

Are High Gloss Finishes Coming Back?

By L. K. Starks, in Woodworker.

THE tendency of furniture manufacturers and other cabinetmakers has been away from the gloss finishes which marked the products of other days, and one who has looked over the displays of the leading factories at the exhibitions and elsewhere would hardly be prepared to say that there is any chance of this tendency being reduced in the near future. On the contrary, the advent of period designs, which seem destined to hold the centre of the stage, particularly in high-class goods, for some time to come, would suggest that dull finishes, whether secured with water stains or with rubbed varnish, are stronger now than ever before.

The general opinion seems to be that there is nothing quite so hideous as "golden oak," and just as the over-varnished appearance of American walnut twenty-five years ago was the signal for its dismissal from public favor, so the high gloss finishes still being applied to much of the oak furniture may be put forward as a handicap to its development. The oak veneer and lumber manufacturers have frequently complained that consumption is not what it ought to be, and that trade and public fail to appreciate the true value and beauty of the wood. Perhaps this is so, and perhaps the ugliness of "golden oak," with its shining varnish surface, is one of the reasons.

The walnut interests, or, more exactly, the manufacturers who have again taken up walnut, are not repeating the old mistakes, but most of it is being shown with the dull, flat finish, which is characteristic of the time, and which seems more suitable for the period styles, which are now so popular. Yet a leading varnish manufacturer said recently that he believed the day of the high gloss finish is far from being over, and that it is likely to come back even more strongly in the near future.

"You hear a great deal of talk about dull finishes and the effects which are secured with stains," he said, "and yet gloss varnish remains the staple of staples. Immense quantities of it are used by the chair manufacturers alone, and in the piano trade the demand is still for the beautiful gloss, which has always been considered the finishers greatest achievement.

"You will never find the piano trade departing from this method of finishing. Why? Because a piano is intended for use not only this year, but for many years, and even to be handed down to the next generation. Hence the manufacturer of this instrument wants a finish that is not only beautiful, but one which will protect his product.

"This is a feature which consumers may not have taken into sufficient account in studying the finishing question. Varnishes really protect the wood, and save it from the deterioration which is likely to come when the wood is exposed to damage through lack of a hard, protecting coating like varnish.

"Dull rubbed surfaces are beautiful, and right now seem to be liked better than anything else, but personally I admire the gloss finishes, and cannot help believing that one of these days you will find that sort of treatment being applied more generally. But, as I have said, high gloss varnishes are not out of it by any means, though the spot-light may have been turned on other methods for the time being."—*Woodworker*.

A Credit Man's Suggestions.

"REMEMBER that the delinquent is your friend. Without him you would perhaps be minus a job. He has his problems, just as you have yours. If you can help him with his problems, do it, and it will help you to get your money.

"Talk to the point, but not pointedly. There is a difference.

"Don't follow the beaten paths too religiously. As Louis Eyetinge says, 'Put yourself into your letter and seal the flap.'

"Don't tell your debtor that the reason you are asking him to pay is that you need the money. He won't believe you, or, if he does, it will not increase his respect for your firm. The chances are that such an appeal will miss fire nine times out of ten.

"Don't indulge in sarcasm. It has no place in a business letter. Do not write a spineless letter, but give it backbone that will enable it to stand up in front of your delinquent just as if you were talking to him face to face.

"If your debtor is found to be tricky or dishonest, don't try to meet him on his own ground. You would only be lowering yourself to his level. Fighting the devil with fire is a dangerous experience at best."

The United States Consul at Johannesburg, South Africa, supplies the following import figures:

Values of imports, with the sources of origin, for the fiscal year 1915 were:

MUSICAL INSTRUMENTS.		
Countries	1914	1915
United Kingdom	\$159,908	\$228,648
Canada	11,334	2,016
France	5,474	9,933
Germany	330,966	21,778
United States	43,769	52,519
Other Countries	854	6,847
Total	\$553,305	\$321,740
PHONOGRAPHS, GRAMOPHONES AND ACCESSORIES.		
Countries	1914	1915
United Kingdom	\$334,363	\$61,727
France	9,497	3,830
Germany	24,167	1,348
United States	5,031	1,567
Other Countries	7,514	2,155
Total	\$380,572	\$70,627

Mr. H. B. Tremaine, president of the Aeolian Co., in an interview in the New York Times on his return from England is credited with having stated that among business men and the better informed people of England, Americans are regarded with a feeling of contempt which he believed would require generations to overcome. Mr. Tremaine spoke of the resentment in England of the United States attitude in not protesting against the invasion of Belgium. He also referred to the feeling that Americans are only concerned in making money out of the war.

Edison Week which has become an annual event with Edison dealers, is this year fixed for Oct. 16 to 21.