

"Why don't they keep the streets a little cleaner?"  
You ask with keen annoyance not undue.  
"Why don't they keep the parks a little greener?"  
Did you ever stop to think that "they" means you?

## GOOD PAINT AND WHITEWASH ARE THE MODERN NECESSITIES

Scientific Methods have Revolutionized the Paint Business, and the Property Owner is now able to Secure Better Workmanship and Materials than Ever Before.

### CLEANLINESS AND BRIGHTNESS.

"Brighten Up" has become the slogan in practically every line of endeavor during the last few years. The need of brightness in business, in private and in the national life has come to be recognized as the means of affecting the solution of many problems of modern times.

The brighten up idea has become the special feature of town and city life advancement and the people in the country districts have also found the phrase applicable to the working and business of the farm.

Cleanliness and brightness have been closely associated and practically every city and town in America has reserved a day for general cleaning. During last spring St. John citizens recognized such a day and much good was done. It is expected that the same idea, but to a greater extent, will be carried out during the present spring.

People in other communities have gone further than the majority of the citizens here and have extended their operations to the general improvement of their property. Paint and white wash have played important parts in these campaigns and many towns and cities have greatly improved their appearance by the liberal use of these cleaning agents. In the residential sections especially has this been true and the property owners have vied with one another in making their premises appear better than their neighbors.

The spirit of cleaning has extended to the country districts and well painted farm buildings have become much more common than formerly. With modern fences paint has added greatly to the general appearance of farm property and it has been said that the prices obtained for farms has been greatly enhanced through the judicious application of paint.

The larger paint manufacturers have co-operated with the paint consumers and have established engineering departments from which suggestions for the better ways of using paints have been sent out. The manufacturers have extended their business in this way but they have also helped the general public to obtain better results than had been the custom formerly.

Several years ago it was the custom to allow the owners of property to practically "go it alone" in the matter of paint selection. Of course the local painters were relied upon to secure the best results from the application of paint, but these men were in many cases left to their own ideas in the selection of materials. In recent years this matter has undergone reforms and now painters have the best suggestions from the engineers retained by the paint manufacturers. When in doubt as to what materials would be best suited for the work in hand the painter may write to the paint manufacturer and secure valu-

able information as to the treatment and the mixing of pigments. The modern idea is that of co-operation, this spirit has practically united manufacturer, painter and the property owner in an endeavor to secure the best results.

In olden times the painters used the materials at hand, whether they were best suited for the job or not but this has all changed now and the painter has become an expert, he studies the materials to be treated before selecting his paints. The result has been better satisfaction to both painter and consumer.

Scientific methods have revolutionized the manufacture of paints and oils as well as the painters' trade. The keen competition has caused the painter to become a specialist and his work has shown general improvement. Paint has been long recognized as an eliminator of disease germs and the more general use of paint has been the result.

Prominent builders have endeavored to have property owners recognize the value of paint as a preserver of woods and metals. It is well known that well painted buildings require less repairs and retain their fresh appearance better than the poorly painted structures.

The big concerns of the country such as bridge and large steel structure builders have recognized the preservative properties of paint and they recommend the liberal use of paint on all these works.

It is expected that the people of St. John will waken to the need of more paint and that the coming summer will see a great improvement in the general appearance of the town.

## PAINTS

In describing paints the Nelson's Encyclopedia has the following:

Paints are mixtures of dry powders colors (pigments) with an oil or varnish vehicle. Two classes of paints are recognized—those used in the house and those used under pigments and those used by the house painter and decorator, which differ from the former in being of a coarser grade and being made in a more rough and ready fashion. The vehicle is rendered siccativ by heating it some time with dryers, i.e., metallic salts, such as litharge, red lead, sulphate of zinc, and borate of manganese, which react chemically on the fatty oil, so that it becomes better capable of absorbing oxygen and forming a tough elastic pellicle round the particles of pigments ground up with it. Raw and boiled linseed oils are the most common binding vehicles while turpentine is employed to reduce the consistency or "thin" the paint to which

## ADVERTISE AT HOME TOO

National Advertising Good, but Card in Local Newspapers Centralizes Attention—

In regard to national advertising the head of one of the largest paint manufacturing concerns in America lately has a tremendous influence. Through the medium of the different publications and billboards throughout the dominion the merits of the different paints are being constantly put before the house owners. The more people see the paint advertisement the more they read about that paint and then the advertisement of the local dealer centralizes their attention to his particular place of business.

For instance, the householder reads in his favorite magazine about a certain brand of paint, simultaneously he finds a striking advertisement in his local newspaper over the business card of the local dealer; he goes to the dealer's store and finally becomes a customer.

The national advertising fixes the customer's mind on a certain brand of goods but it takes the local advertisement to centralize his ideas on the fact that he can secure the articles in his home town.

### Varnish.

Varnish is a solution of a resin in oil or spirit used to coat surfaces in order to furnish a hard glossy coating impervious to air and moisture. This coating is produced by the evaporation of the spirit or other solvent or the oxidation of the oil. The drying oils such as linseed oil are natural varnishes, the drying power being increased by various processes such as boiling.

## "BRIGHTEN UP" THE NEW CREED

St. John people interested in the advancement movement might well adopt the creed of the Brighten Up Club, which is as follows:

To brighten up myself—to be optimistic, cheerful and good natured.

To brighten up my home—and promote the brighten up spirit among my neighbors.

To brighten up my business and take pleasure as well as profit from it.

To brighten up my town and promote its social, industrial and commercial progress.

To promote the love of nature, sunshine and fresh air.

To adopt "Brighten Up" as my slogan.

### TURPENTINE

Turpentine is the resinous exudation of various conifers. The crude product is produced by cutting cavities in the trees near the roots and collecting in boxes. On distillation by fire or steam the volatile "oil" or spirits of turpentine passes off leaving resin. The volatile portion consists mainly of terpenes. Oil of turpentine is obtained in a similar fashion and is used in medicine for external application as a rubefacient and counter-irritant and internally to a small extent to check bleeding, but it is apt to have a dangerous effect on the kidneys.

## LIFE INSURANCE FOR YOUR HOUSE

A TREE often lives several hundred years. Nature has protected the wood by covering it with bark to shield it from the elements.

When trees are sawed into lumber, Nature's protection is lost; Therefore, the wood used in your house must be paint protected to insure it against wear and weather.

"100% Pure" Paint is a good life insurance policy on your house. It protects against decay—pays for itself, over and over again, in the repairs it saves—adds value and beauty to the building as well as long life to the wood.

### Martin-Senour "100% Pure" Paint

is what we recommend for all outside and inside painting. "100% Pure" is genuine White Lead, Oxide of Zinc, purest Colors, and Linseed Oil—ground to extreme fineness by powerful machinery—the combination of which produces a paint that is greatest in hiding, covering and wearing qualities—and makes it the cheapest to use as well as the most satisfactory.

Let us help you in selecting colors for your spring painting.

FOR SALE BY  
**W. H. THORNE & CO. Ltd.**  
St. John, N. B.

**E. W. PAUL**  
House and Sign Painter  
Whitewashing and Paperhanging  
42 Paddock Street  
Phone M 1403-21

**B. A. DENNISTON**  
HOUSE AND SIGN PAINTER  
267 Union Street, St. John, N. B.

the patent dryers are sometimes added. The pigments employed are native products, such as ochres and oxides of metals or artificially produced such as chromates of lead and emerald green.

## The Easter Gift

Most appropriate, and one which is sure to be appreciated, is something for the house—a piece of furniture, which at the same time beautifies and is useful. If you are thinking of Easter Gifts just drop into our store and look over our stock of furniture—It's a winner.

**A. ERNEST EVERETT,**  
91 Charlotte Street