

PAINT CONCERN BRANCHES OUT

Will Produce Their Own Linseed Oil in the West, Bring It East in Their Own Tank Cars

Montreal, July 10th, 1918.—An important evolution of the large paint industry controlled by Brandram-Henderson Limited, has just been announced. This concern has acquired the plant of the Alberta Linseed Oil Mills at Medicine Hat, Alberta.

This information was given out on the return of Mr. George Henderson, President and General Manager of Brandram-Henderson Limited, on his return from a five weeks' trip in the Western Provinces.

It is announced that Brandram-Henderson Limited will control and operate the big Medicine Hat plant for the production of linseed oil—which is one of the most important raw materials entering into the manufacture of white lead, paints and varnishes.

"The purchase of the mills," said Mr. Henderson, "places our Company in a position of independence, in the matter of an essential raw material. Until the present time, although we operated our own lead-corroding and dry-color plants, it was necessary for us to buy our Linseed Oil in the open market—frequently from competitors. This was something in our practice which we were anxious to eliminate, and the action we have now taken will eliminate it."

"This matter of independence as regards raw materials," added Mr. Henderson, "gives emphasis to another fact that I am anxious to have generally known, namely, that Brandram-Henderson Limited is in every sense an independent Company. It has come to my knowledge that statements have been made by irresponsible people to the effect that our Company is closely allied with other interests in the paint and varnish business. In some cases, our name has been linked up specifically with one of our leading competitors, possibly to their annoyance as well as to ours."

NOT CONNECTED WITH OTHER PAINT CONCERNS.

It was emphatically stated by Mr. Henderson that these rumors have absolutely no foundation, in fact, "Brandram-Henderson Limited are not," he stated, "in any way associated with any competing organization—our only desire is to continue our development as an independent and strictly Canadian Company."

NEW PLANT AN IMPORTANT ACQUISITION.

It was explained by Mr. Henderson that in taking over the Alberta Linseed Oil Mills, they had made a move that would be of the greatest value to the Company in the East as well as in the West. It will afford an uninterrupted supply of Linseed Oil to the Brandram-Henderson factories in the East where the Company has been so well known for so many years, and will also give the concern greater prominence in the West.

"Some time ago," said Mr. Henderson, "we made up our minds that a Linseed Oil plant was essential to our continued development. A question then arose as to where this plant should be located. Should it be in the West, in close proximity to the flax supply, or in the East where it would be convenient to our factories in Montreal, Halifax and Toronto?"

"The transportation problem was the crux of the whole question. After careful investigation we satisfied ourselves that it would very often be a simpler and more expeditious matter to transport the oil, in our own tank cars, than to bring down the flax in the usual way. This would be particularly true in the winter and spring months, when our manufacturing requirements are heavy.

"For a time we thought of building our own plant, but when the opportunity presented itself of acquiring the Alberta Linseed Oil Mills, we took advantage of it, especially as investigation proved that this plant was one of the most modern and efficient in Canada."

ALBERTA PLANT TO BE ENLARGED.

Already steps have been taken to extend the newly acquired plant at Medicine Hat, and to increase the output of that mill. The present output does not give the Company a sufficient margin over its own manufacturing requirements—accordingly additional equipment was decided on, and is in fact already ordered. This will increase the capacity of the plant by 20 per cent. This new equipment will, it is hoped, be installed in time to enable the company to handle its full share of the 1918 flax crop. Mr. Henderson points out that this arrangement will enable them to offer Linseed Oil for sale, as well as to fill the requirements of their own factories. Stocks will be carried, not only at Medicine Hat, but also at Montreal, Halifax, St. John, Toronto, Winnipeg, Calgary, Edmonton and Vancouver, where the Company already have factories or distributing warehouses.

The purchase of this plant amplifies the Brandram-Henderson organization very satisfactorily. Having for many years been corrodors of Lead and manufacturers of Dry Colors, Brandram-Henderson were "first hands" with regard to essential pigment raw materials. They are now in the same position with regard to "vehicle" as they have been with respect to pigment, and the acquisition of the Alberta Linseed Mills added to the long-established Varnish and Siccative plants of the Company, will make this big Canadian paint concern a well rounded out and closely knit organization.

PROXIMITY OF MILL TO FLAX FIELDS.

"Medicine Hat is an ideal location for our Linseed Oil enterprise," said Mr. Henderson. "It is in the centre of a most important flax producing territory, and is in the very enviable position of having apparently inexhaustible supplies of natural gas for power and light. This has attracted many large manufacturing plants to Medicine Hat, and has made it the leading industrial centre of the West. The citizens are progressive in a marked degree, and are enthusiastic over the industrial future of their city. The Linseed Oil Mills will be conducted as 'The Alberta Linseed Oil Company, Limited, owned and operated by Brandram-Henderson Limited.' We have appointed Mr. W. A. Church as Manager of the Alberta Linseed Oil Company. He has been associated with us for nearly fifteen years, and for some years past has been Assistant Manager of our Maritime Division, with office at St. John, N.B. We have also been fortunate in arranging with Mr. W. W. McNeely (formerly General Manager of the Alberta Linseed Oil Mills), for the retention of his services for a time, to assist in the direction of the mill and further instruct our Manager in duties with which he is not yet altogether familiar."

A THOROUGHLY MODERN PLANT.

Speaking about the Linseed Oil plant itself, Mr. Henderson said that he was more than pleased with its facilities. "The property," he said, "consists of several large buildings. There is the Mill building proper, modern and complete. A gang of coopers is employed in a separate Cooperage building. The elevator, a building erected only two years ago, has a capacity for storage of 60,000 bushels of flax, most of which will be purchased in carloads and wagonloads in the immediate vicinity of Medicine Hat. Separated by ample yard space from the other departments, is a fine office building.

"The plant has a storage capacity of 42 cars of Linseed Oil and 30 cars of Linseed Oil Cake, in addition to its elevator storage facilities for flax.

"The manufacturing process employed is the most modern and efficient known, and will ensure the continued high quality of our finished products."

Brandram-Henderson Limited is a strictly Canadian concern—its products are well and most favorably known throughout the Dominion. With its own Lead-corroding and Dry-color plants, its Varnish and Paint Manufacturing Plants together with the new Linseed Oil Mills all within its own organization, Brandram-Henderson Limited is in an unique position in the Paint business.—(Advertisement.)

It has been stated, on good authority, that the Ames-Holden-McCreedy Company has begun work on a contract for military boots for the Canadian government, the total value of which is \$500,000.

The head office of the Exchange Bank of the Republic of China has been opened in Peking. The institution is capitalized at \$5,000,000, the bulk of which was said to have been subscribed by Japanese interests.