

# LIRIANA

## VINOLIA JOURNAL OF COMMERCE

### OUR DAILY LIFE.

By EGGLESTON BURROWS.

#### A SMOKING CHAT.

THE objects of this journal are to make us better acquainted with one another's life and work, better acquainted with the business as a whole, and to knit us all together in one common aim, which is the prosperity of the Vinolia Company. There is a very large number of people spending their life in the service of the Company whose knowledge of us and our doings is generally restricted to what they get from letters. Many of our travellers only come to the offices except after long intervals, and many of those who come often are not always in sympathy with our views. As an instance of this may be mentioned the meeting at the Cannon Street Hotel, where everyone present was opposed at first to my idea of white soaps. If white household soaps are the only ones that are pure, honest, first-class, and if the public are wasting their money on all yellow soaps, why should we not tell the people the composition of every soap we make, and see that we supply the best of every grade? Intercourse has enabled all to appreciate the policy of the Company, who now supply the only household soap without resin in it, and we are receiving most appreciative letters from the travellers and retailers.

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May I venture, even, to go so far as to hope that "LIRIANA" may voice some of the greatest needs of the business world outside the circulation of our own house? I say the greatest needs, because years of travel at home and abroad have left no doubt in my mind that there are some very urgent needs indeed. A country is like an individual—it can't get along without money; and in this age commerce is the surest source of a country's wealth. The country that falls back in commerce must fall back in everything. Shall I be impertinent if I give an example of bad business? Here it is: Charging several shillings a word for cabling to the British colonies, when you can cable to America for 1s.

a word. Does any sane person suppose that such rates oil the wheels of business? They more likely turn them into wheels of fire, with the business man, like Ixion, chained on. The one thing to make India, Australia, Africa "next door" is a cheap rate of cabling, even if the companies are subsidised.

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I would that "LIRIANA" might instil into our people the greatest sense of responsibility, and make them understand that the greatest obstacle to the Company's progress is the careless man inside. It is possible for a careless man entrusted with packing to do everybody harm by injuring us with hundreds of retailers. He can pack what is not ready to go out, and spoil the article and the demand for it. The clerk who pesters people with statements who don't owe us money can do us much harm. A brick above the corner-stone in Westminster Abbey might wonder at its use in that humble place. Every employee in the Company is like that brick. We haven't anybody who is not of great importance.

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"LIRIANA" is a word coined for the use of the Vinolia Co. only, and of course must not be used by any other firm. I am really at a loss to know what the office would do to the person they found using it. While there is no great likelihood that it will magnetise the world with its far-reaching influence, perhaps it is a good word to conjure with. The first word I ever coined was Vinolia; the last is Liriana. The first is the outward and visible sign of my hopes and work; the last a trifling effort at a little ornamentation.

\* \* \* \* \*

Speaking of coining Vinolia reminds me that it is some 20 years ago that I started this Company with two partners. I intended having three. One of the two died in the first year, and the other remained with me till half a dozen years ago, when he retired, independent and beloved. In the year 1898, for private reasons the business was converted into a private limited liability company, with a capital of £100,000. A year and a half later it was made a public





MR W. PINNEY

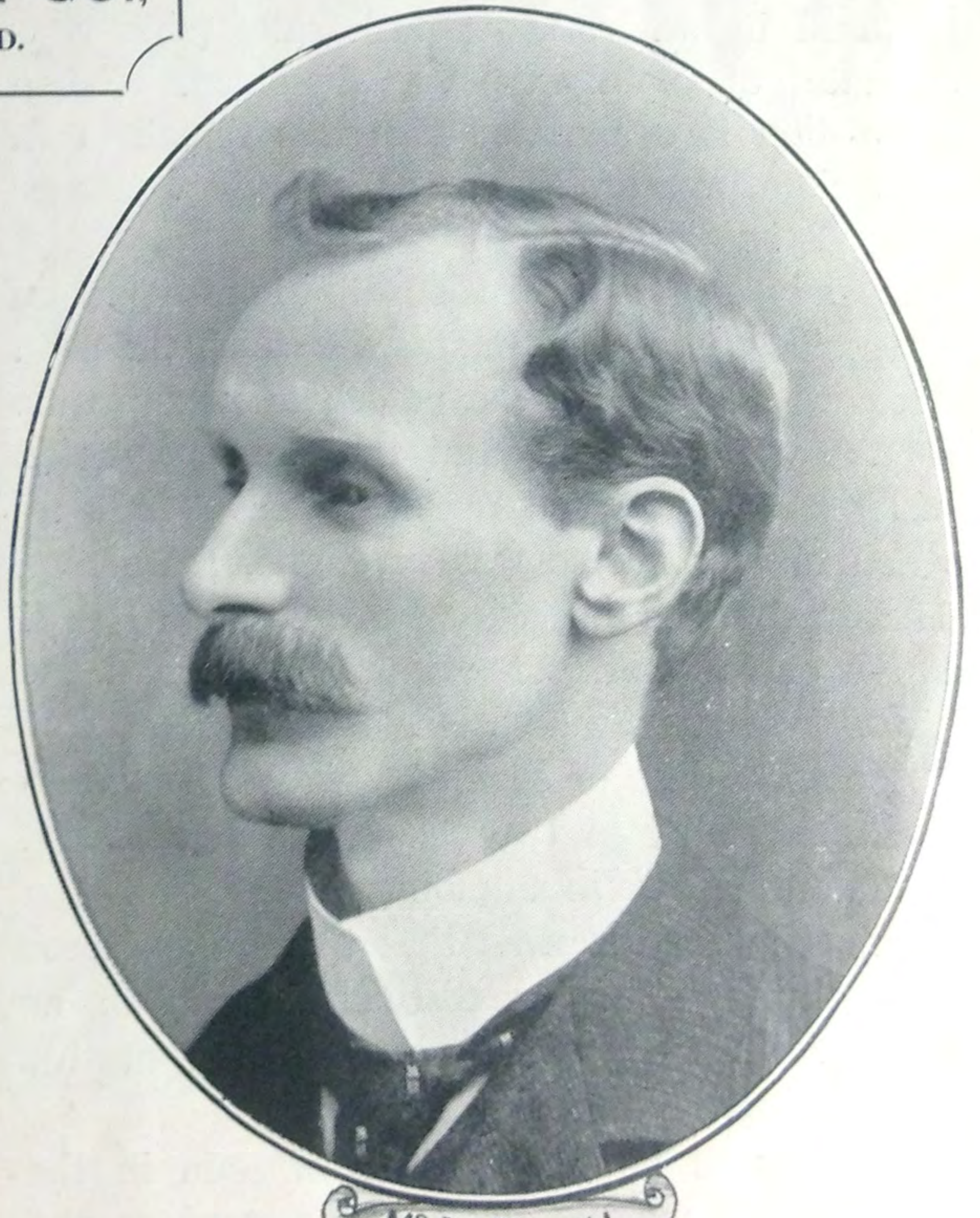


MR F. J. WELCH

DIRECTORS  
of the  
VINOLIA CO.,  
LIMITED.



MR T. FOLEY



MR W. POWELL



## IMPERFECT AND EXAGGERATED DRAWING OF THE KENTISH TOWN WORKS.





## The "ABC" of Soaps.

BY T. FOLEY.

### FATS AND OILS.—CHAPTER I.

A POINT of great importance in the manufacture of Vinolia Soap is that the production of such a high-class article naturally necessitates the greatest possible care and attention in the selection of the raw materials to be used.

Fats and oils of the very highest standard only are accepted, such as are generally used in the manufacture of oleo-margarine for edible purposes. These materials before acceptance are subjected to the strictest chemical and physical tests for purity and colour, must be perfectly sweet and fresh, and notwithstanding the thousands of tons received by the Vinolia Co., each cask or barrel is carefully examined. Any parcel that fails to comply in every particular with every one of the tests is not allowed to enter into the composition of the Vinolia Soaps, but is rejected.

Table No. 1 gives a few typical analyses, taken at random, of actual deliveries made to the Company, and will be interesting to scientific people.

TABLE NO. 1.	Hard Tallow.	Soft Tallow.
Saponification equivalent	284	284
Free fatty acids (as Oleic)	0.3 %	0.5 %
Titre .. .. .	46° C.	43.5° C.
Colour .. .. .	White	White
Odour .. .. .	Sweet edible.	Sweet edible.
Refractive Index .. ..	1.4501 (60° C.)	1.4510 (60° C.)
Iodine No. .. .. .	40	40

TABLE NO. 1 (Cont.)	Cochin Cocoanut Oil.	Olive Oil.
Saponification equivalent	216	288
Free fatty acids (as Oleic)	1.1 %	1.8 %
Titre .. .. .	22.5° C.	21° C.
Colour .. .. .	White	Golden Yellow
Odour .. .. .	Good	Good
Refractive Index .. ..	1.4570 (15° C.)	1.4704 (15° C.)
Iodine No. .. .. .	8.9	80

These analyses will partly explain the reason why the Vinolia Works stand foremost and distinct from the ordinary soap factory—by reason of the entire absence of all and every unpleasant odour.

The fats and oils having been passed in the Chemical Laboratory, they are carefully blended. They are transferred to the melting house and removed from the packages by high-pressure steam passed through specially arranged pipes, the liquefied fats being filtered through a series of three filters before reaching, through sterilized pipes, the large soap-boiling pans for final treatment and saponification.

Having taken the trouble to obtain and carefully prepare fats of such high grade, it follows, as a matter of course, that to be consistent the alkali (caustic soda) used to saponify them should also be of the highest standard of purity. Such is the case. This material is also subjected to the same careful and minute chemical tests.

The following are analyses of two ordinary deliveries of caustic soda:—

TABLE NO. 2.	Per cent.	Per cent.
Sodium Hydrate .. ..	96.99	97.15
" Carbonate .. ..	1.72	1.77
" Chloride .. ..	0.71	0.56
" Sulphate .. ..	0.42	0.51
" Sulphide .. ..	Nil.	Nil.
" Sulphite .. ..	Nil.	Nil.
" Aluminate .. ..	Nil.	Nil.

Before proceeding to describe the next operation in the manufacture of Vinolia Soap, it may perhaps be interesting to consider the kind of fats used in making some toilet soaps at present on the market. The following is the analysis of two grades of such fats which are used at the present time in very large quantities:—

	"Best" Tallow.	Soft Tallow.
Saponification equivalent ..	286.6	289
Acidity .. .. .	8%	10%
Colour .. .. .	Yellowish White.	White.
Titre .. .. .	43° C.	39° C.
Odour .. .. .	Unpleasant.	Objectionable.
Iodine No. .. ..	39.1	56.2
Adipose Tissue ..	Present in large quantity.	Gelatinous Matter, 1.5 %

These figures are from tests made only a few days ago, and such fats would be considered satisfactory from the *ordinary soap manufacturer's* point of view; but whilst no serious objection seems to be taken to them as soap-making materials, it is absolutely impossible to produce soap from them of the standard of "Vinolia."

The soap produced from such fats as those mentioned above has a most disagreeable smell during manufacture, which the most perfect saponification will not overcome, and the finished soap requires strong, coarse perfumes to disguise this bad odour; but it is only a question of time, when it will again assert itself and become even worse. It is difficult to think of any commodity which can be more easily "doctored up" and made attractive in appearance than soap, and there are a great many ways and means at the disposal of the soap-maker for so doing; but if the users of soap could only see the conditions under which the low-grade article is produced, and for a few moments inhale the vapour given off during the boiling process, it would be an education in itself, and would lead to proper care being exercised in the selection of the soap used in the future.

(To be continued.)



## SOME VINOLIA REPRESENTATIVES ABROAD.



MR. C. H. ALLEN.

Mr. Allen joined the Company early in 1896. He represents us in India, Ceylon, Dutch East Indies, China, and Japan.



MR. ALFRED SALINGER.

Mr. Salinger joined the Company in March, 1896, when he travelled in South America. On returning home he represented the Company in this country, and when the Boer war broke out, he served with the C.I.V.'s. He now represents us in South Africa.



MR. R. SCHRADER.

Mr. Schrader joined the Company in March, 1898. After some experience in the office, he proceeded to represent us abroad in Germany and Austria.



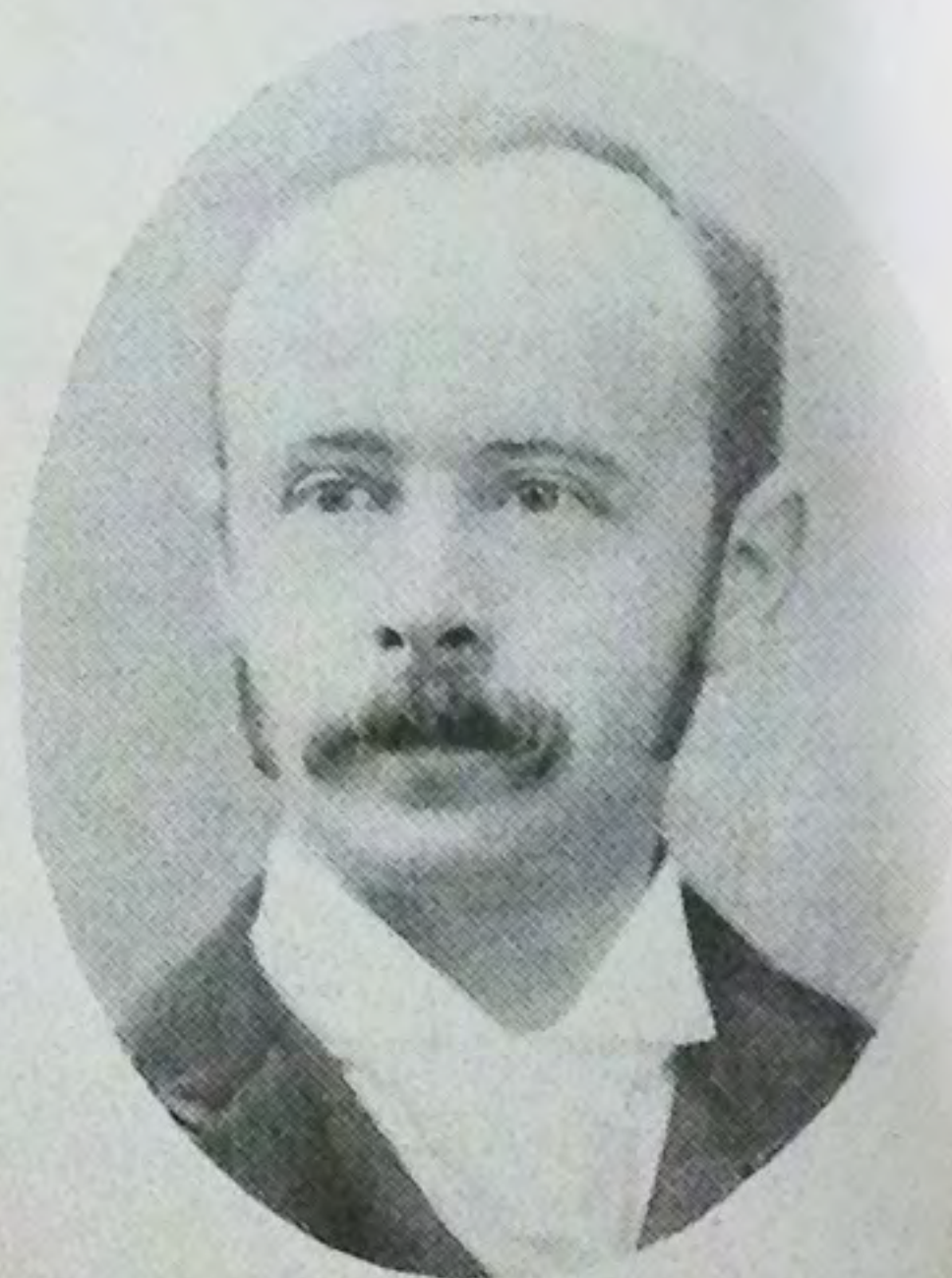
MR. JULIUS HOFFMAN.

Mr. Hoffmann joined the Company in July, 1896, when he represented us in the South of France, Italy, and Switzerland. He now represents the Company in Belgium.



MR. T. T. ROBINSON.

Mr. Robinson joined the Company early in 1896. He represents us from Gibraltar to Jerusalem, including Greece, Turkey, Egypt, and all the Mediterranean Ports.



MR. C. G. CLARK.

Mr. Clark joined the Company over 10 years ago and has represented us in New Zealand during this period.

## COMPANY NEWS.

The following representatives and members of the Canvassing Staff were present at a recent Meeting of the Company:—

Mr. F. Child (Lancs & Yorks).  
Mr. E. A. Gammon (S. Midlands).  
Mr. J. C. Graham (Ireland).  
Mr. F. Hyde (Eastern Counties).  
Mr. C. R. Longcroft (Midlands).  
Mr. H. Mason (London).  
Mr. I. H. Salomon (London).  
Mr. W. H. Sarl (Lancs & Wales).  
Mr. F. P. Tripe (West of England).  
Mr. A. J. Warner (South Coast).  
Mr. G. Wilson (Scotland).  
Mr. H. E. Waller (Surrey & Sussex).  
Mr. E. G. Weeks (Devon & Cornwall).  
Mr. J. C. Sowerbutts (London Laundries).

Mr. E. Chappell (W. London).  
Mr. L. Coles (N.E. London).  
Mr. J. H. Gowlland (S.W. London).  
Mr. H. Jay (E. London).  
Mr. J. T. Lincoln (W. London).  
Mr. F. Redington (S.E. London).  
Mr. D. C. Atkins (Kent).  
Mr. T. H. Bainton (Yorks).  
Mr. V. B. Crawshaw (E. Midlands).  
Mr. W. J. Fisher (S. Wales).  
Mr. G. H. Hickley (Hants).  
Mr. F. James (S.W. England).  
Mr. F. H. Jones (Midlands).  
Mr. A. G. Mason (Gloucester).  
Mr. F. Gladwin.  
Mr. W. Bayford.

Mr. W. Bellamy.  
Mr. G. W. Cobb.  
Mr. W. Hammond.  
Mr. H. W. Hatch.  
Mr. E. Hearn.  
Mr. C. Newton.  
Mr. E. G. Pearce.  
Mr. A. Routledge.  
Mr. E. Cartwright.  
Mr. W. Ewald.  
Mr. G. Hatch.  
Mr. J. Spicer.  
Mr. A. Montgomery.  
Mr. A. Paish.  
Mr. C. Penfold.

## BIRTHS.

"BURROWS.—On the 1st February, at Northbourne, Eton Avenue, N.W., the wife of Eggleston Burrows, of a son."

The above announcement appeared in the issue of the *Times* for February 2nd, and the Vinolia Staff at home and abroad will unite in tendering their congratulations to the Chairman and to Mrs. Burrows, and in wishing long life, happiness and prosperity to the son and heir.

## MANAGING DIRECTORS.

At a recent meeting of the Board of the Vinolia Company, Ltd., Mr. W. Pinney and Mr. Fletcher J. E. Welch were appointed Managing Directors of the Company, in addition to the Chairman.

## CANVASSING NEWS.

During the week ending January 27th, a special bonus was offered to the canvassing staff who recorded a certain number of sales. We are pleased to record that Mr. G. Loveridge's staff in N.W. London, and Mr. E. A. Cartwright's staff in S.E. London, both qualified, and we specially mention Mr. E. Parrott of the latter staff, who succeeded in recording the highest number of sales during the week—224. Mr. T. Rendall, of Mr. C. Newton's staff, in N.W. London, being second with 205 sales.

Under the somewhat trying conditions that prevailed during the week, these results are exceptionally good.



# Vinolia

## TOILET SOAPS and PREPARATIONS.

4d.



### PREMIER VINOLIA SOAP.

For Delicate, Sensitive  
Skins.

Trade Prices—

9/2 per doz. 3 tab. boxes.

8/10 per 36 tab. box.

10d.



### TOILET (Otto) VINOLIA SOAP.

(For the Toilet.)

Perfumed with the choicest  
Otto of Rose.

Trade Prices—

22/10 per doz. 3 tab. boxes.

21/6 per 36 tab. box.

1/1½



### VINOLIA CREAM.

For Chaps, Chilblains,  
and Skin Irritation.  
Guaranteed Harmless.

Trade Price—

10/8 per doz

1/-



### VINOLIA POWDER.

For Redness, Roughness,  
Toilet, Nursery.

In White, Pink, and  
Cream Tints.

Trade Price—

9/2 per doz.

6d.



### PREMIER VINOLIA SHAVING SOAP.

Does not cause blotches under  
the chin.

Trade Prices—

Sticks ... 3/6 per doz.

Flat Cakes, 7/- per doz.

6d.



### PREMIER VINOLIA DENTIFRICE.

Keeps the Teeth Ivory-white,  
the Breath Sweet, and the  
Gums Strong.

Trade Price—

Bottles or Metal Boxes,  
3/- per doz.

6d.



### LYPSYLL.

A coralline emollient for Dry,  
Rough, Cracked, or Pallid Lips.

In Rose Red and White Tints.

Trade Price—

4/- per doz.

6d.

&  
1/-

### VINOLIA PERFUMES.

Concentrated, Delicate, Pure.

In 40 Kinds.

White Rose      Stephanotis  
Opoponax      White Lilac  
White Heliotrope      New Mown Hay  
and all Popular Odours.

Trade Prices—

3/6 and 8/6 per doz.

The above Trade Prices are subject to 10 per cent. for cash in 14 days on £1 orders and upwards.  
Carriage Paid on £2 orders.

**VINOLIA CO., Ltd.** (Soapmakers to the King), **LONDON, N.W.**