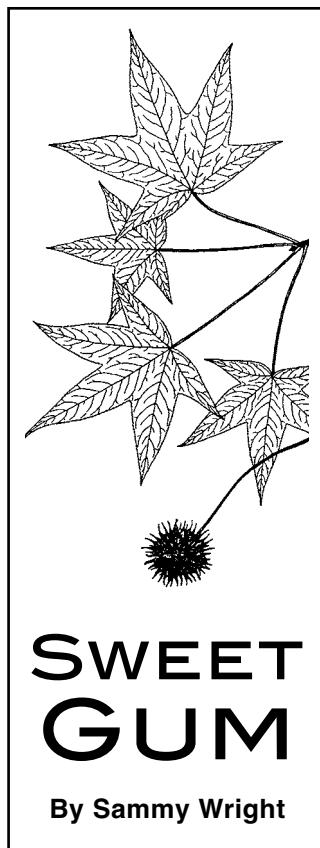


Memories in a box of Crayola® crayons



The defense of Sevastopol by the Russians, and the heroic but futile charge of the light brigade were the highlights of the Crimean War, but they were not nearly as important as the humanitarian work of Florence Nightingale, because her revolutionary contributions to the field of nursing will last forever. Long after the memories of the war have faded away, the sick still benefit from her efforts. When the war is mentioned at all now, it is usually in connection with Tennyson's poem.

In the fields of education, entertainment, art and leisure, it is possible that Joseph Binney, a veteran of the war, has touched every child in America during the past five generations through his legacy and descendants. Joseph was born in 1836 in England, and received his education at colleges in England and Germany. He returned briefly to England after the war and then came to America in 1860. He settled in Shrub Oak, New York and reared his family.

Please allow us to say here that we have a personal interest in this story, and have worked on it for several months. When our leads disappeared shortly before the Christmas season, we contacted the Binney and Smith Corp. in Easton, Pennsylvania, and asked for help. We received a swift reply from Linda Arnold, Consumer Affairs Specialist at the company. She sent us the book "The Color of a Rainbow," by A.F. Kitchel. The book traces the legacy of Joseph Binney and some of his kindred in the



Choctaw Sun photo by Dee Ann Campbell
Six-year-old Alaina Carlisle demonstrates how the young children might have used the Crayola® Crayons when they first appeared in stores in the early 1900's.

country. We are very grateful to Ms. Arnold for her permission to draw from this source. She will get a copy of these articles.

Joseph Binney started the Peekskill Chemical Works in 1864. The company produced pharmaceutical charcoal which was totally black, and that shape became the first color in the Binney and Smith line. Joseph moved to New York City in 1867 and set up shop as a distributor of charcoal, lamp black, paint, and imported colors. His son, Edwin, joined his father in the business after finishing school, and Joseph's nephew, C. Harold Smith, joined the company in 1879. Joseph rigorously trained the young men in the art of salesmanship for the products that he was distributing.

Joseph Binney retired in 1885 and left his business to the partnership of Edwin Binney and Harold Smith. They developed and marketed a valuable black pigment from the natural gas in Pennsylvania. It became the main constituent in printing ink, shoe polish, stove polish, marking pens, and black crayons.

This new black, which strengthened resistance to abrasion in car tires actually doubled their life. It quickly swept the county.

Harold Smith liked to travel, so he took the new carbon black to most of the nations of the world. He even sold it to the Chinese. As oil was discovered in Ohio and other areas, the sources of the new carbon became inexhaustible. Binney and Smith, as a company, was on a roll, and the success of the new carbon black paved the way toward greater things and a promising future.

In 1900, Edwin Binney secured an old water-powered stone mill on Bushkill Creek near Easton, Penn. and used it to grind the large deposits of scrap slate that were available in the area. The ground slate was mixed with other materials to make a very superior slate pencil that sold well from the start.

Incidentally, slate pencils were used to write on slate boards in Choctaw County up to and through 1912. Each student had a slate board that was about a foot wide and about a foot in length. This information

is from our mother, who was schooled at Land. In her case, the slate worked to her advantage because her teacher, Mr. Kennedy Burns, had a book of Emily Dickinson's poetry that contained over 500 poems.

The little girl became so fascinated with the poetry that the teacher allowed her to borrow the book through the summer when school was out. She attempted to copy some of the poems on her slate, but it was too small, so she did the next best thing; she memorized all of them. She recited Emily to us so frequently that we caught the fever at an early age, and still have it.

When the salesmen from Binney and Smith carried the slate pencils into the schools, they encountered another problem that led to a new possibility. The blackboards used chalk that created an enormous amount of dust that kept the kids sneezing constantly. Chemists at the stone mill developed a white dustless blackboard crayon and gave it a special name: An-Du-Septic. It created no dust in the classroom. The chalk crayon was awarded the

gold medal at the St. Louis Exposition in 1903.

When company representatives visited various schools to demonstrate the slate pencils and the dustless chalk, they noticed the poor quality of the wax crayons that the students were using. The company knew about black crayons because it was marketing one that was used to write on barrels and crates. Chemists went to work and developed a new line of crayons that were noted for their quality and affordability. From one color, black, the rainbow of color came into existence in 1903, and the company's base was solidly built for future growth.

With a bold move, the company did something that was unheard of at the time. It placed a woman in charge of marketing for the Crayola® crayon division. This lady, Marie Falco, really was Crayola® from the very beginning and for almost fifty years that followed its introduction on the market. As Director of Sales, she worked out of the New York office and explored all the possibilities for the new item that was entrusted to her care.

As one of the first women executives in American business, Marie brought about many innovations and advances in art education for children. Some of her achievements were: School Art Prizes, Young America Paints, National Circulatory Exhibits of Child Art, and Art Educational Editorial Service. For many years, Marie was an active member of the Eastern Arts Association. She was highly respected throughout educational circles for her unwavering devotion to the advancement of art for children. As you can see, the legacy of Joseph W. Binney stretches a long way, from the charge of the light brigade into your very neighbor hood.

There is a picture of an old barn, and one still life in Binney and Smith's New York office that were painted with Crayola® crayons in 1904. Both painting still retain their original brilliance and richness of colors. They were painted by young art students.

The first Crayola® crayons were made in sixteen colors and boxed in to sizes: eight and sixteen crayons. The Crayola® soon became favorites wherever they were introduced. Prizes were won at the Expositions in St. Louis and Paris, and the "Gold Medal" brand often marked certain size boxes of Crayola® crayons. The "Rainbow" now has over a

hundred colors.

The business of Binney and Smith with its Crayola® crayons has been through two world wars and the Great Depression, and is still going strong because the minds of children will always be reaching out for something new, and that something will have to fill that hunger for beauty and the arts, and that quest brings us back to Land on that cold, drizzly Christmas Eve so many years ago.

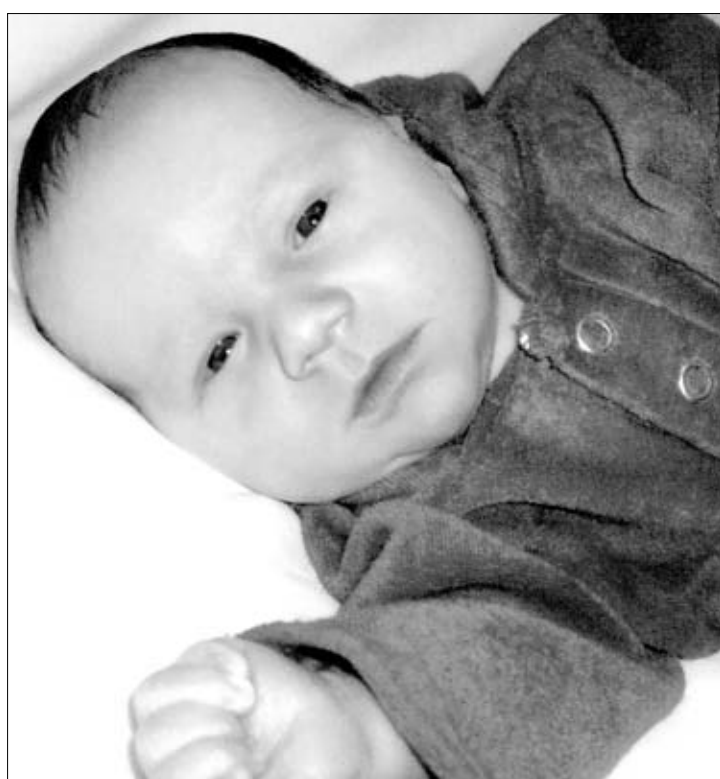
When the worker saw the small boxes of Crayola® crayons on the store shelf, he thought of the planed white cut-offs at the planer mill. He bought four boxes of the crayons and put them in his shirt pocket. He had a reason for not putting them in his coat pocket. He then returned to the mill.

He gathered some of the cut-offs and stacked them tightly and neatly, and then tied them with some of the strong cord that was used to hold the long lumber together. The patter of rain on the tin roof proved that the drizzle was still falling. It would be cold, but the man knew that he would have to do without the coat. He took it off and wrapped it securely around the stack of cut-offs to keep them from getting wet. He placed the stack on his shoulder and walked home.

His children were waiting with happy anticipation of Christmas in their eyes. The man saw no use in waiting until the next day. He showed the kids the lumber and the four boxes of Crayola® crayons. There were enough boards for each child to have three, which were actually six because the kids could paint on both sides.

There is nothing like the lively imagination of children, for they were every bit as innovative in their approach to the new art form as Florence Nightingale was to changing that old Turkish barracks into a hospital. With in a few minutes, the drizzle was replaced by verdant meadows whose green seemed to amplify the yellow sunflowers. Red cardinals perched on bare limbs of trees that were just waiting breathlessly for the warmth of spring, and an orange sailboat plied the rippling water of a lake while a purple gull flew overhead. There were even roses, and a bunch of cucumber vines that ran through a tomato patch lush with ripe tomatoes. That really was — — —

Our most memorable Christmas.



Births

Michael Drew Sims

BUTLER -- Hey everyone, Joshua Sims would like to tell ya'll about his new little playmate, Michael Drew Sims. He was born on January 24, weighing 6lbs. 7ozs. and was 20 inches long.

Our grandparents are Lea Davis, Robbie and Lamar Tyson, and Mike and Renee Sims, all of Butler.

His parents are Ashley and Joey.

AT LEFT: Michael Drew Sims

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