COLORED CONCRETE

The building industry has been aroused by the statement that concrete may be satisfactorily colored by dyes. According to a new process, there seems to be no reason why the architect of the future should not be able to work out reasonable color schemes by the use of tinted concrete.

The new process uses only organic compounds that are insoluble in water in the finished state, and that are fast to light, moisture, and other atmospheric effects. The color range of such dyestuffs is quite extensive.

The process can be used for coloring concrete in mass or as blocks. The concrete is gauged with a solution of a simple derivation of the dyestuff. By means of simple treatment such as exposure to the air, the simple derivation is oxidized back to the original insoluble dyestuff and is thrown down in a permanent insoluble form upon the cement particles.
Half a Million Dollars

stands between you and - the hazard of Experiment

THE American Gas Association has set aside the sum of $500,000 for laboratory testing and development of Factory Furnaces using gas for a fuel.

Manufacturers are not asked to put their money in any gas-burning equipment on an experimental basis. Careful, competent and scientific investigation will be made on any industrial gas-burning equipment the installation of which is under consideration by any manufacturer.

Write to the American Gas Association or your local gas company for facts, laboratory test and record of performance. They will gladly supply you with all available data.

Gas is the Ideal Factory Fuel—clean, convenient, economical and easily controlled. Get the facts.

American Gas Association
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Controllable — exact temperatures, automatically controlled.

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Clean — comfortable factory working conditions.