



ACME WHITE LEAD AND COLOR WORKS.

At Nos. 1418-1420 and 1422 Chestnut Street.

Greatest Paint and Varnish Company second to none, is in charge of the credit department.

Branch in St. Louis.

Acme White Lead and Color Works.

In this year the Acme White Lead and Color Works, of Detroit, Mich., have been operating the largest paint and varnish plant in the world, and their branch in St. Louis to take care of their fast growing south and west trade.

Mr. Dan Davies, general manager of the St. Louis branch, is one of the best known paint men in business today in the West and has been connected with the Acme White Lead and Color Works for the past twenty years. Mr. L. McKenna, assistant general manager of the St. Louis branch, has been associated with the Acme White Lead and Color Works for a number of years and is known throughout the trade as an able and successful manager. Mr. Davies, who for a number of years was very closely allied with the Rowley Lead Co., and who in his long career has grown to such an extent

that he is today traveling seventy-four salesmen. The growth of the St. Louis branch can best be appreciated by the wonderful increase in the State of Missouri, which already shows a decided gain for the year of 1907 over 1906 and the fiscal year has not ended. In the city of St. Louis the growth is even more startling, the business having tripled itself in the past year.

It will be remembered that the St. Louis branch was originally established at 711 South Theresa avenue, but, owing to the steady increase in business, they soon had to seek more spacious quarters and are now located at 1418-1420 and 1422 Chestnut street, in a building erected specially for them.

The territory taken care of by the St. Louis branch consists of the entire South and West and also includes Old Mexico, Guatemala, British Honduras, Cuba, Haiti, Jamaica, Puerto Rico, Chile, Peru, Venezuela, Argentina, Brazil and Colombia. Mr. Davies anticipates a greater increase for 1908 and expects to bring the selling force up to one hundred men.

The products manufactured by the Acme White Lead & Color Works consist of paints, enamels, stains and varnishes. They are also, large consumers of strictly pure white lead; in fact, they manufacture everything that goes on with a brush. Their products are easily distinguished by the famous Acme Quality mark, which is conspicuous in every magazine and periodical in the country.

The company is one of the oldest in business and enjoys a world-wide reputation, its goods being sold in every State in the Union and a number of foreign countries. The company's executive officers are sound and conservative, but still wide-awake and not afraid to take the initiative, having manufactured the first can of ready-mixed carriage paint ever put on the market (New's Carriage Paint, the old original), more of these goods being sold today than the combined output of all other manufacturers.

Under Mr. Davies' careful management the business of the St. Louis branch has grown to such an extent that he is today traveling seventy-four salesmen. The growth of the St. Louis branch can best be appreciated by the wonderful increase in the State of Missouri, which already shows a decided gain for the year of 1907 over 1906 and the fiscal year has not ended. In the city of St. Louis the growth is even more startling, the business having tripled itself in the past year.

0007-SWP-043042

The Detroit Free Press
Jan. 7, 1908

UNDER FULL PRESSURE

White Lead & Color Works Are Starting the New Year.
Encouraging reports from their customers and branches in all parts of the country have resulted in causing the Acme White Lead & Color works to make an early start and vigorous push for 1908 business. The financial flurry seems to be very generally forgotten, or considered as a thing of the past. Merchants are evincing an interest in replenishing depleted stocks and preparing plans for spring trade. The Acme company have started their traveling representatives and their full field force will be at work within a week's time. They have considered the outlook so encouraging that contracts for an extensive campaign of general advertising have been placed through their agents, N. W. Ayer & Son, of Philadelphia. One of the most encouraging features is the orders received from the large manufacturing trades, railroads and corporations operating on a large scale, the volume of business from customers of this class being at least 75 per cent of normal.

The Detroit Journal
Jan. 6, 1908

ACME CO. IS ENCOURAGED

BUSINESS OUTLOOK GOOD AND FIELD FORCE AT WORK

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The Detroit News
Jan. 7, 1908

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The Detroit Times
Jan. 7, 1908

BEGINS NEW YEAR UNDER FULL PRESSURE

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Cash & Drug Review
Jan. 22, 1908

The Detroit, Mich., Times, of Jan. 13, says that the Acme White Lead & Color Works is running full time and six days a week. Accumulated orders for spring stocks and the many requisitions received since the beginning of the new year from the trade in all sections of the country, indicate that there is no lack of confidence in regard to an excellent spring business.

Detroit Times
Jan. 18, 08

ACME COLOR WORKS RUNS FULL TIME

The Acme White Lead & Color works is running full time and six days a week. Accumulated orders for spring stocks and the many requisitions received since the beginning of the new year from the trade in all sections of the country, indicate that there is no lack of confidence in regard to an excellent spring business. The Acme company states that its opening business for 1908 "shows a handsome increase over 1907."

0007-SWP-043043

The Detroit News
Jan. 16, 1915

JOINS THE ACME WORKS

Dr. Clifford D. Holley Is an Authority on Paints

Dr. Clifford D. Holley, recently professor of industrial chemistry of the North Dakota Agricultural college and chemist of the North Dakota experiment station, has become identified with the Acme White Lead and Color Works, assuming charge of department of scientific investigation and research. Dr. Holley is a recognized authority on paints and varnishes and stands in the front rank of the investigators who have made possible the wonderful development that has taken place in these products during the past few years. He is the



DR. CLIFFORD D. HOLLEY.

investigators who have made possible the wonderful development that has taken place in these products during the past few years. He is the author of many articles and several scientific works, the latest of which is entitled "Analysis of Mixed Paints, Colors, Pigments and Varnishes," has just been published. Notwithstanding that a large portion of Dr. Holley's time has been devoted to research work in paints and varnishes, he has also managed to keep abreast of the times in food and drug chemistry, being a certified United States government chemist under the national food and drug law, and is one of the ten chemists especially selected for this work throughout the country. He is a graduate of the University of Maine, University of Michigan, and Industrial Chemical Institute of Milwaukee, Wis.

Amh. Cl. of Drug Review
Jan. 22, 1915

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JOINED THE STAFF OF THE ACME WHITE LEAD AND COLOR WORKS

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In Charge of Scientific Investigation and Research Department of the Acme White Lead and Color Works.

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The Acme Company are to be congratulated upon securing the exclusive services of one so prominent as Dr. Holley in his line of work, this being consistent with their recognized policy of maintaining a thoroughly efficient, up-to-date and progressive organization.

GOES TO THE ACME

Clifford D. Holley, Former Paint Chemist of the North Dakota Experiment Station

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0007-SWP-043044

The Detroit Times
Feb. 15, 1908.

ACME COLOR WORKS GETS NEW EXPERT

DR. CLIFFORD D. HOLLEY HAS
CHARGE OF SCIENTIFIC INVESTIGATION DEPARTMENT

Dr. Clifford D. Holley, recently Professor of Industrial Chemistry of the North Dakota Agricultural College and chemist of the North Dakota



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Drug, Oil and Paint
Feb. 1908

Dr. C. D. Holley.

Dr. Holley, who, in conjunction with Prof. Ladd, conducted the paint investigations under the North Dakota statute, and who in the course of his work became favorably known to most of the trade throughout the country, has recently joined the technical staff of the Acme White Lead and Color Works. The *Detroit Times* of January 15th speaks of Dr. Holley as follows:
"Dr. Clifford D. Holley, recently Professor of Industrial Chemistry of the North Dakota Agricultural College and chemist of the North Dakota



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0007-SWP-043045

ACME'S STORY IS LIKE A ROMANCE

H. KIRKE WHITE TELLS OF THE
PROGRESS OF WHITE LEAD &
COLOR WORKS IN 25 YEARS.

Company Increases Its Capital to
\$2,000,000 and Drops "Close
Corporation" Policy.

One of the most important developments for many months in the industrial life of Detroit was the filing of articles of incorporation by the Acme White Lead & Color works yesterday, increasing the capital stock of that company from \$1,500,000 to \$2,000,000. For the first time in its history, this company, which has developed into one of the most powerful enterprises of its kind in the world, has availed itself of the "close corporation" policy, and now, to the extent of a portion of the \$2,000,000 will allow the public to become interested in the gigantic concern, which, from the time of its inception up to 1905, has been owned entirely by four men—Thomas Neal, its president, secretary and general manager; William L. Davies, president; H. Kirke White, vice-president; and Mr. White's brother, A. E. White, treasurer. In



the new articles of incorporation, the company is authorized to issue up to \$2,000,000 of common stock, and the money thus secured will be used in the management and increase of business.

There are probably very few enterprises in the country, and certainly none in Detroit, with as distinctive and remarkable history as that of the Acme White Lead & Color works. And this history is a close to a partially secret one, for it has been a long and hard one, and it has been a long and hard one, and it has been a long and hard one.

This story—the story of four men and of the building up from almost nothing of one of the most successful institutions in the United States—can be told in no better way than in the words of H. Kirke White, to whom, as he says, "the Acme plant has been a beloved child since the day, many years ago, when I first found it in a little dingy room out Grand River avenue."

Thousands of Detroiters know Mr. White. They know him as a business man—as the vice-president of the D. M. Ferry Seed Co., the president of the Gale Manufacturing Co. of Alton, Mich., an official of leading banks and other enterprises, they know him as a man of keen discernment, one of the city's "big boys" of business finance. But not until one visits Mr. White in his office and talks with him of the "Acme plant," does he really understand the man. It is a wonderfully human story, this building up of a business, approaching in volume \$1,000,000 a year, and not until now, with the writing of "new blood" into the organization, is it revealed to the public.

Now Mr. White became interviewed.

"One day, just 24 years ago, my brother met me on Grand River avenue," says Mr. White. "He had driven up in a buggy, and he said to me, 'H. K., jump in, will you? I've got something I want to show you. There are a couple of young fellows up on Grand River avenue—mighty nice young fellows, too—who are making paint. They've got good ideas, but they lack capital. Let's go up and see them.'"

"So we went. There we found the young chaps, Thomas Neal and William L. Davies. I liked the boys from the first, just as my brother did. Well, the long and short of it was that my brother and I each put \$7,500 into the business. Well, it's hard to tell the story from that day on. We were more than partners. As the years passed, Neal and Neal seemed more like sons to us. The business grew and grew, and as our dollars were made we turned the clock into it. From that day to this, nearly a quarter of a century, there has not been a minute's unpleasantness between us four. Twenty years ago we adopted a simple motto—the golden rule—'Do unto others as you would have others do unto you,' and I guess we have pretty well followed it. We grew up, year by year, and we all worked for one another. 'No stranger' came into our little family; there was no cause for altercation, no cause for dissension."

"And so it has come down to this day. But some of us are getting old, and it is our policy, and has been, to educate new blood in the ways of our business. To do this even more, as well as to enlarge our business, we have decided to let a portion of the three-quarters of a million dollars of our stock go into the hands of the public."

With eyes glowing with pride, Mr. White drew a book from his pocket. It was filled, pages upon pages, with figures—figures which this "father of the Acme plant" has kept for more than 25 years, and which tell, step by step, the story of the development of the Acme White Lead & Color works.

Traces Plant's Growth.

"Just see how we've grown," he says, eagerly, proudly. "See—from 1893. In that year—I made those figures. 25 years ago—our sales were \$200,000. Last year they were \$2,000,000, and this year they will be at least three and a half million! And see—here—He turned quickly to other pages. "In 1893, our plant investment was actually worth only \$12,216. Last year, the actual intrinsic value of the plant, etc., was \$1,024,442. What do you think of that? And see this, too. In 1893 all our credits and cash on hand came to only \$2,384. Last December they were \$1,000,000. And here are the most wonderful figures of all. In 1893, our purchases of raw material amounted to only \$200,000. In 1927 they were \$1,767,000!"

"And there is one thing I want to impress on you—and it is this. That great plant out there is self-made—absolutely. IT HAS EARNED EVERY DOLLAR. This three-quarters of a million is the first stock we have ever issued outside the family. There

has never been any water in the business, never any speculation. Panics have proven this. During the four years of financial depression between and including 1893 and 1902, when hundreds of institutions were either sinking down, their forces or failing, we actually increased our business, and added to our traveling forces, arguing that 'when the other fellows are down and can't supply the trade, why, that's the time for us to do it.' And at the end of that period of depression we had prospered to such an extent that we began the erection of our present magnificent plant."

When asked just what this new realization meant for Detroit, Mr. White replied:

"Well, what has the Acme plant meant for Detroit in the past? It has given employment to hundreds—it will give employment to more and more each year. This added capital will be put into the business; it will make a bigger business; it will add that much to Detroit's industrial wealth; and will open new opportunities to her working people. And more than that, it will give Detroiters an opportunity to become financially interested in a business which is as solid as the Rock of Ages, and which, for a period of 25 years, has increased at an average of 10 per cent a year."

0007-SWP-043046

ACME ADDS TO CAPITAL

WILL BE STOCKED TO PUBLIC FOR FIRST TIME

White Lead & Color Works brings its valuation up to \$2,500,000—increased to \$3,000,000 and quarter in the year. The company, which has been a "close corporation" from the time of its incorporation, was about to invite the public to become financially interested in the concern.

The new capital will be in the form of preferred stock, and the portion that will be released will probably be issued in blocks of \$100,000. It is believed that the majority of the issue that will be acquired will be taken by the family, for they will, undoubtedly, be the first to embrace the opportunity for investment in a business which is known to be one of the strongest of its kind in the world.

Only Four Men in It

In many ways the Acme White Lead & Color works is one of the most unusual institutions in the country. From the very beginning, a quarter of a century ago, it was started in a little building out Grand River avenue. Its history has been closely associated with just four men: William L. Davies, its president; Thomas Neal, its secretary and general manager; H. Kirke White, its vice-president; and H. Kirke White's brother, A. P. White, its treasurer. At that time the business was started with a capital of \$25,000, and since then its capital has been increased by the addition of new stockholders who have been admitted into the family.

For the first time in its history, the Acme White Lead & Color works, which has developed into one of the most powerful enterprises of its kind in the world, has availed from its "close corporation" policy, and with the increase in capital stock from \$2,500,000 to \$3,000,000, notice of which was filed Friday, will allow the public to become interested in the gigantic project. From its organization, 24 years ago, up to 1904 when a few old time employees holding confidential and responsible positions were permitted to become interested, the stock has been owned solely by four men: Thomas Neal, its present secretary and general manager; William L. Davies, president; H. Kirke White, vice-president; and A. P. White, treasurer.

Interviewed by Harriet... The statistics of the growth and success of this institution. They show that even in these days of keen competition, a business may be made to stand on its own foundation; that it may be made an investment and not a speculation—an industry, in short, so strong within itself that financial surges and periods of depression barely touch it. A most striking illustration of this was shown by the Acme people in the years of financial trouble and failure from 1913 to 1914. In those years, when manufacturing enterprises were either failing or cutting down their working forces, the Acme White Lead & Color works actually added to its traveling force, and increased in every way its efforts to promote business, and so successful had business been during that period that at the end of the panic the construction of the present magnificent plant was begun.

The Detroit News Tribune Sun Feb. 9-25.

PUBLIC OFFERED STOCK IN ACME

GIANT INDUSTRY DROPS "CLOSE CORPORATION" POLICY AND INCREASES CAPITAL

Career of This Lead and Color Manufacturing Institution a Remarkable One

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"So we went. There we found the young chaps, Thomas Neal and William L. Davies. I liked the boys from the first, just as my brother did. Well, the long and short of it was that my brother and I each put \$7,500 into the business. Well, it's hard to tell the story from that day on. We were more than partners. As the years passed, young Davies and Neal seemed more like sons to us. The business grew and grew, and as our dollars were made we turned them back into it. From that day to this, nearly a quarter of a century, there has not been a minute's unpleasantness between us four."

With eyes glowing with pride, Mr. White drew a book from his pocket. It was filled, pages upon pages, with figures—figures which this "father of the Acme plant" has kept for more than 20 years, and which tell, step by step, the story of the development of "his child."

"Just see how we've grown," he says, eagerly, proudly. "See—from 1901: In that year—I made these figures, 24 years ago—our sales were \$25,000. Last year they were \$2,500,000, and this year they will be at least three and a half million! And see—here!" He turned quickly to other pages. "In 1904 our plant investment was actually worth only \$125,000. Last year the actual intrinsic value of the plant, etc., was \$1,525,543. What do you think of that? And see this, too. In 1904 all our credits and cash on hand came to only \$21,184. Last December they were \$1,703,821! And here are the most wonderful figures of all. In 1924 our purchases of raw material amounted to only \$206,000—in 1924 they were \$1,757,000."

"And there is one thing I want to impress on you—and it is this. That great plant out there is self-made—absolutely. IT HAS EARNED EVERY DOLLAR. This three-quarters of a million is the first stock we have ever issued outside the family. There has never been any 'water' in the business, never any speculation. Parents have proven this. During the four years of financial depression between and including 1913 and 1914, when hundreds of institutions were either cutting down their forces or failing, we actually increased our business and added to our traveling forces, arguing that 'when the other fellows are down and can't supply the trade, why, that's the time for us to do it.' And at the end of that period of depression we had prospered to such an extent that we began the erection of our present magnificent plant."

0007-SWP-043048

**ACME WHITE LEAD & COLOR
WORKS RECORD FOR
25 YEARS.**

From \$10,000 to \$2,000,000 might be the name of an absorbingly interesting story of industrial development told at Lansing yesterday, when the Acme White Lead & Color Works filed letters of incorporation, adding three-quarters of a million dollars to the present capital of the company, and, for the first time in its history, giving the public an opportunity to invest in what has become one of the best known and most firmly established institutions of its kind in the world.

"Twenty-four years ago what is now the Acme White Lead & Color Works was worth—well, in the words of Thomas Neal, its secretary and general manager—"just about nothing." Today, with the adding of this three-quarters of a million, its capital is just an even two million.

"Two million. Since we started, a quarter of a century ago, we have been what is known as a close corporation," says Mr. Neal. "Two of us, William L. Davies, the president, and myself actually started the business, but we had hardly won our first barrel of paint when H. Kiskie White, and his brothers, A. and W. White, came in, and since that day we have worked together, and kept the stock in our own hands until 1905, when some of our confidential employees were permitted to acquire an interest. But our business is growing as never before, and we are adding to it to the extent of three-quarters of a million dollars at once. The new capital will be in the form of preferred stock, and in all probability the portion of this that will be released will be taken by Detroiters, for they will be the ones most likely to have the opportunity to invest in an institution which they know literally 'owes itself.'"

This is the most striking fact that stands out in the history of the Acme White Lead & Color works—the fact that, until the filing of the papers at Lansing yesterday, outside investors have never had the opportunity of becoming financially interested in the business. Not a dollar of outside capital has been sought. From the time the business was first started it has made itself, dollar by dollar, and its capital of \$1,356,000 represents a wealth actually earned.

"Now that the public is about to become financially interested in the plant," says Mr. Neal, "we are giving out certain figures which have heretofore never been published. They show more graphically than anything else the tremendous growth of the plant. In 1928, for instance, our sales amounted to only \$26,000; ten years later our sales had increased to \$59,000. In 1937 our sales were \$150,000, and in 1947, \$320,000. This year we expect our sales to reach three and a half millions. This growth is only little less than phenomenal and shows, for the last 15 years, an average increase of 33 per cent a year."

These figures tell a story that is astonishing. Almost without exception, Detroiters are acquainted with the Delta White Lead & Color Works. A manufacturing institution it has won a reputation for from the Atlantic to the Pacific but comparatively few know just how this institution came to be, and how it developed from the plaza of a quarter of a century ago to the industrial plant of 1904. In the meantime, the city has grown to the size of a fellow countryman in Detroit, William L. Devens and Thomas Neal. About all they had was ambition and unbounded energy when they started in business in a rented room off Grand River avenue.

Soon after this H. Kirke White and his brother became interested in "the boys," as they called them, and each added \$7,500 to the business. This \$15,000, together with what Davies and Neal had already put into the enterprise, comprised every cent that ever went into the institution that was not earned by the institution itself.

During the last quarter of a century that capital of something like \$5,000,000 has earned itself over 7 times. In other words, it has earned \$1,500,000, plus the cash dividends that have been paid. Mr. Noel was asked if it was not a fact that the common stock was really not worth more than par. To this he replied, "None of it is for sale, and a price of two for one would not be a price for the whole of it."

It is doubtful if there is another country in the world which can produce such staggering figures as these, and Detroit may well be proud of the fact that it is the possessor of a gigantic enterprise—raced, managed and controlled by one man, subsuming one of the finest plants in the state—covering fourteen acres of ground, and which not only affords a livelihood for hundreds of Detroiters, but which is one of the great cities in the country, great cities throughout the world. With the addition of new capital, this enterprise now means more to Detroit than ever—not only in the money it produces, but in the thousands of good jobs for labor, but to hundreds of citizens who will undoubtedly take advantage of this opportunity of becoming financially interested in the city, and best paying investment in the United States.

DETROIT CONCERNS FURNISH
ENCOURAGING REPORTS.

Says Large Manufacturing Plants Have Recently Come Back to Practically Full Working Force; Money Available Investment for Expansion Is Being Made

COLUMBUS, Jan. 10.—The outlook for a resumption of normal activity in manufacturing has been shown in reports received by the bureau of economic analysis of the U. S. department of commerce.

The report states that "almost all large plants reported last week." One good indication of business activity is the statement that "the railroad repair shops are working at full capacity."

Ohio adds that "the steel industry secured more orders during January than during the same month of 1936."

[illegible]

Detroit Free Press 9-7-07

Saturday the Detroit White Lead Works and ASME will clash on the latter's diamond at 3:30 p. m. As these two teams are bitter rivals a warm game is expected. The following are requested to report not later than 3 p. m. at the dressing rooms of D. W. L. without fail: Larrys, Dobson, Ham, Murphy, Porter, Johnson, Veith, McCracken, Wynn, Gutz and J. J. Hampton. Burns and Adams will be requested to report.

0007-SWP-043049

Winter, der Winter, der Winter Molloy, der Winter, der Winter Lead and Color Works

Ermutigende Worte laßt die Acme White Lead and Color Works, deren Anlage nahe der Wisconsin Junction sich von Jahr zu Jahr vergrößert hat und die heute zu den bedeutendsten industriellen Establishments zählt, in der von ihm herausgegebenen Monatschrift "Acme Quality" ergeben. Sie sind beherzigenswert für die gesamte Geschäftswelt und mögen deshalb hier in der Uebersetzung folgen:

Der Grant, der für dieses Jahr "schlechte Zeiten" prophezeit hat, scheint sich jetztwärts in die Blöße geschlagen zu haben. Wer sie haben will, kann sie leicht finden. Schlechte Zeiten sind leichter zu haben, wie irgend etwas anderes. Es bedarf weit geringerer Anstrengung, Geschieße zu tun auf der Basis "schlechter Zeiten", wie auf irgend einer anderen — und es ist weder Unternehmungsgelbst noch Energie dazu notwendig. Alles, was nötig ist, um sich des höchsten Glüdes zu erfreuen vom Standpunkt des "schlechten Zeiten". Entschloßen (Sonnendulsten wäre das richtigere Wort) ist, umherzustögen und auf gute Zeiten zu warten — nebenbei den anderen Leuten zu erklären, wie schlecht die Zeiten sind. Gute Zeiten bekommt der Mann, der sich um solche bemüht. Es sind immer "schlechte Zeiten" für andere — und beide zu gleicher Zeit. In den jetzigen Verhältnissen ist nichts, um den Mann in Angst zu jagen, der sich selbst gute Zeiten macht. Gute Zeiten kommen nicht, indem man auf sie wartet. Sucht sie nicht! Seht aus Welt! Hört nicht auf das Klagen des Mannes, der sich ein Vergnügen daraus macht, über die schlechten Zeiten zu jammern. Gute Zeiten sind da für diejenigen, die sie wirklich haben wollen. Die Verhältnisse im Lande sind vorzüglich. Die Robbenzeugnisse unseres Landes sind nie reicher und nie wertvoller gewesen. Die Kaufkraft unseres Volkes ist nicht beeinträchtigt. Es scheint fast ausschließlich Granit vorhanden zu sein, auf etwas Besseres zu warten. Es herrscht immer die größte Dunkelheit vor. Es ist ein Glück, und wir müssen bedenken, daß die größten Gelegenheiten zum wirklichen Fortschritt sich einstellen, wenn eine Reaktion von "ruhigen Zeiten" stattfindet. Diese Zeit ist jetzt da.

Die Acme White Lead and Color Works scheint auch in der Tat alle Ursache zu haben, hoffnungsvoll in die Zukunft zu schauen, denn sie berichtet, daß Bestellungen für Carladungen von Waren, die sie fabriziert, im Monat Januar nie so zahlreich gewesen seien wie während des vergangenen Monats. Es zeigt dies eine dauernd wachsende Nachfrage für die Waren der Firma, die nach allen Weltteilen verschifft werden, aber ferner auch, daß die Kunden der Firma vom selben hoffnungsvollen Geist befeuert sind, wie diese, welche

Oil Paint & Other Articles Feb. 17, 1908

Wm. L. Davies, President of the Acme White Lead and Color Works, Detroit, Mich.

Our business during the first half of 1907 was very largely in excess of the volume done during the same period of 1906. The early fall trade, however, was not entirely satisfactory, due to the stocks that were necessarily carried over on account of the very late spring, which made it impossible to do the usual amount of outside painting during the spring. In October came the deluge, resulting in a very general shrinkage in trade in all lines during the balance of the year. Our business for the year, however, showed a satisfactory gain over 1906.

As regards the outlook for 1908, we are inclined to be pretty optimistic. The 1907 harvest, while not being equal to that with which we were favored in 1906, was of considerably greater value due to higher prices. Hence, the farming communities generally, which represent such a very important factor in the consuming power of the country, are in a most prosperous condition, and unless we should have a long continued depression in business, which would bring about a general stagnation in the manufacturing sections, thus throwing out of employment for some time large numbers of operatives, a condition we do not anticipate, we feel that business during 1908 (notwithstanding its being a Presidential election year), will on the whole be satisfactory.

Optimism from "ACME" QUALITY

The February issue of "Acme Quality," published by the Acme White Lead and Color Works of Detroit, contains much matter that will interest the firm's confidence in the future, as well as that the institution is receiving its full quota of business. This is what "Acme Quality" has to say concerning the times: "There is nothing in the present condition to scare the man who makes his own good times. Good times don't come by waiting for them. Get busy! Say wood! Don't listen to the doleful crooning of the fellow who delights in driving about hard times. Good times are here for those who really want them. The country is in fine condition. The products of our soil have never been more abundant or more valuable. The purchasing power of our people is unimpaired. There certainly seems to be no good reason for waiting for something better to turn up. It is always darkest just before dawn, and we must remember that the greatest opportunities for real progress occur when a reaction from 'quiet times' occurs. Now is the time." The booklet further says that carload orders for Acme Quality goods have never been so plentiful in January as during the month just passed.

The Railway Age - Feb. 14, 1908.

Acme White Lead & Color Works, Detroit, Mich., incorporated. The capital stock is \$2,000,000. The plant started 24 years ago in a rented room in Detroit and its plant covers 14 acres.

Detroit News
 11/21/07

"HARD TIMES" ONLY TALK

Acme White Lead & Color Works
 Rushed With Orders

The "hard times" condition mostly of talk. We have never in our business history at this time of the year had so many spring orders booked as we have today, the only difference being that our customers in many instances have requested that shipments be deferred until January.

This is an extract from a letter received by the Acme White Lead & Color Works from the Commercial and Financial Chronicle, which contains an opinion in favor of "hard times" for the future.

The "hard times" which started in New York about a month ago, has taken westward, and advice from our Pacific coast agency are to the effect that it has disappeared in the Pacific coast. They advise us to be prepared for a tidal wave of prosperity coming out of the west next year. We anticipate and are preparing for it, not only from the west, but from all parts of the country.

"If there is any trouble, it is a case of over-prosperity. The middle penny of the people has been going the rounds so rapidly during the past prosperous years that some of the corners of the realm seem to have been jockeying the shanks, but like the head penny of the proverb, is bound to turn up. A little breathing spell, a little time to 'take things cool,' a little patient conservatism, may be just what is needed as a brake, applied upon the rapidly revolving wheel of prosperity to steady and control its momentum. Perhaps it's a needed tonic, but don't get confused and imagine that we are entering into 'hard times'."

Detroit Journal Feb. 19, 1908

Paint People Optimistic

In the February number of Acme Quality, published by the Acme White Lead & Color Works, a fall is taken out of the pessimists who drone about hard times and wait for others to bring the good times. Acme Quality insists that good times await all who work for them and that it is not uncommon to see good times for some and hard times for others and both at the same time. It is the hustler who usually enjoys good times the year round. Acme Quality gives a

page to pictures of freight cars loaded with Acme goods consigned to different sections of the country, as illustrations of how good business is for those who go after it.

Mich. Trade Journal
 Feb. 12, 1908

Detroit—The Acme White Lead Color Works has increased its capital stock from \$1,250,000 to \$2,000,000.

0007-SWP-043050

THE WHITE LEAD NO LONGER A CLOSE CORPORATION

Twenty-four years ago two young men, William L. Davies and Thomas Neal, undertook the manufacture of ready mixed paints in Detroit, in a small power building erected by the late James E. Scripps, at the corner of Grand River and Fourth avenues. Had any of the hundreds of people who daily passed the little establishment been told at the time that it was to prove to be the germ of one of the greatest manufacturing industries of the city, he would have been extremely apt to smile at the credulity of his informant. The young concern was capitalized at \$25,000, not all of which was available at the start, for the very excellent reason that the founders did not have so much money between them. It was not long, however, until H. K. White and Albert E. F. White, both connected with the seed firm of D. M. Ferry & Company, and both modest capitalists in those days, joined hands in a financial way with Messrs. Davies and Neal, investing \$15,000 between them in the business. It grew from the start. From occupying one floor of the Scripps power building it grew into two floors, later into a modest addition, and later still into a rather extensive further addition. In a very few years it was one of the prosperous smaller manufacturing enterprises of the district just outside the heart of the city.

From ready mixed paints to varnishes was a forward step, and it was not long until the Acme White Lead & Color Works, as it was now well known, had a varnish plant located in the then new manufacturing district at Milwaukee junction. The varnish plant was followed by a new manufacturing plant, to which the activities of the organization were removed, and which has been growing and growing until today it occupies 13 acres of ground, and no longer itself end without witnessing some addition to the structural portion of the company's facilities.

The Acme White Lead & Color Works has been among the greatest industrial successes in Detroit. From the very first Messrs. Davies and Neal showed a fondness for printer's ink, and even in their first small plant had a printing office from which they issued their advertising literature, gotten up in their own way, which proved to be the right way. Various innovations in industrial practice characterized the operations of the institution.

The Acme works was about the earliest in Detroit at which the personal comfort of employees was recognized as something worth looking out for. "Employee" conditions at the Acme works were superb before "welfare" factories were dreamed of. There was a canteen for the boys, and a canteen for the girls, and a canteen for the women, and a canteen for the men, and a canteen for the children, and a canteen for the old, and a canteen for the young, and a canteen for the whole world.

duct of the business, annual and other periodical social gatherings of the employees, and all the other little things which go to make the employees know that their employers are interested in them. The result was that before long the Acme White Lead & Color Works was swinging along in its development with a big family of earnest workers pushing it forward to success, instead of a "boss" or two and a lot of hired help.

The results were inevitable. The business in 1885 amounted to \$26,000. That much business is done in three days now. Ten years later the sales exceeded half a million dollars. In 1905 they had risen to \$2,300,000. In 1907 there were \$3,300,000 worth of goods sold, or better than \$10,000 worth for every working day. This year the prospect is for a round \$3,500,000 worth of products marketed.

held by Messrs. Neal and Davies, and Albert E. F. White and H. Kirke White, the original investors. The exceptions to this rule are small holdings which confidential and extremely useful employees were permitted to acquire. The present offering promises to be right readily taken up by the employees of the institution and the local public, which has seen the institution grow from an upstairs paint-grinding establishment to a colossal industry.

The progress of the Acme White Lead & Color Works from the small beginnings indicated in the foregoing has been due to some radical departures from the ruts in which older concerns in the same line of trade were running. The vigor of the managers was contagious. Always on good terms with their employees, it was always possible to meet additional drafts upon energy and industry. The advertising campaigns of the institution were always unique and thorough.

For years the special advertising matter of the Acme Company, designed and executed in its own printing office, was noted in Detroit for its unique and striking character. Bad times made no difference in the energy with which purchasers of the product were sought. Indeed, one of the maxims of the management has always been to make just a little harder push for trade during periods of commercial depression than at any other time. Even in the recent period of financial depression the full force of traveling salesmen was kept upon the road, soliciting and getting orders to keep the factory busy.

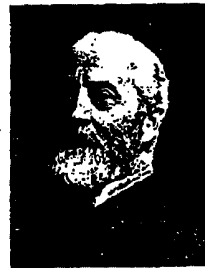
Added to these there has been a most systematic campaign made in recent years in the higher class advertising field. One cannot take up a leading magazine of the period without finding in some of its pages an advertisement of the Acme products. The variety of these has lent itself admirably to extensive advertising and extended salesmanship. Beginning originally with a small line of ready-mixed colors, the business has been extended until it includes every possible form of product ground in oil, as well as a full line of varnishes, dry colors, stains and enamels, so that the Acme list today contains almost every possible thing that can be asked for in the paint line.

It is the readiness with which the Acme management undertakes to provide its customers a full line of paint products that has made it popular with its customers. Added to this the policy of maintaining branch houses, with ample stocks, at the leading distributing centers of the country, and being in constant condition to make prompt service upon any order, whether great or small, has proved highly satisfactory, both from the point of service of customers, and from a financial standpoint.

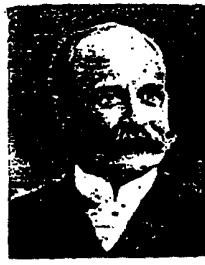
The Acme White Lead & Color Works, with its increased capitalization, promises to keep on adding to the growth which has been achieved by it so enormously in the quarter century of its existence.



WILLIAM L. DAVIES,
President.



H. KIRKE WHITE,
Vice-President.



ALBERT E. F. WHITE,
Treasurer.



THOMAS NEAL,
Secretary and General Manager.

The capital has grown commensurately. The \$25,000 capitalization of 1885 has been increased steadily out of the earnings of the plant until it reached \$1,250,000, all represented by actual property, with a surplus in property, besides. Every dollar of this increased capital has been earned out of the business in addition to the dividends which have been paid from year to year. Now the company has made a further increase of capital, by adding \$750,000 worth of 6 per cent cumulative preferred stock to its capitalization, of which \$250,000 is available for public subscription. This stock is issued under an agreement that it may be retired after Dec. 1, 1912, at 110 per cent of its par value. The present occasion is the first time that the public has been allowed to "get in" on the Acme White Lead & Color Works. Up to this time practically all of its stock has been

0007-SWP-043051

The Modern Painter

- 9th. 1919 -

The Paint Test Fences.

The paint test fences erected at the request of the Paint Manufacturers' Association of the United States, under the supervision of Prof. E. F. Ladd, at the North Dakota Agricultural College, in Fargo, are now quickly proceeding to demonstrate how the most lenient climate in the United States will treat paint.

Prof. C. D. Holley, of the college, has kindly furnished a photograph of the two test fences taken by himself. We reproduce this photograph herewith. It is by far the best view yet published.

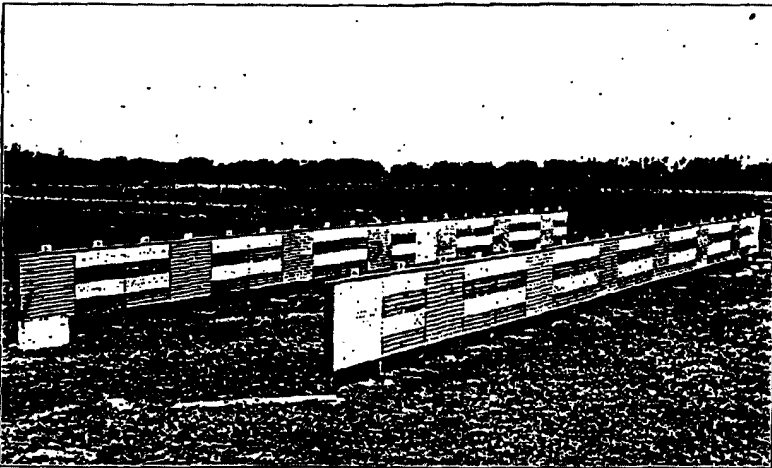
Meanwhile the Scientific Section of the Bureau of Promotion and Development, Paint Manufacturers' Association, wishing to obtain further

painting, application of the paint under cover, so as to secure uniform conditions, etc.

The results will doubtless furnish much valuable information and comparison of the results obtained at widely separated points under varying climatic conditions will also prove interesting.—Drugs, Oils and Paints.

New Turpentine Process.

The process used by the Southland company in the producing of turpentine from stumps at the new plant at Lake Charles, La., is known as the steaming process. The work is done by first crushing the stumps into small particles. The crushing machine reduces the largest stumps to



NORTH DAKOTA PAINT TEST FENCES.

Photograph furnished by courtesy of Prof. C. D. Holley.

light on this interesting problem, has arranged for the erection of similar fences at Atlantic City, N. J., and Pittsburgh, Pa. The last mentioned is in charge of a special technical committee of the Carnegie Institute, and supervision of the first named has been proffered to Committee E of the American Society for Testing Materials. Ground for the Atlantic City fence has been lent the bureau by the Pennsylvania railroad, and for the Pittsburgh fence by the Carnegie Institute.

All the formulas used in the North Dakota fence will be duplicated on these additional fences, but other formulas will be added so as to extend the range of experiment. Other technical refinements have also been added, such as inspection of the lumber by the technical expert, photographing of the separate parcels before

atoms, which are conveyed by elevators from the crusher to large vats or percolators, there to undergo a steaming process that takes out all the turpentine, leaving only the tar in the wood. The wood is then reconveyed to another vat and there undergoes another steaming that takes out the tar, after which the wood goes to the furnaces and is used as fuel under the boilers.

The turpentine in its crude state, after leaving the percolator, is conveyed into a settling tank, where it is allowed to stand until cooler and settled, and then is put through a still and thoroughly refined. From the still it goes into a storage tank and comes out the article of commerce that goes on the markets of the world.

The tar that comes from the second percolator is run into a heating vat where all water is re-

Detroit Journal
12-31-1917

ACME OFFICIALS DINE EMPLOYEES

SUCCESSFUL CONVENTION CLOS- ES WITH BANQUET IN THE FELLOWCRAFT.

The management of the Acme White Lead & Color works banqueted 133 of its traveling men and sales managers in the Fellowcraft club Wednesday night at the close of its successful annual convention, which was attended by all its commercial travelers for the exchange of ideas and to plan for the coming year's campaign. There was a general good time during the evening of the banquet. While the men talked and joked and strains of music came from an orchestra concealed in the background. As a national air was rendered the men arose to their feet, waving their napkins in the air and cheered until the building re-echoed.

Among the speakers of the evening were: W. L. Davies, Thomas J. J. Rev. S. B. Marquis, O. Montague, James Schermerhorn, H. E. White, Jr., F. H. Harbeck, S. E. Brown, S. Hart, M. W. Neal, A. E. Kelly, T. F. O'Leary and R. H. Billings. General Sales Manager F. E. Dougall officiated as toastmaster.

Detroit Journal
3-9-1918

CHAMPLIN BANQUETED
BY BUSINESS ASSOCIATES
A complimentary dinner was given Paul M. Champlin by 30 of his friends and co-workers at the Acme White Lead & Color works Saturday evening at the Penobscot Inn.

Detroit Journal
3-10-1918

A complimentary dinner was given Paul M. Champlin by 30 of his friends and co-workers at the Acme White Lead & Color works Saturday evening at the Penobscot Inn.

Free Press
3-8-1918

PAUL M. CHAMPLIN, WHO HAS resigned his position in the office of the Acme White Lead & Color works, to take a managerial position in a manufacturing plant at the Penobscot Inn, was given a complimentary dinner at the Penobscot Inn last night. After the dinner the party moved to the Penobscot Inn.

0007-SWP-043052

Detroit News
3-7-28

DOUGALL WINS PROMOTION

Acme Man to Manage Company's
Chicago Branch

A. S. Dougall, for many years connected with the home office of the Acme White Lead & Color Works, has been appointed manager of their Chicago branch. The promotion to this important position, involving the responsibility for handling a large volume of business, is a just recognition of Mr. Dougall's years of faithful service and ability. He leaves with the congratulations of a large circle of friends.



A. S. DOUGALL

Detroit Free Press
3-9-28



A. S. DOUGALL

PROMOTED TO CHICAGO

A. S. Dougall Will Manage Acme
White Lead Branch There

A. S. Dougall, for many years connected with the Home Office of the Acme White Lead & Color Works, has been appointed manager of their Chicago branch. The promotion to this important position, involving the responsibility for handling properly a large volume of business, is a just recognition of Mr. Dougall's years of faithful service and ability. He leaves with the congratulations of a large circle of friends.

Detroit Journal
3-7-28

ACME WHITE LEAD PROMOTES DOUGALL

A. S. Dougall, for many years connected with the Detroit office of the Acme White Lead & Color Works, has been appointed manager of the Chicago branch. The promotion to this position, involving the responsibility of handling a large volume of business, is a recognition of Mr. Dougall's years of faithful service and ability.



A. S. DOUGALL

Abend Post
3-7-28

(Eingekandt)

Eine Beförderung

Herr A. S. Dougall, seit Jahren in der Heim-Office der Acme White Lead & Color Co. angestellt, ist zum Manager des Chicagoer Zweiggeschäftes der Firma



ernannt worden. Die Beförderung zu einem Posten von so großer Verantwortlichkeit und Wichtigkeit, ist eine verdiente Anerkennung seiner treuen Arbeit und seiner großen Fähigkeiten. Er nimmt auf seinem Wege nach Chicago die besten Wünsche eines großen Freundeskreises mit sich.

Detroit News Tribune
3-9-28

A. S. Dougall, for many years connected with the home office of the Acme White Lead & Color works, has been appointed manager of their Chicago branch. The promotion elevates Mr. Dougall to a position of great responsibility in handling a large volume of business.

Michigan Volksblatt, Samstag, 7. März 1928

Verdienst belohnt

Herr A. S. Dougall, der seit vielen Jahren in Verbindung stand mit dem hiesigen Geschäft der Acme White Lead and Color Works, ist zum Geschäftsführer des Chicagoer Zweiggeschäftes ernannt worden. Die Beförderung zu



diesem wichtigen Posten, der die Verantwortung der richtigen Leitung eines großen Geschäftsumsatzes involviert, ist als eine verdiente Anerkennung der langjährigen treuen Dienste und der Fähigkeit des Herrn Dougall zu betrachten. Die besten Wünsche eines großen Freundeskreises begleiten ihn nach seinem neuen Wirkungsfelde.

Detroit Times
3-7-28

BUSINESS MAN GIVEN WELL DESERVED BOOST

A. S. Dougall, for many years connected with the home office of the Acme White Lead & Color works, has been appointed manager of the Chi-



A. S. DOUGALL

cago branch. The promotion to this important position, involving the responsibility for handling properly a large volume of business, is a recognition of Mr. Dougall's years of faithful service and ability. He leaves with the congratulations of a large circle of friends.

0007-SWP-043053

0007-SWP-000126209

Detroit News

Members of Detroit Shipmasters' Association were enthusiastic over the manner in which they were entertained at the Acme White Lead & Color Works Thursday afternoon.

Detroit Times March 21-08

Shipmasters Visit Acme Color Works.
Thursday afternoon the members of Detroit Shipmasters' Lodge No. 7, gathered at lodge headquarters and went in a body to the plant of the Acme White Lead and Color Works. They were welcomed by the officers and department heads of the big firm and taken through the various departments where the processes of paint manufacture were fully explained. On the conclusion of the trip refreshments were served in the company's canteen. An invitation was extended to the association to make these visits a regular annual affair. Speaking for the association, its president, A. J. McKay, thanked the officers for the kindly reception and intimated that the members would be pleased to accept the invitation for another visit next year.

The Modern Painter March 1908

A Novel and highly interesting was that of the Acme White Lead & Color Works, of Detroit, Mich., of a completely furnished room, with decorated in panel effect with Acme quality kalsomines. The woodwork was finished in mahogany and Acme quality. Handsome floral decorations on the walls, made by intermixing shades of kalsomines. Also there was exhibit of ten panels showing different woods handsomely finished with various grades of varnish manufactured by the Acme White Lead and Color Works. A fan showing a combination of kalsomine colors was the souvenir. The company was represented by Thomas Neal, secretary and general manager; L. J. Fas, manager decorative trades department; J. Reineke, manager kalsomine department; and James Bond, New Orleans representative.

Detroit Abend Post 3-20-08

Ein Besuch in den Acme White Lead & Color Works.

Die Mitglieder der Loge No. 7 der Detroit Shipmasters' Association haben sich gestern in ihrem Hauptquartier versammelt und sind dann in corpore hinausgefahren in die Fabrik der Acme White Lead & Color Works. Sie wurden von den Beamten und Departementchefs der großen Werke herzlich empfangen und durch alle Departements geleitet, wo ihnen die Prozesse der Farbe- und Bleiweißfabrikation erklärt wurde. Nach der Inspektion wurden den Gästen in der eigenen Restauration der Fabrik Erfrischungen aller Art gereicht, denen laudare gesprochen wurde. Die Beamten der Acme Co. luden die Schiffskapitäne ein, den Werken jedes Jahr einen Besuch zu machen. Präsident A. J. McKay dankte herzlich für den freundlichen Empfang und sagte, die Mitglieder zweifellos die Einladung zu ferneren Besuchen annehmen würden.

Paint, Oil & Drug Review 4-1-08

Detroit Lodge No. 7, Shipmasters' Association, recently accepted an invitation to make a visit of inspection to the plant of the Acme White Lead and Color Works at Detroit.

Modern Painter March 1908

Twenty-Fourth Annual Convention of the International Association of Master House Painters and Decorators of the United States and Canada, Held in New Orleans, La., February 18, 19, 20 and 21, 1908.

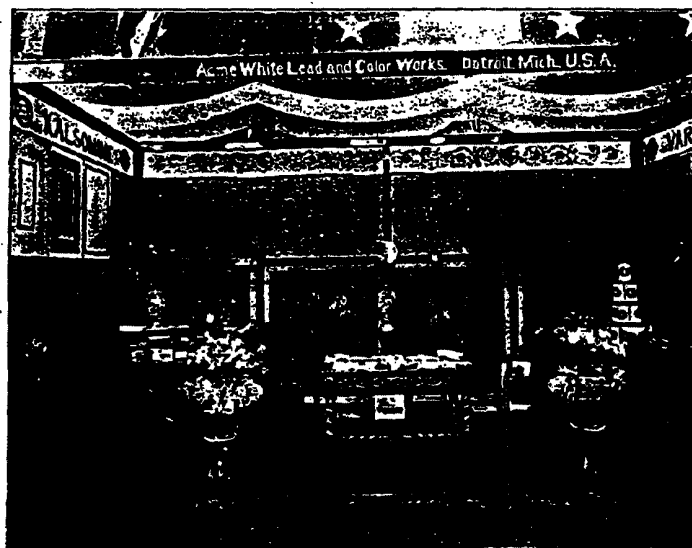


Exhibit of the Acme White Lead & Color Works.

Detroit Journal 3-20-08

SHIPMASTERS SAW HOW PAINT IS MADE

Thursday afternoon members of Detroit Shipmasters' Lodge No. 7 gathered at lodge headquarters and went in a body to the plant of the Acme White Lead & Color Works. They were taken through the various departments where the processes of paint manufacture were fully explained. On the conclusion of the trip refreshments were served in the company's canteen. An invitation was extended to the association to make these visits a regular annual affair. Speaking for the association, its president, A. J. McKay, thanked the officers for the kindly reception and intimated that the members would be pleased to accept the invitation for another visit next year.

American Exporter
April 1908

GROWTH OF PAINT AND VARNISH PLANT.

More than twenty years ago two boys with tremendous ambition, but no money, decided to start in business for themselves. They talked over first one scheme and then another. Finally came the idea of making ready mixed paint. They knew nothing about paint, but they could learn. They worked like beavers, sold all they possessed and pooled their money. There was just about \$2,800. That wouldn't last any time, so one concluded to keep his position a little longer and turn over all his earnings, while the other hunted a location and a paint maker. Thus, in a building 40x70 feet, was started in 1884 the Acme White Lead and Color Works, of Detroit, Mich., the home of Acme Quality Paints, Enamels, Stains and Varnishes. The two boys were the president, William L. Davies, and the secretary and general manager, Thomas Neal.

There were anxious days at the start. People were accustomed to mix their own paint, and were a little afraid of the new "ready-mixed stuff." But finally, along came the first order. It was for a barrel of paint. Imagine the rejoicing! Then came another and still others.

The paint-maker made the paint, but young Neal did all the rest. Many a time it was two o'clock in the morning before he went home. Davies, after his day's work, would join him, and together they laid the plans that developed the largest paint and varnish works in the world.

The company soon outgrew its one little room. In the second year its capital was increased to \$25,000, a salesman put on the road and a second building secured. Young Davies gave up his position and devoted his entire time to paint.

In 1886 a three story building was added, and each year others until in 1897 the plant was moved to its present site, where entirely new buildings were erected. Every year since has been marked by great changes. The buildings now cover many acres, and are the most modern and completely equipped of their kind in the world. There is, beside the enormous paint factory, enamel, stain and putty departments, a dry color works, an immense varnish plant, a large building devoted entirely to kalsomine, and a big lead corroding works, a thoroughly up-to-date printing department and bindery. The general offices are models of up-to-date completeness. Each kind of trade is handled separately to insure promptness and care. Special attention is given to all export orders. These are handled by experienced commercial translators and correspondents, who make the peculiar trade conditions of foreign countries and the requirements of foreign customers a special study. For the benefit of the employees there is a well-stocked library, a rest room and reading room with a piano, an attractive cafe, where hot lunches are served, and out doors, tennis courts. A general air of good fellowship and interest pervades.

The one thing that perhaps more than any other has made possible such a plant was the trademark for their labels, a distinctive design that appears upon every can of paint, enamel, varnish and kalsomine they manufacture, a seal of the highest quality it is possible to produce. This "Acme Quality" design in all paints and finishes carries the same weight as the Government seal on a bond, and people soon learned that no matter what article or surface they wanted to finish or refinish, they need do was, ask for The Acme Quality Kind for that purpose.

The Modern Painter
March 1908

THE PAINT MANUFACTURERS' ASSOCIATION of the United States was represented with a booth depicting a German garden scene, with brick floor and an oil painting 10x18 feet, showing six samples of the paint fashion suggestions. Booklets on house painting and composite base paints were given out. The representatives of the association present were: N. B. Gregg, of St. Louis; Thomas Neal, of Detroit; R. S. Perry, of Philadelphia; F. A. Lane, of Philadelphia, and L. J. Fasquelle, of Detroit.

Paint, Oil & Drug Review
6-13-08

THE BOWLEY WHITE LEAD PROCESS.

The Acme White Lead and Color Works, of Detroit, has added a new building for the manufacture of white lead by the "mild" process invented by Wilson H. Bowley. This method is as follows:

The pig lead is hoisted to the third story of the plant and melted in a great caldron. In this initial carrying to the caldron is the only need of human labor until the finished product appears. The stream of molten lead runs through a pipe in the bottom of the caldron to an atomizer, where it encounters a blow of superheated steam that disintegrates it into its smallest particles—so small are they that assembled they resemble a stove polish, somewhat dried—and this fine, powder-like substance is collected in large tanks of water, from whence it is carried on to broad, troughlike tables, where powerful agitators search it for any small particles of lead that remain unconverted. Air at low pressure is forced through the liquid lead and water, the combined action of air and water converting the lead into what is called a basic hydroxide of lead.

Observe that, in all the processes, no handling has been necessary. From the top story of the building the lead finds its way from floor to floor, through gravitation, and in its liquid form is then pumped back to complete its transformation. There remains to be done the carbonating process, which is completed by placing the lead in carbonators, where it is constantly agitated while it is being subjected to the action of gas pumped in under low pressure. This gas is a product of the plant itself. In 36 hours of this treatment the proper fineness and density is obtained and the finished lead—white as snow—is pumped to the drying beds, which are long strips of duck canvas laid over screens, and here it dries, the finished product. The proof that the lead has been thoroughly converted and deprived of its soluble lead salts is that these duck sheets last a long time. Heat, air, water and gas have changed the pig lead to the white lead of the trade.

0007-SWP-043055

Ann Arbor
4-8-11

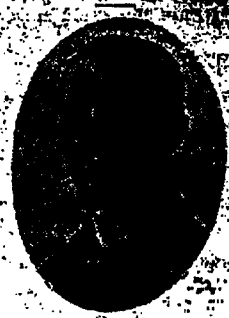
Frank B. Whipple



Die Acme White Lead & Color Works hat ihren Sitz in einer kleinen Stadt, die von Port Huron, Michigan, aus gesehen wurde und seine Ausbildung erhielt. Er besuchte die Universität von Michigan und nachdem er diese absolviert hatte, studierte er die Rechte weiter in der Office seines Vaters. Später wurde er Richter der Port Huron, Michigan, und wurde Mitglied der Port Huron Engine & Thresher Co., wo er das Kredit- und Buchführungs-Department unter der Aufsicht und gleichzeitige war er Hilfs-Sekretär. Die Acme Co. ist an dieser Acquisition angeschlossen.

Michigan
4-8-11

Acme White Lead & Color Works



Herr Frank B. Whipple hat sich der Organisation der Acme White Lead and Color Works zugesellt, indem er den Posten des Auditors der Zweiggeschäfte angetreten hat. Herr Whipple ist in Port Huron geboren, sein Vater war der verstorbene Richter Whipple. Er absolvierte die Schulen seiner Heimatstadt, sowie die Staatsuniversität, worauf er in seines Vaters Bureau die Rechte studierte. Fünf Jahre lang war er Oberlehrer der Hochschule von Port Huron, war ferner Mitglied der Parlamentskommission. Neun Jahre stand er in Verbindung mit der Port Huron Engine and Thresher Co.; während dieser Zeit stand das Kredit- und Buchführungs-Department unter seiner Aufsicht und gleichzeitig war er Hilfs-Sekretär. Die Acme Co. hat eine vorzügliche Acquisition gemacht.

Port Huron
4-8-11

AUDITOR OF ACME LEAD AND COLOR WORKS

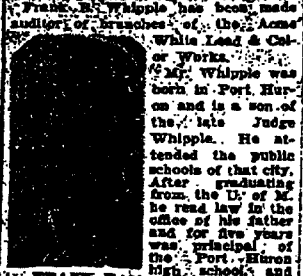


FRANK B. WHIPPLE,
Auditor of branches of the Acme White Lead & Color Works.

can. After graduating from the U. of M. he read law in the office of his father. For five years Mr. Whipple was principal of the Port Huron High school. He also served as a member of the board of park commissioners. He was connected with the Port Huron Engine & Thresher Co. for nine years, and during that time was in charge of the credit and accounting department and also acted as assistant secretary. The Acme company is to be congratulated upon securing his services.

Detroit Journal
4-8-11

F. B. WHIPPLE WITH ACME WHITE LEAD CO.

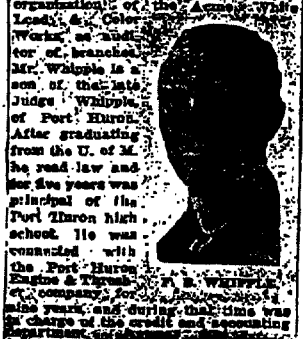


FRANK B. WHIPPLE
Auditor of branches of the Acme White Lead & Color Works.

Mr. Whipple has been made auditor of branches of the Acme White Lead & Color Works. Mr. Whipple was born in Port Huron and is a son of the late Judge Whipple. He attended the public schools of that city. After graduating from the U. of M. he read law in the office of his father and for five years was principal of the Port Huron High school, and was park commissioner. He was connected with the Port Huron Engine & Thresher Co. for nine years, as assistant secretary in charge of the credit and accounting department.

Detroit News
4-8-11

Port Huron Man With Acme Company

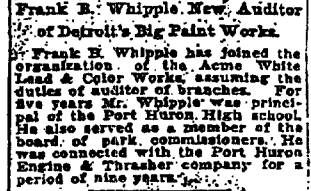


FRANK B. WHIPPLE
Auditor of branches of the Acme White Lead & Color Works.

Mr. Frank B. Whipple has joined the organization of the Acme White Lead & Color Works as auditor of branches. Mr. Whipple is a son of the late Judge Whipple of Port Huron. After graduating from the U. of M. he read law and for five years was principal of the Port Huron High school. He was connected with the Port Huron Engine & Thresher Co. for nine years, as assistant secretary in charge of the credit and accounting department.

Detroit Free Press
4-9-11

JOINS THE ACME FORCES



FRANK B. WHIPPLE
Auditor of branches of the Acme White Lead & Color Works.

Frank B. Whipple has joined the organization of the Acme White Lead & Color Works, assuming the duties of auditor of branches. For five years Mr. Whipple was principal of the Port Huron High school. He also served as a member of the board of park commissioners. He was connected with the Port Huron Engine & Thresher company for a period of nine years.

0007-SWP-043056

Detroit Free Press
5-6-08

CITY HALL TO BE BRUSHED UP

New Slogan About "Life," Etc.,
to Adorn Building in
Electric Lights.

Ald. Bress's committee of the common council, on public buildings, now has a job in municipal aesthetics cut out for it. Ald. Bress's resolution adopted by the council last night directs the committee to give attention to the following:

"Dilapidated condition of the sidewalks around the city hall; the yellow and fragmentary appearance of the public advertisements posted on the bulletin boards at both sides of the main entrance to the city hall; the leveling of the elevated power beds in the front yard of the stone building; and the erection of this electrical slogan on the east side of the city hall:

"In Detroit Life is worth Living."
This resolution was inspired through a petition which has been given widespread publicity by the Acme White Lead & Color Works of Detroit.

Detroit Free Press
5-8-08

RENAUD AGAINST SIGN

Alderman Says "Life," Etc.,
Won't Appear on City Hall.

Ald. Renaud, who had his common council refer to the park and boulevard committee Tuesday night, the petition of the Acme White Lead & Color Works relative to installing an electrical slogan with the words "In Detroit Life is Worth Living" on the eastern side of the city hall, said last night that the project will not be considered seriously by the committee.

Detroit Free Press
5-6-08

ELECTRIC MOTTO "ABSURD"

Would Soon Make Life Cease to
Be Worth Living.

The editor of the *Free Press* is called to order by the petition of the Acme White Lead & Color Works, made in your Sunday edition and also by circular letters to the effect that an electrical slogan during the inscription "In Detroit Life is Worth Living" would soon make life cease to be worth living. Upon the city hall each day.

For several years the city hall has been the scene of the most grotesque and absurd effects upon the growth of the city and the happiness of its inhabitants. Finally, persistently, the city has been having an electrical slogan on the city hall.

Detroit Free Press
5-17-08

THE NEWSPAPER THE THING

Daily From Best Medium of Advertising, Says One Who Knows.

Sales Manager McDougall, of the Acme White Lead & Color Works, is addressing the Adcraft club yesterday noon, paid, striking tribute to the value of newspaper advertising. He was asked the question "If your advertising were confined to one paper, what would it be?" He replied "The *Free Press*."

This view was expressed by another prominent agent who expressed himself during the discussion of the question.

Has On the Trail. The police are last have a clue to the mysterious party who daubed the front of Harry J. Reading's residence with coal tar and paint, and wrote threatening letters to Mr. Reading. It is in the shape of a paint can, marked with the label of the Acme White Lead & Color Works, found lying in the street near Mr. Reading's home. Now all the police have to do is to find out which store in the United States or Canada sold the can, and then discover which customer of the store bought the can.

0007-SWP-043057

Detroit News Tribune
Detroit Free Press
Detroit Free Press

April 19-1905
April 19-1905
April 21-1905

IN DETROIT-Life is Worth Living



Come on, Boys!

GENERAL TRADES SALES DEPARTMENT

Acme White Lead and Color Works

Detroit, Michigan, April 17th, 1908

Mr. Ryerson Ritchie,

Secretary Detroit Board of Commerce, Detroit, Michigan.

Dear Sir:

IN DETROIT--Life is Worth Living. It's a cinch! Who knows it better than the loyal, warm-hearted boys who go out of Detroit to all parts of the world selling the goods put up by the lucky fellows who can stay right here at home, basking in the sunshine of this beautiful garden city? Your motto's a peach. The wise ones every where are on. But mottoes and advertising and breezy statistics will never take the place of personal representation. To make your campaign irresistible you should arouse enthusiasm and insure the co-operation of the greatest army of boosters the world has ever seen--the traveling representatives of Detroit's business houses.

Properly enlisted, these boys will boost Detroit wherever they go--its matchless climate--its natural beauties--its beautiful parks and homes--its advantages as a resort and convention city--its unequalled shipping facilities--its freedom from labor difficulties and the loyal support it gives its business associations.

To start the ball a-rolling, I offer to give a silk banner suitably inscribed, to the sales force of that Detroit concern which you shall decide to have done the best work in boosting Detroit during the ensuing year--the terms of the competition to be specified by you--the banner to be competed for annually if you so decide.

My offering this banner will make our "Acme Quality" sales force ineligible, but I will make you a small bet on the side that we will beat the winner.

Yours for a Greater Detroit,
F. R. DOUGALL, Sales Manager.

Salesmen: If you endorse a contest of this sort, say so to your house and to Mr. Ritchie.

0007-SWP-043058

Detroit Journal
Detroit News
Detroit News
Detroit Times

1905
 1905
 1905
 1905

IN DETROIT—Life is Worth Living



Come On, Boys!

GENERAL TRADES EXHIBIT DEPARTMENT

Acme White Lead & Color Works

Detroit, Michigan, April 17, 1905

Mr. Ryerson Ritchie,

Secretary Detroit Board of Commerce, Michigan.

Dear Sir:

IN DETROIT—Life is Worth Living. It's a cliché! Who knows it better than the loyal, warm-hearted boys who go out of Detroit to all parts of the world selling the goods put up by the lucky fellows who can stay right here at home, basking in the sunshine of this beautiful garden city? Your motto is a peach. The wise ones everywhere are on. But mottoes and advertising and heavy statistics will never take the place of personal representation. To make your campaign irresistible you should arouse the enthusiasm and insure the co-operation of the greatest army of boosters the world has ever seen—the traveling representatives of Detroit's business houses.

Properly enlisted, these boys will boost Detroit wherever they go—its matchless climate—its natural beauties—its beautiful parks and homes—its advantages as a resort and convention city—its unequalled shipping facilities—its freedom from labor difficulties and the loyal support it gives its business enterprises.

To start the ball a-rolling, I offer to give a silk banner, suitably inscribed, to the sales force of that Detroit concern which you shall decide to have done the best work in boosting Detroit during the ensuing year—the terms of the competition to be specified by you—the banner to be competed for annually if you so decide.

My offering this banner will make our "Acme Quality" sales force ineligible, but I will make you a small bet on the side that we will beat the winner.

Yours for a greater Detroit,

F. R. DOUGALL, Sales Manager.

Salesmen! If you endorse a contest of this sort, say so to your house and to Mr. Ritchie.

SILK BANNER FOR BEST DETROIT BOOSTER

F. R. Dougall, sales manager of the Acme White Lead & Color Works, who takes a back seat for no one when it comes to originating new and up-to-date advertising schemes, has come forward with an unique proposition for boosting Greater Detroit. Through the Detroit Board of Commerce he offers a silk banner, appropriately inscribed, to the traveling sales force that will do the most toward advertising the city, which is coming to be known everywhere as the place "Where life is worth living." The terms of the competition will be fixed by Ryerson Ritchie, secretary of the board. Inasmuch as Mr. Dougall offers the banner, his famous "Acme Quality" force of salesmen will naturally be ineligible for the competition, but in a letter to Mr. Ritchie he offers to make a little side bet that his force will beat the winner.

0007-SWP-043059

Abend Post April 18. 1915
 Mich. Volksblatt April 18. 1915

IN DETROIT-Life is Worth Living



Come on, Boys!

General Trades Sales Department.

Acme White Lead and Color Works

Detroit, Michigan, 17. April 1908.

Mr. Ryerson Ritchie,

Secretary Detroit Board of Commerce, Detroit, Michigan.

Gerehrter Herr!

In Detroit — Life is Worth Living. Das bedarf keines weiteren Arguments. Niemand, welcher es mehr zu wünschen, als diejenigen, welche aus Detroit nach allen Teilen der Welt reisen, um die Waren zu verkaufen, welche von denjenigen gefertigt werden, die das Glück haben, in dieser schönen Gartenstadt des Lebens zu genießen. Das Motto trifft den Nagel auf den Kopf, und alle, welche mit den Geschäftsmännern näher bekannt sind, müssen dies bezeugen. Mottos, Auslagen und Statistiken bringen jedoch nie die Popularität zustande, welche persönliche Vertretung im Erfolgs hat. Um die Campagne zu einer erfolgreichen zu machen, ist es notwendig, den Enthusiasmus und die Hilfe der Armee von reisenden Verkäufern zu erlangen, welche die Detroit'sche Industrie in allen Teilen der Welt vertritt.

Diese Vertreter, wenn in der richtigen Art und Weise instruiert, sprechen, wo auch immer sie sind, von der herrlichen Stadt Detroit — ihren natürlichen Hilfsquellen — ihrem schönen Park und Gehäusen — ihren Vorzügen als Wohnplatz und Konventionsstadt — ihren unerreichbar bestehenden Verbandsfähigkeiten — ihrem Verschontbleiben von Arbeitslosen und von der lokalen Unternehmung, welche die Stadt ihren geschäftlichen Unternehmen bietet.

Um einen Anfang zu machen, offeriere ich eine selbstige Platte mit passender Aufschrift für die reisenden Vertreter von irgend einem Detroit'schen Geschäft, welche nach Ihrem Ermessen am meisten dazu beiträgt, im Laufe dieses Jahres Detroit bekannt zu machen. Bedingungen des Wettbewerbs sind von Ihnen zu stellen, auf welche Art und Weise die Platte zu erhalten ist.

Dadurch, daß ich die Platte liefere, können die reisenden Vertreter der Acme Qualitäts nicht an den Wettbewerb teilnehmen, jedoch bin ich willens, eine kleine Wette zu machen, daß wir den Gewinner in dem Wettbewerbe bieten.

Wahrheitsvoll

J. W. Duggan,

Geschäftsführer des Verkaufs-Departements.

Verkäufer! Wenn Sie einen Wettbewerb dieser Art erblickten, dann teilen Sie dies Ihrem Vorgesetzten und Herrn Ritchie mit.

0007-SWP-043060

Detroit Free Press
4-18-05

TO UTILIZE TRAVELING MEN

F. R. Dougall, sales manager of the Acme White Lead & Color Works, has secured a silk banner to the firm whose traveling salesman gives Detroit the greatest boost during the coming year. Ryerson Ritchie, secretary of the Board of Commerce, will act as judge in the matter. In the rules of the contest and also decide whether or not the banner shall be competed for.

There is an army of commercial travelers who represent Detroit houses and with each man boosting Detroit, its business advantages, its parks, its climate, its homes, etc., a limitless amount of good can be accomplished. With some sort of a prize in view, the men will be stimulated to harder work along these lines. The Acme salesmen will be excluded from the contest, but may compete against the salesmen of other firms.

Detroit Sat. Night
4-25-05

Boosting the Boosters.
Let the good work go on! We've got the boosters' brigade, and now they're boosting the boosters! That's as it should be. Encouragement and a few pats on the back help a lot in any cause, and they will in this. F. R. Dougall, of the Acme White Lead & Color Works, has made a unique proposition to Detroit factories, and one that is worthy of all praise. He puts up a silk banner, which will be adequately inscribed, for the sales force of any Detroit concern that will do the most in the next year in the way of boosting Detroit in other parts of the country. Secretary Ritchie of the Board of Commerce will decide on the details of the contest.

Last Saturday there was a big boosters' pow wow in the Board of Commerce's rooms, when the shippers and transportation men met, 100 in number. These gatherings, business men say, are doing unmeasured good to Detroit, as they are bringing the men who are sending goods out into closer touch than ever before with the men to whom they pay the freight.

Oil, Paint & Linum Review
4-16-05

F. R. Dougall, sales manager of the Acme White Lead and Color Works, has offered a silk banner, appropriately inscribed, through the Detroit Board of Commerce, to the sales force of any Detroit concern that will do the most in one year in the way of boosting the city in other parts of the country.

Mich. Volksblatt
4-18-05

Verbreiten Detroit's Ruhm

In einem an Ryerson Ritchie, Sekretär des Handelsrats, gerichteten Schreiben erklärt F. R. Dougall, Vertreter des Verkaufsdepartements der Acme White Lead and Color Works, daß es keine Klasse von Leuten giebt, die mehr dazu beitragen könne, um in allen Teilen des Landes Detroit, bekannt zu machen als die Stadt, wo das Leben des Lebens wert ist, wie die Reisenden. Zu diesem Zwecke sollten diese angestruert und begeistert werden, was eine Geduldigkeit sei, da die Reisenden als eine Klasse die vorzüglichsten „Boosters“ seien. Um nun den Ball ins Rollen zu bringen, offeriert Herr Dougall ein feierliches Banner mit passender Inschrift den reisenden Vertretern derjenigen Detroit's Firmen, welche während des kommenden Jahres das meiste leisten in Verbreitung des Ruhmes unserer Stadt. Herr Ritchie soll die Bedingungen des Kontests ausarbeiten und nach Gefühl des Notwendigen die Entscheidung treffen.

Herr Dougall fügt hinzu, daß er, indem er die Offerte mache, die Vertreter der Acme Co. von dem Kontest ausschliesse, aber bereit sei, mit Herrn Ritchie eine kleine Bethe einzugehen, daß die Vertreter der „Acme Quality“ die Sieger im Kontest überbieten werden.

Mich. Volksblatt

Der Acme White Lead & Color Co. hat es sich zur Aufgabe gemacht, den Ruf von Detroit in jeder Richtung zu verbreiten. In jeder Hinsicht ist es zu leisten. Die heutigen Tage bringen einen großen Gewinn für die Stadt. Die Acme White Lead & Color Co. hat es sich zur Aufgabe gemacht, den Ruf von Detroit in jeder Richtung zu verbreiten. In jeder Hinsicht ist es zu leisten. Die heutigen Tage bringen einen großen Gewinn für die Stadt.

Detroit Free Press
4-26-05

ALWAYS FRAISE DETROIT

Park, David G. Co's Representative, Instructed So to Do.

To the Editor:—I noticed in recent Detroit newspapers the open letter issued by the Acme White Lead & Color Works. The letter of it is along lines heartily endorsed by the business community of Detroit at large, the object being to keep Detroit and its pertinent motto before the country through the medium of salesmen of our most important institutions.

With a sales force of approximately 150 members, we shall be very glad indeed to embrace every possible opportunity to advertise our beautiful city in every possible way.

I might have for general information that it is our rule to meet our representatives who are called to Detroit at intervals during the summer months. During their stay here we interweave in a little diversion with their visit so as to give them an opportunity to view the city from the standpoint of beauty and business activity and lose no opportunity to impress upon them the advantages offered by Detroit from a business standpoint.

We are rattled in the impression thus created is lasting, and every individual member of the department of traveling service of our business who goes forth from Detroit carries most favorable impressions and a sufficient amount of energy and enthusiasm to proclaim the advantages we possess.

The writer here to assure you he is heartily in accord with any movement of this character which will advance the interests of the city in which we take such pride.

JOHN C. SPRATT,
Park, Davis & Co.

Detroit Free Press
4-18-05

OFFERS PRIZE TO BOOSTERS

F. R. Dougall Makes Unique Proposition to Traveling Men.

Imbued with the enthusiasm of Greater Detroit and its wonderful advantages, F. R. Dougall, sales manager of the Acme White Lead & Color Works, makes a unique offer through the Detroit Board of Commerce to the sales force of any Detroit concern, that will do the most in one year in the way of boosting the city in other parts of the country.

Mr. Dougall believes in the boosting possibilities of traveling salesmen and he offers a silk banner, appropriately inscribed, to the force that will do most in the way of advertising the city where life is worth living. The terms of the competition are to be decided by Ryerson Ritchie, secretary of the board of commerce. In his letter to Mr. Ritchie, Mr. Dougall says: "My offering, this 'banner,' will make our 'Acme Quality' force ineligible, but I will make you a small bet on the side that we will beat the winner."

0007-SWP-043061

Detroit Free Press
4-6-08

**COMMERCIAL
TRAVELERS
OF DETROIT**

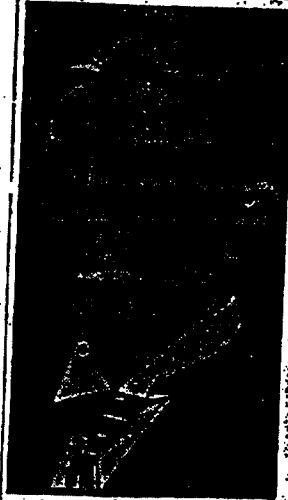


E. L. McCOMBE

Mr. McCombe sells varnishes, fillers and finishes to the furniture manufacturing trade for the Acme White Lead & Color works, with which company he has been connected for the last six years. He was born at Carrick Macross, County Monaghan, Ireland, and possesses an unusual amount of keen wit. Mr. McCombe's territory is only limited by the furniture trade in the United States. He resides in Detroit.

Detroit Free Press
4-13-08

**COMMERCIAL
TRAVELERS
OF DETROIT**



F. W. ALLISON

Mr. Allison is manager of the enamel sales department of the Acme White Lead & Color works, of this city, and in that capacity visits the large manufacturing centers of the country frequently, usually in company with one of his salesmen. His fatherly and wholesome advice to the younger members of the fraternity have earned him the sobriquet of "Dad Allison," by which he is known both in Detroit and throughout the country among those who know and respect him for the high standard he maintains both in his personal affairs and his business dealings. Mr. Allison recently moved his family from South Bend, Ind.

Detroit Free Press
4-20-08

**COMMERCIAL
TRAVELERS
OF DETROIT**



M. TAYLOR

Mr. Taylor is manager of the manufacturing grade department of the Acme White Lead & Color Works, of this city, with a number of able assistants in supervising the entire United States, dealing upon manufacturers of agricultural implements and farm wagons. For a number of years Mr. Taylor was western district manager for the department, residing in Oregon. About two years ago he was appointed to his present position and moved this family to Detroit. Mr. Taylor possesses exceptional ability as a salesman and enjoys a reputation for integrity and business dealing.

0007-SWP-043062

Detroit Free Press
4-27-08

COMMERCIAL
TRAVELERS
OF DETROIT



R. A. BROWN
Mr. Brown is manager of sales of the carriage and automobile trade sales department of the Acme White Lead & Color Works of this city, having held that position with the company for the last 10 or 12 years. Under his able management the business of the department has grown steadily until it is now one of the largest and most substantial of the several trade sales subdivisions of the company.

Detroit Free Press
5-11-08

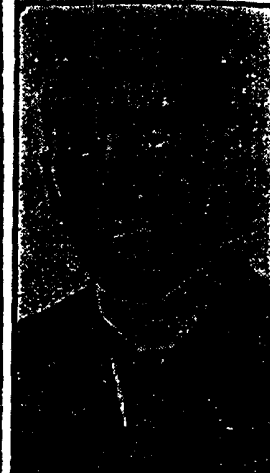
COMMERCIAL
TRAVELERS
OF DETROIT



C. H. MOBBS
Mr. Mobbs is representative to the carriage and automobile trade for the Acme White Lead & Color Works of this city. He has a practical knowledge of the requirements of his trade and devotes considerable of his time demonstrating the modern methods, as they are developed by the progressive house which he represents. He is a resident of Detroit.

Detroit Free Press
5-15-08

COMMERCIAL
TRAVELERS
OF DETROIT

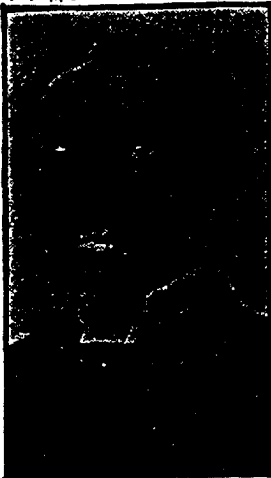


W. J. REINEKE
Mr. Reineke is an authority on kalsomine and it is with this department of the Acme White Lead & Color works that he is interested. His territory covers all parts of the United States and until two years ago he was manager of the G. B. Faint company of Chicago. Mr. Reineke's home is now in Detroit.

0007-SWP-043063

Detroit Free Press
5-26-28

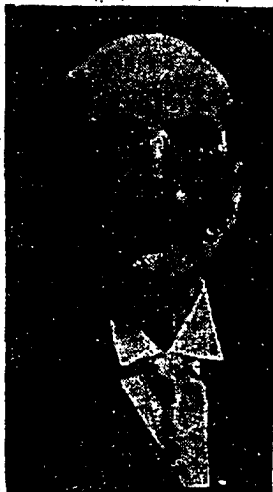
COMMERCIAL
TRAVELERS
OF DETROIT



E. J. BOWERS
Mr. E. J. Bowers is manager of sales of the railway trade sales department of the Acme White Lead & Colors works of this city. Mr. Bowers is a resident of the city. Since becoming identified with the Acme company about 10 years ago he has successively held many important positions with it, each one proving but a stepping-stone to his present position, to which he was appointed about two years ago.

Detroit Free Press
6-7-28

COMMERCIAL
TRAVELERS
OF DETROIT



A. D. HOAGG
Mr. A. D. Hoagg is manager of the varnish sales department of the Acme White Lead & Color works, having been with that firm for eighteen years. On assuming his present position, some months ago, Mr. Hoagg moved his family to Detroit, but he is out of town much of the time visiting his assistants in all the leading cities of the United States.

0007-SWP-043064

0007-SWP-000126220

Detroit Free Press
5/3/08

THIS IS THE CITY; THIS IS THE STATE

Wise Men of the East Like Our
Ways and Our Alluring
Motto.

The small cities of Michigan were never more prosperous than they are now. The little cities have the money and are putting it into building improvements more extensively now than in recent years. There is also plenty of money available in the metropolis of the state for construction work and there is more coming in. This encouraging situation regarding building operations is carried by Structural News Association weekly bulletin on Detroit and Michigan.

Bulletin of the Michigan Structural News Association, Detroit, Mich., May 3, 1908.

Men of money have become attracted to Michigan and particularly to Detroit for various reasons. One reason is that the metropolis of Michigan is one of the finest cities in the United States in which to do business. Another reason is that the city is for its conservatism and its people who are not so conservative in making investment feel that there is a chance for them to step in and do business in almost any line. They find that it is true. They come in, spend money freely, getting at the trade centers using every method that presents itself.

The bulletin of Structural News Association, and this is the very best indication of prosperity.

That is constantly promulgated boost in Detroit life in Worth Living.

Conditions in our business are getting better every day. The farmers and small merchants are doing as much as ever, and will keep so, all along the line. We expect business to be good all summer, and to improve constantly.

Detroit Free Press
4-23-08

WRITES ROOTING RHYME JUST TO BOOST DETROIT

George Andrew Lewis Sends Metrical Composition to Board of Commerce Secretary.

George Andrew Lewis, head of the school for stammerers, has written to Myerson Ritchie, secretary of the board of commerce, endorsing the plan of F. R. Douglass for beginning Detroit, through publicity contest among the salaried of the various manufacturing and wholesale houses. Mr. Lewis paraphrastically is sending out 1,000,000 pieces of printed matter with the line, "In Detroit, Life is Worth Living." His enthusiasm bubbles up in this poem:

Detroit, beautiful,
For is she, indeed,
Well she is, indeed,
Famed for her commerce,
Famed for her trade,
All other cities
Are now in the shade.
Famed for her beauty,
Her rivers, her parks,
Famed for her industry,
To all who enter,
In business, in commerce,
In pleasure, in trade,
The wonderful, wonderful
The progress she's made,
Famed for her factories,
In which her great power,
Famed for her ships,
Famed for her schools,
Famed for her streets,
Where men work with tools,
Detroit for commerce,
Detroit for all classes,
Detroit for Detroit,
Detroit for commerce,
No other city under the sun,
Out of the east.
Mr. Lewis has very appropriately captioned his metrical message to the multitudes. "In Detroit Life is Worth Living."

Detroit Free Press
5-3-08

Acme White Lead & Color Works:
Conditions in our business are almost normal. In fact, just now they are above normal, as we are working overtime. Conditions in our business are getting better every day. The farmers and small merchants are doing as much as ever, and will keep so, all along the line. We expect business to be good all summer, and to improve constantly.

Wolke's Blatt
5-5-08

Die Acme White Lead & Color Works.

Ein neues Fabrikgebäude, derselben.

Die Acme White Lead & Color Works, an der Ecke der 24. und 10. Ave. und der Eisenbahn, hat soeben wieder ein neues Fabrikgebäude, vier Stockwerke hoch und zwanzig Fenster Front, errichtet und zum Teil schon in Betrieb. Die Anlagen, Maschinen usw., zur Produktion von Bleiweiß, sind noch nicht vollständig und erst ein Viertel der neuen Werke ist in Betrieb. Als die Acme Co. an den Bau des neuen Gebäudes ging, hatte man die Kapazität derselben auf 5000 Tonnen geschätzt, aber finden man zur vollständigen Ausrüstung aller Interessierten, daß die Kapazität wenigstens 10,000 bis 12,000 Tonnen pro Jahr sein wird, denn schon der vierte Teil der neuen Anlagen ergibt 2500 Tonnen. In der Fabrik der Acme Co. wird jetzt der sog. "Mild Process" der Fabrikation angewendet, der ein besseres und schärferes Erzeugnis hat, als der alte holländische Prozess, der jetzt vielen Kunden von Farben im Gebrauch war, und erst neuerdings durch den wissenschaftlichen neuen Prozess ersetzt worden ist. Der alte Prozess, der holländische, ist auch viel kostspieliger und langwieriger als der neue, der hauptsächlich in den Werken der Acme Co. benutzt werden wird. Nach dem letzten Probelauf dauerte die Fabrikation 120 Tage, jetzt in der Fabrik der Acme Co. nicht mal so viele Stunden. Das auf diese Weise hergestellte Bleiweiß ist absolut rein und besser Qualität und alle die es benutzen, natürlich, die Anstreichermeister, sind der Spitze, erklären es für das Beste, was bisher produziert wurde.

Scharfe Farben, die früher bei der Produktion von Bleiweiß die Hauptrolle spielten, werden jetzt gar nicht mehr verwendet, ebenso wenig wie die Gerbstoffe, ohne die früher kein Bleiweiß produziert werden konnte. Jetzt braucht man auf das viel mehr, sondern erzeugt es gleichmäßig.

Der neue Prozess wurde im Jahre 1802 patentiert und gleich darauf wurde von der Acme Co. eine Fabrik mit einer Kapazität von zwei Millionen Pfund pro Jahr errichtet. Das Produkt der neuen Fabrikationsmethode fand sofort sehr großen Absatz, daß die Gesellschaft sich gezwungen sah, ihre Fabrik zu vergrößern. Man wollte erst eine Anbau machen, aber bald sah man, daß

0007-SWP-043065

Schlag, das es am besten sein würde, ein ganz neues großes und allen Anforderungen entsprechendes Gebäude zu errichten, das nun geltend besteht und wenn in vollem Betrieb, eine Kapazität von 10,000 bis 12,000 Tonnen haben wird, also zwanzig bis vierundzwanzig Millionen Pfund.

Es ist nicht nötig, hier auf die Einzelheiten der Fabrikation von Bleiweiß nach dem neuen Prozess zu gehen, denn die Schilderung würde nur für Fachleute von Interesse sein, während sie für die Mehrzahl der Laien unverständlich sein dürfte. Nur die Tatsache mag, nochmals konstatiert werden, daß die neue Methode Krumpholtz über der alten steht und daß erstere jetzt ausschließlich in dem Betrieb der Acme White Lead & Color Works zur Verwendung kommt. Das Ergebnis ist ein eminent zufriedenstellendes und das ist hauptsächlich der Grund, daß die Gesellschaft von der Geschäftsverwaltung überhaupt nicht berührt worden ist. Ihr "Vorwärts" ist durch die Geschäftslage nicht im geringsten unterbrochen worden.

Seine Vermittlung hatte die Acme Co. eine Anzahl Vertreter der Presse zur Besichtigung des neuen Fabrikgebäudes eingeladen und alle waren erstaunt über die eminent praktische Einrichtung der neuen Werke.

Detroit Free Press
4-12-08

BUSINESS MEN HEEDING LESSON

**Evolution Means Enlistment of
More Capital Instead of
Borrowed Money.**

BY PAUL J. ALLEN

Out of the crisis of 1907 is growing not only a readjustment of business conditions involving a contraction of credit, but a re-alignment of capital.

One of the great lessons taught the manufacturer and the merchant is that an expansion of business by borrowed money, while keeping the control of enterprises within few hands, often causes a crash and a collapse.

The crisis is a result of the fact that the great combinations of capital, which formerly were controlled by a few men, are now being controlled by many. The great combinations of capital are now being controlled by many. The great combinations of capital are now being controlled by many.

Corporations are alive to the fact that they are not only a means of raising capital, but also a means of distributing it. They realize that corporate life has not only come to stay, but that it is the natural and inevitable result of evolution, that in the aggregation of small contributions of capital lies the hope of the safe expansion of business, and that the necessity of the progress of the people.

While this is true, a general proposition, it is particularly applicable to Detroit and to Michigan generally. Those corporations that have passed through the crisis have passed most comfortably through the period of business depression following it, and secured the capital through an increased issue of stock to meet the situation. Instances can be cited where, if new capital had been secured through incorporation, men who are now finding it difficult to finance businesses that have in them certainties of large returns on the money needed to carry them on would have been "out of the street."

This has caused much thinking on the part of a number of manufacturers. Detroit is a good market for securities of local institutions of good reputation. With the growing magnitude of business, individual competition with small capital too often spells disaster. Under the new order of things industrially and commercially, the only chance a man of moderate means has of entering the field of business is to become a stockholder in some reputable corporation that will insure him a return in dividends. In this way he becomes a part of the great producing machinery of the country. He receives the return on his investment directly, and thus receives more of it than if his funds were out on interest and the money thus out is loaned by those who have it in their custody.

Co-operative Plan Finds Favor.

The co-operative plan, according to which an employee is given a share in the profits of the business, is growing in favor for two reasons. One is that the employee who thus becomes financially interested in the success of the concern for which he works, becomes more economical in the use of material and more careful in workmanship, for he knows that this means an increased revenue for him. The other reason is that the holding of a share in the stock of an institution, especially of preferred stock which has no voting power, unless the business is impaired so that dividends are passed among a large number of small holders, makes every one of those holders a boomer for the corporation.

Investment in the preferred stock of local corporations is generally secure, as under the laws of Michigan the dividends on the preferred is cumulative. The holder of such stock owns an interest in the business of such proportion as the amount of his stock bears to the company's total capital. The cumulative dividend means that if, for any reason it is not paid, it stands as a preferred claim against the net assets of the company, and must be paid before the holders of the common stock can draw any dividends or any share of their investment. The law further provides that if for any reason the corporation shall "cease" business or become insolvent, the holders of preferred stock shall receive in full the par value of their investment and any dividends not previously paid. It is not probable that any business will ever "cease" business or become insolvent, and the holders of preferred stock will receive their investment and any dividends not previously paid.

Another Use for Clearing House.

While it now seems as if the Aldrich bill will be consigned to the congressional graveyard and buried without honor by J. Howard Cowperthwaite that is worthy of some attention on the part of financiers. Mr. Cowperthwaite asks himself why he will not amend the currency bill so as to enable any national bank in a clearing house city to take out emergency circulation to the amount of 10 per cent of its capital, and unimpaired surplus upon depositing with the clearing house of that city good and sufficient security having the guarantee of the clearing house that the money will be redeemed at the earliest possible moment. Mr. Cowperthwaite would have the secretary of the treasury, upon the security of such clearing house, issue to such national bank the amount of currency spoken of. This would not only insure immediate action, but would place behind such circulation all the banks of the clearing house city.

These banks would naturally watch the proceedings of the bank for which they vouched, and would see to it that the emergency currency was redeemed as soon as the emergency passed. This would have the treasury department from the tremendous job of passing upon the securities offered by the national banks of the country. In the recent crisis, the bank of Detroit, which had an additional \$1,000,000 of currency, and the required bonds in the hands of the treasurer, did not receive the bank notes until the need for them had passed and was compelled to retire them almost immediately.

It is not the sum of money that is needed, but the approval of the treasury for emergency circulation by the Aldrich bill in effect, would necessitate ample warning of an approaching crisis to have it relieve the situation. Crises do not come with an advance agent and a brass band; they come like thunder out of a clear sky, and immediate action is necessary to be efficacious. The only possible ameliorating influence the Aldrich bill, or any other emergency currency provision, for treasury supervision, collateral would have, would be the possession by the people of the knowledge that such relief was possible. It would be like a man with a toothache. When he gets to the dentist, the ache is generally gone.

Detroit Free Press
4-12-08

ACME'S GOOD SHOWING

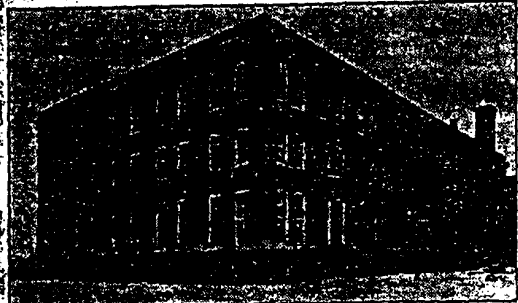
White Lead Concern Has Earned \$775,000 in Stock Dividends

From 1886 to date the Acme White Lead & Color Works have earned and paid in stock dividends \$775,000 and had paid in cash dividends \$1,000,000, making the total dividend distribution \$1,775,000. The water have increased from \$12,000 in 1886 to \$1,000,000 in 1907. The net earnings of the concern since 1886 have been \$1,775,000. Last year it was reported that the company had earned \$1,000,000 and had paid \$1,000,000 in dividends.

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Detroit News
5-5-26

NEW PROCESS OF MAKING WHITE LEAD WORKS GREAT CHANGE IN PAINT INDUSTRY



The New Building of the Acme White Lead & Color Works, in Which White Lead Is Made by the New "Mild" Process.

The most important in the paint line, is the manufacture of white lead by the "mild process," a process which is of recent discovery and which has been acquired by the Acme White Lead & Color Works, and housed in a newly completed brick, steel and concrete building costing \$100,000. The building itself is a notable addition to Detroit's factory equipment, but the "mild process" of manufacturing white lead is fascinating even to the layman.

For hundreds of years white lead had been made by the old Dutch process, which required 120 days and a large amount of labor. The product was all that could be desired, but the process was slow and very expensive. It required 40 men to operate a very small plant and only 75 per cent of the lead laid away carbonated, necessitating a great deal of scrubbing and separating and another 120 days to carbonate the 75 per cent that remained. Under that system the pig lead was melted into "buckles," resembling large pretzels and laid a dozen each in earthen jars in the bottom of which was acetic acid. A great bed of tan bark a foot deep was laid, and these jars, hundreds in number, were buried in the tan bark, which was covered with horse manure, and over these jars was placed pine lumber, over which another layer of tan bark and manure was distributed to keep the jars warm. In this way a great mass of buckles, which was to remain for months. All of these "buckles" were cast by hand, the jars were filled and handled by hand, the stacks were built by hand and the process was most expensive.

But down in St. Louis was a man named Wilson H. Rowley, who worked out an improvement, and his experimentation went forward for seven years until success was gained. The "mild process" is so amazingly simple that one wonders how the world blind along without it so long. Here it is. The pig lead is heated to the third story of the plant and melted in a great caldron. In this initial carrying to the caldron is the only use of steam labor in the finished product.

appears. The stream of molten lead runs through a pipe in the bottom of the caldron to an atomizer, where it encounters a blow of superheated steam that disintegrates it into its smallest particles—so small are they that assembled they resemble a stove polish, somewhat dried—and this fine, powderlike substance is collected in large tanks of water, from whence it is carried on to broad, troughlike tables, where powerful agitators march it for any small particles of lead that remain unconverted. Air at low pressure is forced through the liquid lead and water, the combined action of air and water converting the lead into what is called a basic hydronide of lead. Observe that, in all the processes, no handling has been necessary. From the top story of the building the lead finds its way from floor to floor, through gravitation, and in its liquid form is then pumped back to complete its transformation. This remains to be done the carbonating process, which is completed by placing the lead in carbonators, where it is constantly agitated while it is being subjected to the action of gas pumped in under low pressure. This gas is a product of the plant itself. In 24 hours of this treatment the proper fineness and density is obtained, and the finished lead—white as snow—is pumped to the drying beds, which are long strips of duck canvas laid over screens, and here it dries, the finished product. The proof that the lead has been thoroughly converted and deprived of its soluble lead salts is that these duck sheets last a long time. Heat, air, water and gas have changed the pig lead to the white lead of the trade.

Eight men are all that are required to operate the big plant with its enormous capacity of 25,000 tons a year. The "mild process" accomplishes in 30 days what the old Dutch process required 120 days to accomplish. The possibility of lead poisoning, so ever-present in the old process, is banished. Not a particle escapes and not a particle is lost. Instead of losing 25 per cent, as in the old system, the new system makes a chemical gain of 25 per cent, so that for every 100 pounds of lead put in 125 come out. It is one of the most interesting processes in the city, the only one of its kind in the world, and places Detroit in the front rank as a paint market.

NEW PROCESS
INVENTED BY ROWLEY.

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Detroit Journal
5-6-26

NEW PROCESS CUTS EXPENSE

ACME WHITE LEAD AND
COLOR WORKS HAS AN
INNOVATION.

LENGTHY AND EXPENSIVE
PROCESS OF WHITE LEAD PRO-
DUCTION IS REVISED.

A great revolution in the process of manufacturing white lead has been made by the Acme White Lead & Color Works, located here, one of the largest paint concerns in the country. By means of the "mild process," a recent discovery, the manufacturing cost has been cut down, and the lead of finer quality than ever. The new process, a newly completed brick, steel and concrete building costing \$100,000 is now used solely for the manufacture of white lead by the new process.

The process itself is very simple. For hundreds of years white lead has been made by the old Dutch process, which required 120 days and a large amount of labor. It required about 40 men to operate a very small plant and only 75 per cent of the lead laid away carbonated, necessitating a great deal of scrubbing and separating and another 120 days to carbonate the 75 per cent that remained. Under that system the pig lead was melted into "buckles," resembling large pretzels and laid a dozen each in earthen jars in the bottom of which was acetic acid. A great bed of tan bark a foot deep was laid, and these jars, hundreds in number, were buried in the tan bark, which was covered with horse manure, and over these jars was placed pine lumber, over which another layer of tan bark and manure was distributed to keep the jars warm. In this way a great mass of buckles, which was to remain for months. All of these "buckles" were cast by hand, the jars were filled and handled by hand, the stacks were built by hand and the process was most expensive.

By the use of the new process, which was discovered and developed by Wilson H. Rowley, of the head of the Acme white lead department, strong acids, alkalis or other chemicals are not required in the manufacture of this useful product and a force of 12 men can operate the new plant. The process derives its name from the fact that it is the simplest and simplest

method possible for the manufacture of white lead—metallic lead, air, water and carbon dioxide gas being the only substances used. The pig lead, which may be of any grade—hard or soft—is heated to the third story of the building and dumped into a large iron kettle. The molten lead runs from the bottom of the kettle through a heated pipe to the atomizer, in which it is disintegrated into very fine particles by superheated steam. The powder is so fine that the individual particles cannot be distinguished from each other by the naked eye.

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The heavy reduced lead is then collected into a large tank containing water and from there pumped into large horizontal drums known as oxidizers. These drums are provided with powerful agitators and the combined action of forced air under low pressure and water rapidly converts the lead into a basic hydroxide of lead. The converted lead is separated automatically from the slight amount of unoxidized residue, the latter being returned for further conversion to the oxidizing drums. Then in 36 hours the basic lead hydroxide is converted into a white, basic carbonate of lead or white lead, and during the entire process, no handling has been necessary. From the top of the building to the bottom the lead finds its way from floor to floor through gravitation and in the final form it is pumped back again. Two complete revolutions from top to bottom are necessary before the liquid is converted into white lead. The finished lead is then pumped into settling tanks or drying beds which are long strips of white duck laid on screens and here it dries. The process has changed the black liquid to the pure white lead of the trade.

—Gain Instead of Loss.

Instead of losing 25 per cent, as in the old process, the mild system makes a gain of 25 per cent, so that every 100 pounds of lead makes 125 pounds of white lead. The lead is always under water in the new process and the workmen are not in danger of dreaded lead poisoning.

The new plant has an annual capacity of 10,000 tons, or 20,000,000 pounds. The machinery used is very simple in construction and the chemical devices reduce the amount of labor to a minimum in handling and conveying the lead at the different stages of the process. The new plant is the only one of its kind in the world—the different steps of the process being all covered by patents—and is a valuable addition to Detroit's growing list of fine factories.



Gebäude welches kürzlich von der Acme White Lead Works zur Fabrikation von Bleiweiß nach ihrem neuen sogenannten „Mild-Process“ errichtet wurde.

Eine Anzahl Vertreter der Presse besuchten gestern die Anlagen der Acme White Lead & Color Works, welche soeben einen neuen Prozeß zur Fabrikation von Bleiweiß einführen. Wie bekannt wurde bisher das im Handel so vielfach gebrauchte Bleiweiß durch den sogenannten „Dutch Prozeß“ gewonnen. Das Blei wurde zu diesem Zwecke in runde durchlöchernte Scheiben (Disks) von etwa 6 Zoll Durchmesser und 3 Zoll Dicke geschnitten, welche, 16 bis 18 an der Zahl, in irdene mit Essigsäure gefüllte Gefäße gelegt werden. Diese Gefäße werden neben und übereinander gestellt und jede Lage ist durch Bretter getrennt. Um die Gefäße herum werden mehrere Zoll gemahlene Eichenspäne gelegt und in diesem Zustande bleiben sie etwa 3 bis 4 Monate lang unberührt liegen. Während dieser Zeit findet ein Gährungsprozeß statt und das Bleiweiß setzt sich um die Bleierneinsetzungen fest, von welchen es nach Verlauf von 3–4 Monaten abgelöst werden muß, um für Handzwecke bearbeitet zu werden. Dieser Prozeß, welcher als der einzige bisher bekannte Prozeß zur Gewinnung von Bleiweiß galt und schon Hunderte von Jahren im Gebrauch war, wird bei weitem übertroffen von dem neuen sogenannten „Mild Prozeß“, welcher nach jahrelangem Studium gegenwärtig von den hiesigen Acme White Lead & Color Works mit Erfolg getront wurde.

Die Behandlung des Bleies zur Gewinnung von Bleiweiß unter diesem neuen Prozeß ist eine gänzlich verschiedene. Die etwa 1½ Fuß langen und 4 Zoll dicken Bleistücke werden erst in den Schmelzofen befördert und nachdem es geschmolzen ist, wird es durch eine starke Dampfströmung in ein kochendes Wasser verwanbelt, worauf es durch Pumpen und vermittelst der eigenen Schwere nach den gewünschten Behältern befördert wird. Diese Behälter haben die Form von Zylindern, in welchen die Masse unter leichtem Luftdruck mit Wasser vermischt und durch große Schaufeln, die in Bewegung gehalten werden, zu einem feinsten Pulver zerrieben wird. Dieses Pulver wird dann in einem besonderen Ofen getrocknet und in einem besonderen Behälter aufbewahrt.

lassischen Substanzen ausgegeben werden. Nach diesem Prozeß gelangt die Masse durch Pumpen in sogenannte „carbonating“ Zylinder, woselbst die eigentlichen Bleisubstanzen durch Gaseinwirkung von Wasser und kohlensauren Gasen in weniger als 8 Stunden in Bleiweiß verwandelt werden. Das auf diese Weise erzielte Produkt ist gänzlich rein von irgend welchen Unreinheiten und wird sofort, ohne irgend einen Nachprozeß, auf die Trockenspinnen befördert und innerhalb weniger Tagen ist es fertig zur Verarbeitung für den Handel. Bleiweiß, wie dies öfters bei dem alten Prozeß vorkam, ist in diesem neuen Verfahren ganz und gar ausgeschlossen und Gewinnung des Reinproduktes ist um mehr als 25 Prozent erhöht. Da die ganzen Arbeiten auf automatischem Wege verrichtet werden und das Produkt von dem rohen Zustande bis zur vollkommenen Verarbeitung von keinem Gehülfen berührt zu werden braucht, wird die notwendige Arbeitskraft auf das größte Minimum reduziert. Herr Wilson H. Kowaleh, der Chef der dieses neuen Verfahrens, ist der Superintendent der neuen Anlage und siebenjährige unermüdete Versuche seinerseits haben das Produkt zu dem gemacht, wie es jetzt durch die Acme White Lead Works in den Handel gebracht wird.

Der Name „Mild Prozeß“ oder natürlicher Prozeß kommt daher, weil in seiner Fabrikation von Bleiweiß absolut keine starken Säuren, Alkalien oder sonstigen Chemikalien verwendet werden.

Das von den Acme White Lead Works zum Zwecke dieses neuen Prozeßes errichtete Gebäude, ist ein geräumiger, 4stöckiger feuerfester Bau und die in demselben installierten Maschinen haben imstande, 50 Tonnen Blei innerhalb 10 Stunden in Bleiweiß zu verarbeiten.

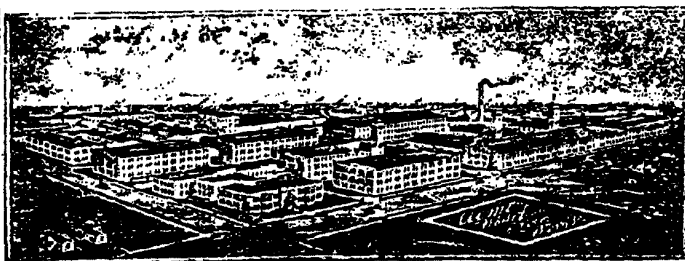
Die Geschäftsführung kann sich glücklich schätzen, diesen neuen Prozeß in der Gewinnung von Bleiweiß zu haben und es wird nicht lange dauern, bis der Name Acme White Lead & Color Works in der ganzen Welt bekannt sein wird.

0007-SWP-043068

A MODEL PAINT AND VARNISH PLANT.

A VISIT to the large paint and varnish plant of the Acme White Lead & Color Works at Detroit, Mich., U. S. A., impresses one with its magnitude and completeness. It seems incredible that an industry of this nature, which a few years ago was in a very crude state, could grow in such a short time to such proportions. This plant has many unusual features of interest.

A post office is carried on in connection with the plant, where mail is received from almost every country on the globe and quickly forwarded to the proper department. All outgoing mail is also sent here for sorting, enclosing in en-



General View of Plant of Acme White Lead and Color Works, Detroit, Mich.

velopes and stamping. Foreign mail is handled separately so as to insure its receiving the proper amount of postage. For the quick handling of telegrams this plant "city" has its own station, with an expert operator in charge, connecting with the telegraph companies' wires. In one of the buildings is a room set aside for conventions of salesmen, who come from every section of the United States and from foreign countries for mutual aid and suggestion. There is a large cafe where hot lunches are served, and still further on there is a busy laundry. An extensive printing establishment and bindery are of considerable interest.

But the really important buildings—those where the paint and varnish are made—are the most interesting of all. In these are scores of departments, each in charge of experts. There is a laboratory where every product manufactured is thoroughly tested by competent chemists. There are great rooms as long as a city square where hundreds of paint mills are constantly at work, grinding and mixing paint of every shade and for every purpose; others where enamels are made in immense quantities, each different kind being given especial care. Then there are the dry colors in the making, the vats of thick colored paste, the immense machines pressing out the moisture from cakes of this paste, the dry room and at last more great mills grinding it for use.

Big departments are devoted entirely to the manufacture of stains, fillers, dryers, varnish stains and putty. In the varnish plant may be seen the varnish gum being melted in great kettles and in another place it is being cooled. It is later put in great filtering tanks and in another large room it is placed in long rows of storage tanks where it has to age before it can be used. An extensive kalsomine plant four stories high and a very large, thoroughly equipped lead corroding department are included in the works.

Throughout the plant may be noticed an air of good fellowship, interest and business push among the employees, and a spirit of hearty co-operation which means an improved product, larger output and increased sales. Full particulars regarding the products of this concern can be obtained by addressing the Acme White Lead & Color Works, Detroit, Mich., U. S. A.

THIS BEATS THE DUTCH

Old Method of White Lead Making Revolutionized by Detroit Concern.

So old that it is moss grown, is the saying. "It beats the Dutch," and yet the Acme White Lead & Color works has actually done this by the perfection of a process invented by W. H. Rowley by which white lead is made a finished product in from seven to eight days including the drying as against 120 to 135 days by the old Dutch process in vogue for hundreds of years.

This meant the erection of a \$100,000 reinforced concrete building as an addition to the plant of the Acme, a separate establishment devoted entirely to this new industry with especially designed machinery and apparatus. The plant is finished and an is the experiment. At the rate of 10,000 tons or the purest of white lead a year is now being turned out, and it is not touched by a human hand from the time the pig of lead is dropped into the furnace on the top floor until the product has, in its various stages of development, dropped to the basement and been pumped again to the second floor, finished.

The Old Way.

In the old process in vogue until this was completed, the metallic lead was cast into perforated discs. These discs were packed into earthen pots or retorts, flooded with acetic acid. About 15 pounds of lead was put into each pot. These pots were arranged in layers piled one upon the other with boards between each layer, and each layer resting on several inches of ground tan bark, which was also placed around the edges of the pots, which were allowed to remain buried in tan bark for from 90 to 120 days while chemical action caused by the heat of the fermenting tan bark and the acid slowly converted the metallic lead into the white lead, used for paint. The corrosion was never complete, and anywhere from 65 to 85 per cent of the metallic lead only was converted into the finished product. Being hard and brittle it was ground and then floated and pumped to the drying pans of copper. It necessitated the employment of 40 men for every stack of pots.

It is by force of contrast the full significance of the new or "mild process" is brought home, and it is then realized that the Detroit plant will revolutionize the manufacture of white lead the world over. To Detroit, and to the Acme interests is due the credit of making one of the greatest beneficent discoveries of the age practicable.

Steam, Water and Gas.

In the new process as operated at the new Acme plant nothing but steam, water and carbon dioxide gas are used, resulting in bringing to the drying pans, in finished product, 125 pounds of white lead for every 100 pounds of metallic lead placed in the starting furnace. During every ten hours the plant is in operation 100,000 pounds of metallic lead is melted, passing from the bottom of the furnace into a very hot, steam filled tank, where it becomes a soft blue substance, as thin as thin mud, and in this state very susceptible to chemical change. From there it goes to large metallic duplex cylinders where it is kept continually agitated with water, in the presence of air which is forced through the cylinders at low pressure. The product is then an orange or straw color. This part of the operation is completed in less than two days. The product is then passed through a separating system which removes any slight metallic residue and is then pumped into the carbonating cylinders, where it is similar to the cylinders already described.

0007-SWP-043069

Detroit Times
5/5/11

PAINT MAKING IS REVOLUTIONIZED BY NEW PROCESS

"MILD PROCESS" FOR MANUFACTURE OF WHITE LEAD IS INSTITUTED BY ACME COMPANY—PLANT COSTS \$250,000.

A new industry that bids fair to make Detroit the most important paint center in the United States is the "Mild Process" for the manufacture of white lead, which has just begun operations at the Acme White Lead and Color works at St. Aubin-ave. and the Michigan Central railway tracks. The fine new four-story building of brick, steel and concrete has been completed and the machinery set in motion which will completely revolutionize the manufacture of white lead.

The building alone cost some \$100,000 and when the plant is fully equipped it will be an investment of a quarter of a million of dollars. The capacity of the plant is 10,000 tons per annum and the money value of that would represent in the neighborhood of a million and half dollars, so it will be seen that this industry is one of the most important acquisitions that Detroit has had for some time. While there is an immense amount of money involved, the machinery is simple. The plant is automatic and the process is continuous, the machinery to be operated 365 days in the year, day and night.

The state of perfection to which this has been reduced will be noted when it is seen that only 12 men are employed in operating the machinery, two shifts, six men nights and an equal number during the day. All of these men are practically inspectors, the only labor being performed when the pig lead is put into the kettle at the beginning of the process.

Invention of Wilson H. Rowley.
The "Mild Process" as it is known, was invented by Wilson H. Rowley, formerly of St. Louis, but now of Detroit, but the idea was taken up by the Acme White lead people and they put behind it the mechanical engineering and chemical skill that a corporation of such immensity could command and assisted Mr. Rowley to develop it.

White lead is the most important of all the paint pigments and the industry has always been considered as among the most important in the country, but heretofore the Acme company has been obliged to import what is used from St. Louis concerns. It is said, however, that until the last few years progress and improvement in the methods of manufacture of white lead have not kept pace with other important industries of modern times.

In the old process, cylinders of lead are heated in the presence of a considerable amount of water and subjected to a current of carbon dioxide gas, which in less than two hours converts the hydroxide into white lead, which, containing no impurities, is ready to pump into the drying pans without any washing or separating whatever. The finished product of pure white lead was seen, laying in the drying beds of canvas stretched up over a series of wires with shallow pans beneath to catch the moisture that filters through. The fact of the lead being free from impurities renders the expensive copper drying pans unnecessary. The finished product never grows hard and that part destined for commercial use is mixed with oil into the paste form seen in the cans when bought from the hardware stores.

Mr. Rowley, who is in charge of the new process, says that twelve men tend the entire plant, for it runs continuously, and the product is so soft and pure that it is pumped over everywhere and that a minimum amount of labor is required. Mr. Rowley notes that the process, which is covered by broad patents, is a complete machinery by which the white lead is made. No pots are required, and the process is continuous.

There is not a particle of the lead lost. Everything trends into cylinders in the basement and as the same water is used over and over again, the slight metallic residue that may be in the bottom is run through the process again and fully utilized.

All of this being under water, said Dr. C. D. Folley, the chemist of the establishment, during a trip through the plant, the process is absolutely no danger of lead poisoning. Each stage of the process is under full control, the final chemical increase is obtained and the process produces a uniform article without impurities of any kind. This process requires no acids, tar, bark, or parts and takes but two or three days before it reaches the drying where it requires five days, as against from 80 to 120 days by the old Dutch process, exclusive of the drying which of course is five days. In the Dutch process only double refined lead can be used. In this process any good grade of lead is used. After making the lead is atomized into an impalpable powder and this atomized lead is, as you see, distributed by pumps and gravity.

A Fireproof Building.
The building is of reinforced concrete and steel, three stories in height, light, airy and sanitary, and no man engaged in the manufacture has any hard labor or heavy lifting. Thus the Acme saves immense sums in equipment, in maintenance, and in labor and gets 125 pounds of white lead for every 100 pounds of metallic lead put in the furnace. The carbon dioxide gas is made from coke. The heat furnishes the steam for the atomizing and for the running of the engine. The gas passes through a tower of coke saturated with chemical preparations so that all sulphur and impurities are removed and the gas passed to the carbonating cylinders absolutely pure.

In all its appointments the plant is modern and yet simple and easily managed. Mr. Rowley, the inventor, Dr. Folley, the chemist, and the Acme officials are naturally proud of the achievement and feel that in addition to opening an unlimited field of enterprise, they have also given Detroit something worth having.

The two processes which stand out prominently are the "Old Dutch" process and the "Mild Process." The former has been in use for hundreds of years, while the latter has been out for only about five years. The first patents were granted in 1902 and 1903, and a plant with 1,000 tons annual capacity was equipped and placed in operation. The produce found immediate consumption and by 1907 the sales having outgrown the producing capacity of the plant, it was found necessary to build the new factory.

Product is Superior.
By comparison of the "Old Dutch

process," formerly used, and the "Mild Process," it has been scientifically demonstrated that the product of the latter is superior in quality, less expensive, more sanitary, uniform, without impurities of any kind, requires only five days to produce, while the Dutch process takes four months, and the full chemical increase, which is about 25 per cent, is obtained as every particle of metallic lead is converted and none lost. It appears strange to the average person, but has been demonstrated, that when 100 pounds of pig lead has been put into the process, 125 pounds of carbonate of lead is taken out. This is explained by the chemical operation of taking up the air, water and carbonic acid gas.

It is said that under the "Dutch process" it would take a plant covering 10 acres of ground to be as efficient as the one just completed by the Acme company for the "Mild process."

0007-SWP-043070

0007-SWP-000126226

Acme White Lead & Color Works

Ein neues Fabrikgebäude beschreiben.

Die Acme White Lead & Color Works, an der Ecke der St. Hubin Ave. und der Eisenbahn, hat soeben wieder ein neues Fabrikgebäude, vier Stockwerke hoch und zwanzig Fenster Front, errichtet und zum Theil schon in Betrieb. Die Anlagen, Maschinen usw. zur Produktion von Bleiweiß sind noch nicht vollständig und müssen vielmehr der neuen Werke ist in Betrieb. Als die Acme Co. an den Bau des neuen Gebäudes ging, hatte man die Kapazität derselben auf 5000 Tonnen geschätzt, nun aber findet man die zureichende Übertragung aller Anforderungen, daß die Kapazität mindestens 10.000 bis 12.000 Tonnen betragen wird. Denn schon der dritte Stockwerk neuen Anlagen ergibt 2500 Tonnen. In der Fabrik der Acme Co. wird jetzt der sog. „White Process“ der Fabrikation angewendet, der ein besserer und schnelleres Ergebnis hat, als der alte holländische Prozess, der seit vielen Jahrhunderten von Sachsen in Gebrauch war, und erst neuerdings durch den hochwissenschaftlichen neuen Prozess ersetzt worden ist. Der alte Prozess, der holländische, ist auch viel kostspieliger und langwieriger als der neue, der ausschließlich in den Werken der Acme Co. benutzt werden wird. Nach dem alten Modus dauerte die Produktion 120 Tage, jetzt in der Fabrik der Acme Co. nicht mal so viele Stunden. Das auf diese Weise produzierte Bleiweiß ist absolut rein und besser Qualität und alle, die es benutzen, natürlich, die Anstreichermeister, an der Spitze, erklären es für das Beste, was je produziert wurde.

Die scharfe Säuren, die früher bei der Produktion von Bleiweiß die Hauptrolle spielten, werden jetzt gar nicht mehr verwendet, ebensowenig wie die Gerbstoffe, ohne die früher kein Bleiweiß produziert werden konnte. Jetzt braucht man all das nicht mehr, denn es wird Bleiweiß rein und gleichmäßig produziert.

Der neue Prozess wurde im Jahre 1902 patentiert und gleich darauf wurde von der Acme Co. eine Fabrik mit einer Kapazität von zwei Millionen Pfund pro Jahr errichtet. Das Produkt der neuen Fabrikationsmethode fand sofort so große Abnahme, daß die Gesellschaft sich gezwungen sah, ihre Fabrik zu vergrößern. Man wollte erst einen Anbau machen, kam aber bald zu dem Schluss, daß es am besten sein würde, ein ganz neues, größeres und allen Anforderungen entsprechende Gebäude zu errichten, das nun, vollständig, die Kapazität von 10.000 bis 12.000 Tonnen haben wird. Also, was man für ein unglaubliches Unternehmen

Einzelheiten der Fabrikation weiß nach dem neuen Prozess gehen, denn die Schilderung, die nur für Fachleute von Interesse sein, während sie für die Mehrzahl der Laien unverständlich sein dürfte. Nur die Thatsache möge nochmals konstatiert werden, daß die neue Methode für die Fabrikation von Bleiweiß und das Erzeugnis jetzt ausschließlich in dem Betrieb der Acme White Lead & Color Works zur Verwendung kommt. Das Erzeugnis ist ein eminent zufriedenstellendes und das ist hauptsächlich der Grund, daß die Gesellschaft von der Geschäftsdepression überhaupt nicht berührt worden ist. Ihr „Portfolio“ ist durch die Geschäftslagnation nicht im geringsten unterbrochen worden.

Gestern Vormittag hatte die Acme Co. eine Anzahl Vertreter der Presse zur Besichtigung des neuen Fabrikgebäudes eingeladen und alle waren erstaunt über die eminent praktische Einrichtung der neuen Werke.

Detroit Free Press 5-10-08.

STUDENTS SEE PAINT MADE

U. of M. Class Visits Acme White Lead and Color Works.

Prof. Albert H. White and his class in chemical technology of the University of Michigan visited the Acme White Lead and Color Works yesterday. Besides gaining a mass of practical information from watching the various processes, Prof. White and his students were royally entertained by the enterprising Acme people.

In honor of the occasion the firm had printed a neat little booklet, a souvenir done in yellow and lined with blue, the colors of the U. of M. The booklet was titled "A Day in a Paint Works." Besides detailing some valuable information, the booklet serves as a neat memorial of the occasion. A nice luncheon was served at the plant.

The students in Prof. White's class are J. P. Wilson, R. L. Chubb, J. M. Ganss, Harvey Barker, George Morgan, A. W. Linton, C. E. Traut, E. C. Arndt, H. G. Walker, C. E. Leantz, L. F. Harlow, E. N. Worth, L. A. Watkins, M. M. Macnean, J. H. Guenther, G. W. Dunham, W. S. Hubbard, C. A. Vallance, H. P. Eastman, E. Schragenheim, C. A. Behnson, William E. Kleiner, F. L. Shannon, Joseph Bourg, H. A. Baxter, T. A. Major and A. W. Black.

Detroit Journal May 10, 1908.

CITIZENRY MAKES SOME GOOD SUGGESTIONS.

He who will not give his space to a man who has heart-to-heart suggestions to our mayor and common council for the greater intensive beautification of this our fair city and the vindication of that singularly unresponsive and meaningless slogan, "In Detroit Life is Worth Living," is a Patriot of the right sort of stuff, intellectual and monetary. That is Citizen Tom Neal. Three columns wide and so much per agate line, Mr. Neal has projected four succinct and distinct inspirations at the city's constructive beautifier, Mayor Thompson.

Mr. Neal suggests, first, that we begin the beautification by repairing "the dilapidated sidewalk around the city hall with its cracked and broken stones." That's pretty good, and the mayor is that some of the volunteer beautifiers don't think of that sidewalk before they thought of the Grand Esplanade.

The second suggestion is nearly as good, that "the elevations of earth enclosed by rough stones on the east side of the city hall, and intended for the display of flowers, be leveled." Perhaps that hedge of ugly rocks was intended for flowers. Maybe the original conception contemplated an aquarium. It's hard to say. Anyway it is a striking illustration of the devastation that can be effected by perverted, catholic taste in authority. Let us take out the stones—and put them in the city hall sidewalk. Also Civic Patriot Neal wants cleaner, neater bulletins, inclosed in glass, at the western entrance to the city hall. That, of course, is a detail less needful and also somewhat less expensive than the Grand Esplanade.

At the fourth and last suggestion, however, we frankly balk. It is that a prominent sign exactly duplicating the accepted phrase and design, "In Detroit Life is Worth Living," be placed upon the east side of the city hall and that said sign be illuminated every evening for a reasonable length of time.

Right here Patriot Neal and The Journal part ways and company. "Welcome, Amalgamated and Protective Order of Chimney Sweeps" was bad and humiliating and fulsome enough. But hogtied to be importuned by an electrical expression of the puerile and futile boast, "In Detroit Life is Worth Living," would be infinitely worse. It is bad enough at all the Board of Commerce's luncheons and on the Board of Commerce's stationery, but there is some escape for those who lunch not with the Board of Commerce and read not its eloquent letters. Let us leave some avenue of escape.

could not offend. But the
 of course, but the
 whose feverish brain there
 phantasmagoria of
 Detroit, etc. should be aptious to
 something glittering, conspicuous and
 with it. But this is too
 we must have electricity
 platitudes; let them be
 hypocritical hospitality rather than
 palpable braggadocio. We should be
 delighted to assist this beautification of
 Detroit. And the Acme White
 Lead & Color Works. Indeed we are
 glad to see the sidewalk, the rock-
 studded night-mare that once was a
 lawn, and the tattered, bulletins, but
 the famous "in Detroit," etc. must
 be left the exclusive and unconverted
 property of the Board of Commerce.
 We need it, not. Besides, we can't
 walk up and down Griswold street all
 the time.

Modern Painter
 May 1908

The Rowley White Lead Process.

The Acme White Lead and Color Works, of Detroit, has added a new building for the manufacture of white lead by the "mild" process invented by Wilson H. Rowley. This method is as follows:

The pig lead is hoisted to the third story of the plant and melted in a great caldron. In this initial carrying to the caldron is the only need of human labor until the finished product appears. The stream of molten lead runs through a pipe in the bottom of the caldron to an atomizer, where it encounters a blow of superheated steam that disintegrates it into its smallest particles—so small are they that assembled they resemble a stove polish, somewhat dried—and this fine, powderlike substance is collected in large tanks of water, from whence it is carried on to broad, troughlike tables, where powerful agitators search it for any small particles of lead that remain unconverted. Air at low pressure is forced through the liquid lead and water, the combined action of air and water converting the lead into what is called a basic hydroxide of lead.

Observe that in all the processes, no handling has been necessary. From the top story of the building the lead finds its way from floor to floor, through gravitation, and in its liquid form is then pumped back to complete its transformation. There remains to be done the carbonating process, which is completed by placing the lead in carbonators, where it is constantly agitated while it is being subjected to the action of gas pumped in under low pressure. This gas is a product of the plant itself. In 36 hours of this treatment the proper fineness and density is obtained and the finished lead—white as snow—is pumped to the drying beds, which are long strips of duck canvas laid over screens, and here it dries, the finished product. The proof that the lead has been thoroughly converted and deprived of its soluble lead salts is that these duck sheets last a long time. Heat, air, water and gas have changed the pig lead to the white lead of the trade.

The Mich Daily
 5-10-08

**CHEMICAL STUDENTS
 VISIT PAINT WORKS**

(To the tune of Harrigan.)

Who are the men who spend or even lend?
 Mich-i-gan, that's them.
 Who'll be your friend when you find that you need a friend?
 Mich-i-gan, that's them.
 For we're just as proud of the name you see
 As an Em-per-or, Czar or a King can be.
 Who are the men help a man every time they can?
 Mich-i-gan, U. 'I M.

Chorus—
 M-I-C-H-I-G-A-N spells Mich-i-gan.
 Proud of every single son that's with you,
 Div-il a man can say a word a-gin you.
 M-I-C-H-I-G-A-N, that's them.
 It's a name that a shame never has been con-nec-ted with.
 Mich-i-gan, U. 'I M.

Who are the men Mis-ter Yost taught to play football?
 Mich-i-gan, that's them.
 Who are the men who will push Penn-sy to the wall?
 Mich-i-gan, U. 'I M.

The ladies and gents are all proud of ye.
 We're proud of ye, too, in our turn, you see.
 You are the men make us all think we're young a-gin,
 Mich-i-gan, U. 'I M.

Thus was Prof. White and his class in chemical technology welcomed at the Acme White Lead and Color works in Detroit yesterday. When the visitors entered the works they were asked to leave their names. The object of this, they learned upon leaving, when they were each handed a dainty souvenir booklet bound in yellow and blue. This contained a cut of the party which visited the plant in April, the names of the visiting party, the menu which the company served them at their banquet, and a short sketch of the Mild Process of white lead manufacture.

From here the students went to visit other plants in which business of a chemical nature is done.

0007-SWP-043072

St. Louis Volksblatt
6-24-08

Die Acme White Lead and Color Works kündigt an, daß Herr Dan Davies, bisher Geschäftsführer ihres Zweiggeschäftes in St. Louis, zum Leiter des Spezialitäten-Departments der Firma befördert worden ist und sein Hauptquartier in Zukunft in



Dan Davies

Detroit sein wird. Herr Davies steht länger, als irgend ein anderer ihrer Verkäufer in Diensten der Acme Co. und hat in jeder ihm anvertrauten Stellung vorzügliche Dienste geleistet. Er besitzt viele Geschäftsfreunde auch in Detroit, die mit Vergnügen von seiner Beförderung hören werden.

Detroit Times
6-24-08

ACME COLOR WORKS PROMOTES DAVIES

Dan Davies, formerly manager of the St. Louis branch of the Acme White Lead & Color Works, has been



DAN DAVIES

promoted to the position of manager of the firm's specialty department, with headquarters in Detroit. Mr. Davies is the concern's oldest salesman in point of service and is highly thought of by his employers.

Detroit News
6-24-08

TRANSFER ST. LOUIS MAN

Dan Davies, formerly manager of the St. Louis branch of the Acme White Lead & Color Works, has been promoted to

the position of manager of the company's specialty department, with headquarters in Detroit. In point of service, Mr. Davies is the oldest salesman in the service of the Acme White Lead & Color Works and is well and favorably known of the trade in general.



DAN DAVIES

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Paint, Oil & Drug Review July 8-08

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Modern Painter
6-1908

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0007-SWP-043073

THIS BEATS THE DUTCH

Old Method of White Lead Making Revolutionized by Detroit Concern.

Detroit Free Press, May 16, 1908.

So old that it is moss grown, is the saying. "It beats the Dutch," and yet the Acme White Lead & Color Works has actually done this by the perfection of a process, invented by W. H. Rowley by which white lead is made a finished product in from seven to eight days including the drying as against 120 to 125 days by the old Dutch process in vogue for hundreds of years.

This meant the erection of a \$100,000 reinforced concrete building as an addition to the plant of the Acme, a separate establishment devoted entirely to this new industry with especially designed machinery and apparatus. The plant is finished and so is the experiment. At the rate of 10,000 tons of the purest of white lead a year is now being turned out, and it is not touched by a human hand from the time the pig of lead is dropped into the furnace on the top floor until the product has, in its various stages of development, dropped to the basement and been pumped again to the second floor, finished.

In the old process in vogue until this was completed, the metallic lead was cast into perforated discs. These discs were packed into earthen pots or retorts, flooded with acetic acid. About eighteen pounds of lead was put into each pot. These pots were arranged in layers piled

one upon the other with boards between each layer, and each layer resting on several inches of ground tan bark, which was also placed around the edges of the pots, which were allowed to remain buried in tan bark for from 90 to 120 days, while chemical action caused by the heat of the fermenting tan bark and the acid slowly converted the metallic lead into the white lead used for paint. The corrosion was never complete and anywhere from 65 to 85 per cent of the metallic lead only was converted into the finished product. Being hard and brittle it was ground and then floated, and pumped to the drying pans of copper. It necessitated the employment of forty men for every stack of pots.

It is by force of contrast the full significance of the new or "mild process" is brought home, and it is then realized that the Detroit plant will revolutionize the manufacture of white lead the world over. To Detroit, and to the Acme interests is due the credit of making one of the greatest scientific discoveries of the age practicable.

In the new process as operated at the new Acme plant, nothing but steam, water and carbon dioxide gas are used, resulting in bringing to the drying pans, in finished product, 125 pounds of white lead for every 100 pounds of metallic lead placed in the starting furnace. During every ten hours, the plant is in operation 100,000 pounds of metallic lead is melted, passing from the bottom of the furnace into a very hot, steam filled tank, where it becomes a soft blue substance, as thin as thin mud, and in this state very susceptible to chemical change. From there it goes to large metallic duplex cylinders where it is kept continually agitated with water in the presence of air which is forced through the cylinders at low pressure. The product is then an orange or ochre color. This part of the operation is complete in less than two days. The product is then passed through a separating system which removes any slight metallic residue and is then pumped into the carbonating cylinders, somewhat similar to the cylinders already described.

In the last cylinder the basic hydroxides of lead, as they are called, in the presence of a considerable amount of water are subjected to a current of carbon dioxide gas, which in less than two hours converts the hydroxides into white lead, which containing no impurities, is ready to pump into the drying pans without any washing or separating whatever. The finished product of purest white lead was seen laying in the drying beds of canvas stretched upon cots of wires with shallow pans beneath to catch the moisture that filters through. The fact of the lead being free from impurities renders the expensive copper drying pans unnecessary. The finished product never grows hard and that part destined for commercial use is passed on to the grinding mill where it is mixed with oil in the paste form seen in the can used by the hardware stores.

In the new process 120 men in the bark are required. Twelve men in the entire plant for twenty-four hours, and everything is done by gravity and machinery. In its soft condition, the product is pumped everywhere, and a minimum amount of labor is required. Mr. Rowley not only invented the process, which is covered by broad patents, but also the machinery by which the white lead is made. No pots are required, no lumber is necessary.

There is not a particle of the lead lost. Everything drains into cisterns in the basement and as the same water is used over and over again, the slight metallic residue that may go to the bottom is run through the process again and fully utilized.

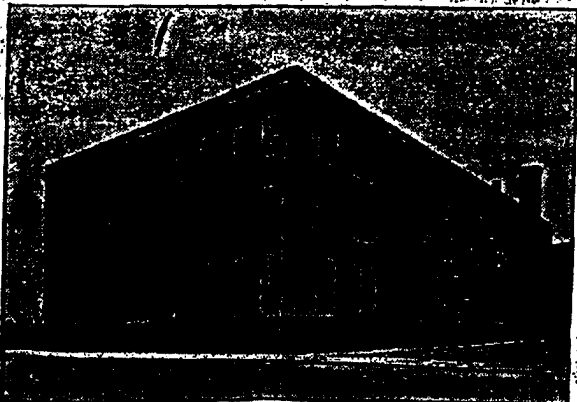
"All of this being under water," said Dr. C. D. Holley, the chemist of the establishment during a trip through the plant yesterday, "there is absolutely no danger of lead poisoning. Each stage of the process is under full control, the full chemical increase is obtained and the process produces a uniform article without impurities of any kind. This process requires no acids, tan bark, or parts and takes but two or three days before it goes to the driers where it remains five days, as against from 90 to 120 days by the old Dutch process, exclusive of the drying which of course is five days. In the Dutch process only double refined lead can be used. In this process any good grade of lead is used. After melting, the lead is atomized into an impalpable powder, and this atomized lead, as you see, distributed by pumps and gravity."

The building is of reinforced concrete and steel, three stories in height, light, airy and sanitary, and no man engaged in the manufacture has any hard labor or heavy lifting. Thus the Acme saves immense sums in equipments, in maintenance, and in labor and gets 125 pounds of white lead for every 100 pounds of metallic lead put in the furnace.

The carbon dioxide gas is made from coke. The heat furnishes the steam for the atomizing and for the running of the engine. The gas passes through a tower of coke saturated with chemical preparations so that all sulphur and impurities are removed and the gas passes to the carbonating cylinders absolutely pure.

In all its appointments the plant is modern and yet simple and easily managed. Mr. Rowley, the inventor, Dr. Holley, the chemist, and the Acme officials are naturally proud of the achievement and feel that in addition to opening an unlimited field of enterprise for lead and white lead, they have also

New Process of making White Lead works great change in paint industry.

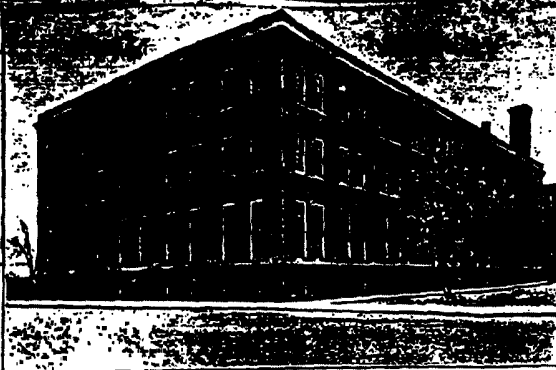


The new building of the Acme White Lead & Color Works, which is the first of its kind in the world.

0007-SWP-043074

NEW PROCESS
INVENTED BY R. H. HANFORD

White Lead
June 1907



The New Building of the Acme White Lead and Color Works in which White Lead is Made by the New "Mild" Process.

In Detroit, where Life is worth living, the employees of the Acme White Lead & Color Works have organized what they call "The Acme Quality Rooters' Club." The object of the Club is, according to the *Acme Quality Rooters*, a "paperoid" published at frequent intervals, to root, root, root. Any one that has been near a baseball game knows what it means to "root"; he also knows what continual rooting will do. The editor of the live little sheet publishes the following Ten Commandments which if followed will be productive of good results:

- Thou shalt not wait for something to turn up, but shalt pull off thy coat and go to work that thou mayest prosper in thy affairs and make the word "failure" spell "success."
- Thou shalt not be content to go about thy business looking like a bum, for thou shouldest know that thy personal appearance is better than a letter of recommendation.
- Thou shalt not try to make excuses, nor shalt thou say to those who chide thee "I didn't think."
- Thou shalt not wait to be told what thou shalt do, nor in what manner thou shalt do it, for thus may thy days be long in the job which fortune hath given thee.
- Thou shalt not fail to maintain thine own integrity, nor shalt thou be guilty of anything that will lessen thy good respect for thyself.
- Thou shalt not covet the other fellow's job, nor his salary, nor the position which he hath gained by his own hard labor.
- Thou shalt not fail to live within thy income, nor shalt thou contract any debts when thou canst not see thy way clear to pay them.
- Thou shalt not fail to blow thine own horn, for he who is afraid to blow his own horn at the proper occasion findeth nobody standing ready to blow it for him.
- Thou shalt not hesitate to say "NO" when thou meanest "NO," nor shalt thou fail to remember that there are occasions when it is unsafe to bind thyself by hasty judgment.
- Thou shalt give every man a Square Deal. This is the last and great commandment, and there is no other like unto it. Upon this commandment dependeth all the law and the profits of the business world.

LIABILITY FOR POOR PAINT.—Mrs. Luther Hinckle, of Peoria, Ill., has brought suit against W. N. Hanford, a painter, of the same town, claiming that the paint put on her house did not wear well.

Last fall Hanford contracted to paint a house belonging to Mrs. Hinckle. Mrs. Hinckle had a sample of a particular shade of yellow paint with which she wanted her house painted, and she alleges that Hanford told her he could mix that color and that it would stand the ravages of the weather. She alleges that with that understanding she told him to proceed with the painting.

Hanford claims that he had warned her that the color would be very uncertain to stand the weather, owing to the fact that the paint did not contain sufficient quantities of white lead to give it a good body.

The testimony which was produced shows that the composite parts of the paint necessary to produce that color were only 10 per cent. white lead, 75 per cent. yellow ochre and 15 per cent. raw sienna. It was also shown that as a matter of fact this mixture would not have sufficient body to withstand the weather.

The Acme Company Starts Its New White Lead Plant.

Detroit's latest industry, and by far the most important in the paint line, is the manufacture of white lead by the "mild" process, a process which is of recent discovery and which has been acquired by the Acme White Lead and Color Works, and housed in a newly completed brick, steel and concrete building costing \$100,000. The building itself is a notable addition to Detroit's factory equipment, but the "mild process" of manufacturing white lead is fascinating even to the layman.

For hundreds of years white lead has been made by the old Dutch process, which required 120 days and a large amount of labor. The product itself was all that could be desired, but the process was slow and very expensive. It required 40 men to operate a very small plant, and only 75 per cent. of the lead laid away carbonated, necessitating a great deal of scrubbing and separating and another 120 days to carbonate the 25 per cent. that remained. Under that system the pig lead was melted into "buckles," resembling large pretzels and laid a dozen each in earthen jars in the bottom of which was acetic acid. A great bed of tan bark a foot deep was laid, and these jars, hundreds in number, were buried in the tan bark, which was mixed with horse manure, and over these jars, was placed pine lumber over which another layer of tan bark and manure was distributed to receive more jars. In this way a great stack was built which was to remain four months. All of these "buckles" were cast by hand, the jars were filled and handled by hand, the stacks were built by hand and the process was most expensive.

But down in St. Louis was a man named Wilson H. Rowley, who worked out an improvement, and his experimentation went forward for seven years, until success was earned. The "mild process" is so absurdly simple that one wonders how the world blundered along without it so long. Here it is: The pig lead is hoisted to the third story of the plant and melted in a great caldron. In this initial carrying to the caldron is the only need of human labor until the finished product appears. The stream of molten lead runs through a pipe in the bottom of the caldron to an atomizer, where it encounters a blow of superheated steam that disintegrates it into its smallest particles—so small are they that assembled they resemble a stove polish, somewhat dried—and this fine, powder-like substance is collected in large tanks of water, from whence it is carried on to broad, troughlike tables, where powerful agitators search it for any small particles of lead that remain unconverted. Air at low pressure is forced through the liquid lead and water, the combined action of air and water converting the lead into what is called a basic hydroxide of lead. Observe that, in all the processes, no handling has been necessary. From the top story of the building the lead finds its way from floor to floor, through gravitation, and in its liquid form is then pumped back to complete its transformation. There remains to be done the

carbonating process, which is complete placing the lead in carbonators, where constantly agitated while it is being subjected to the action of gas pumped in under low pressure. This gas is a product of the plant. In 35 hours of this treatment the proper fineness and density is obtained and the finished white as snow—is pumped to the drying, which are long strips of duck canvas laid screens, and here it dries, the finished product. The proof that the lead has been thoroughly converted and deprived of its soluble lead is that these duck sheets last a long time. Air, water and gas have changed the pig to the white lead of the trade.

Eight men are all that are required to operate the big plant with its enormous capacity of 15,000 tons a year. The "mild process" accomplishes in 10 days what the old process required 120 days to accomplish. Possibility of lead poisoning, so ever-present in the old process, is banished. Not a particle escapes and not a particle is lost. Instead of losing 25 per cent. as in the old system, the system makes a chemical gain of 25 per cent. so that for every 100 pounds of lead put in comes out. It is one of the most interesting processes in the city, the only one of its kind in the world, and places Detroit in the rank as a paint market.—*Detroit News*.

Detroit News

July 6, 1907
"Things couldn't be better than they are with us," said A. M. Woodward, of the Acme White Lead & Color Works. "We are working almost full force, and full time, and for the time of year, business is better than it was last year."

0007-SWP-043075

MAKE MICHIGAN PAINT CENTER

MANAGEMENT OF THE ACME
WHITE LEAD & COLOR WORKS
OF DETROIT HAS AMBI-
TIOUS PROGRAM.

WHITE LEAD MANUFACTURE TO BE REVOLUTIONIZED

New Process Owned Exclusively By
This Progressive Plant Makes It
Possible to Corrode Lead in
Six Instead of 120 Days.

Special to The Courier-Herald:
Detroit, Mich., June 17.—Within a few years Detroit is likely to be the world's paint, varnish and white lead center. If the plans of the Acme White Lead & Color Works of this city are carried out, already this plant enjoys the distinction of being the largest of its kind in the world, and growing so rapidly that the day seems not far distant when it will have developed the paint and varnish business to such a capacity that Michigan will be the leading state of the union in this respect.

A few days since a party of Saginaw business men visited the mammoth plant in this city and were more than agreeably surprised to note the magnitude of its work and the enterprise and ambitions of its management. Within a half year the company has added a white lead corroding department, where it is revolutionizing the white lead business of the world. This department bids fair to be the most talked of departure in lead business that has ever excited the attention of the world's scientists and business men, and already it has commanded the respect and investigation of the government's experts, as well as those from many states and colleges.

Corrodes Lead in 6 Instead of 120 Days.

In this plant pig lead is corroded in six days, under what is termed the "mild process." For centuries past the corrosion of lead has been accomplished under somewhat medieval conditions, requiring from 120 to 180 days, and then with a partial loss of the material and at a considerable expense. The "mild process" employs six days, no loss of material and very little expense. It is a patent process that is so simple, one is impelled to ask why no one had thought it out years ago. Undoubtedly in its simplicity not a thing lacks to turn out the best product at the minimum expense. It is this department of the Saginaw Acme establishment that promises a greater future than any other part of the plant. The process is owned exclusively by this progressive plant.

The Saginaw Acme White Lead Works was the most noticeable feature of the visit. Here was found the absolute fire-proof building, everything employed in its construction being inflammable. And here the visitor is shown the various stages through which pig lead passes before it is turned out perfect. Under the old Dutch process the lead was "moulded" into discs weighing about one pound each, and from sixteen to eighteen of these discs placed in metal pots containing acetic acid. These pots are arranged in layers, piled one upon another, board floors separating the different layers, each of which rests upon several inches of ground tan bark, which is also placed about the pots. These pots remain buried in the tan bark for a period averaging about 120 days, during which the chemical action caused by the heat of the fermenting tan bark and the acid slowly converts the metallic into carbonate of lead, which is commonly termed "white lead." During all of this time the lead is buried and beyond the control of workmen. In addition it is a process requiring heavy expense, as much labor is employed in taking down the stacks and removing the pots of corroded metal, such as is also employed in building them and conveying the metal. The corrosion under this process has never been complete and requires a vigorous treatment of crushing, rolling, screening, grinding and floating to separate the partially corroded lead, tanbark and metallic lead. This in itself is also an expensive operation, and not entirely satisfactory.

To the layman the difficulties and handicaps of this process become at once apparent. It is costly and incomplete, requiring the use of great quantities of acids and expensive tan bark, pots, lumber, which must constantly be replaced, and does not develop satisfactory.

New Process Is Much Superior.
All of these drawbacks are overcome in the "mild process," which neither requires acids, the burying of metal, the delay of three months for fermentation purposes, or the expensive outlay for tan bark, lumber, pots, etc., formerly needed. This saving alone would justify the new process, but it has other advantages, the full theoretical chemical increase of 25 per cent for metal corrosion being secured, as well as the utilization of all parts of the pig lead, which can be of the ordinary market product and not a special metal made for this purpose.

The new process has passed the experimental stage, its product having sold for five years and been thoroughly demonstrated. It is the invention of W. H. Rowley, formerly of St. Louis, but now the superintendent of this department of the Acme plant. The process is as follows: The lead after melting is at once atomized into an impalpable powder. Then the atomized lead is distributed by pumps and gravity to the desired places. The finely powdered lead is pumped into large metallic duplex cylinders supplied with powerful agitators, where it is kept continually agitated with water in the presence of air which is forced through the cylinders under low pressure. This operation is complete in less than two days. It is then passed through the separating system which removes any slight metallic residues remaining, and is then pumped into the carbonating cylinders which are somewhat similar to the cylinders already described. Here the basic hydroxide of lead, as they are called, in the presence of a considerable amount of water, are subjected to a current of carbon dioxide gas, which in less than 12 hours converts the hydroxide into white lead. The white lead is then dried and packed in bags or drums.

No acid, alkali, tanbark or pots are required in this process. It is simplicity and economy itself as well as practically, and produces the best white lead the market has ever afforded.

With this great department still in its infancy, and the paint and varnish plants using for their own needs a considerable proportion of the output, just what the future has in store for this plant cannot be definitely told, but it will be very successful beyond doubt. Ordinary developments mean that in a few years all lead manufacturers in this country will be seriously handicapped by the superior quality and reduced cost at which the Acme company can market its product and sooner or later branch establishments will have to be placed about the country, all of which will add to the Acme company in its effort to become a center of the paint and varnish business of the world.

Management Aggressive and Capable.
Aside from the superior and exclusive process this company uses in the corrosion of pig lead, its established business and recognized standing as a leading paint and varnish manufacturer, the ambitions and energies of its officers and management is a power for great good. The company is perhaps as ably managed as any in the United States, its officers and directors taking a keen personal pride in its affairs and closely devoting their entire time to its policy of progression and advancement. William A. Davis, the president, has long been identified with it, holding a large share of the stock and having been at the helm since 1884, when the company first branched out. Thomas Neal, the secretary and general manager, is also a large stockholder and the Acme plant of today, the most modern and successful of its kind in the world, represents the combined energy, ability and successful management of these two and other able business men. Every detail of the business has for years had their personal attention and both men are to be found at their desks during all hours of the business day. Mr. Davis and A. H. White, vice-president, the best known capitalists and successful officers of the corporation, and although interested in scores of other large institutions take a very keen interest in the development of the Acme plant. The office building of the company is said to be the finest in the land, and its established policy of securing and holding business is everywhere recognized as the most aggressive and successful pursued by any large paint or varnish house in the world. With in a short period of less than twenty years it has made all of its products known the world over, and its trade upon every brand established. What has been accomplished in this one direction will be more than duplicated in the white lead department, which, with the new and better process, is sure to revolutionize this business and command attention to Michigan as the leading state in the union in this manufacture.

0007-SWP-043076

OUR STORY FOR BOYS.

How Thomas Neal, the Errand Boy, Helped to Build one of the Greatest Manufacturing Institutions in Detroit.

I was Lincoln himself who said that there was nothing so wonderful in a rail-splitter becoming a president; today there are thousands of successful men who could say the same thing in a different way.



THOMAS NEAL

They might express it as Roosevelt did in a speech about a year ago—that "it's the man in a man that counts; his pluck, his ambition, his perseverance and honesty."

There is every opportunity in the world for the success of that boy today who starts out in life handicapped by things which he may believe will forever insure his mediocrity. This is the age of "men that are men," and while education and capital are great aids in the fight for success, it is the "pluck and honor in a boy" that counts.

There is not a better example in Detroit today of what pluck and perseverance will do than in the story of Thomas Neal, one of the directors of the Michigan Savings Bank, one of the founders and at present the secretary and general manager of the greatest institution of its kind in the world—the Acme White Lead and Color Works. Mr. Neal is recognized as one of the best business men in Michigan and one of the sanest financiers associated with any banking institution in the country.

"Tom's climb," as we might call it, is an object lesson for every bright, hustling youngster in Detroit. He was born in Corunna, Ontario, September 27th, 1858, his parents moving to Detroit when he was eight years old. Tom had all kinds of ambition; he wanted to get out into the world and make something of himself, so in spite of his family's wishes he went to work when only sixteen years of age as an errand boy at \$4 a week with the National Pin Company. Out of that \$4 a week he put \$3 in the bank every Saturday, and after a few months he began going to a night school. This savings account was the beginning of his success. At the end of four years, when he had advanced to book-keeper in the concern, the combination of his company with another compelled him to seek another position, and he went into an insurance office. Still he added to his bank account, and at the age of 27 he was able to accomplish the ambition of his life—go into business for himself.

That was the beginning of the greatest paint and varnish works in the world. In a little one-story building out Grand River avenue he and William L. Davies began making paint. While Neal worked in their tiny factory, "Billy" Davies, the president of the great institution of today, held down an outside job in order to add to their working funds. Their first order was for A SINGLE BARREL OF PAINT, and no order that was ever given to any firm in the world created more joy than that. How pluck and perseverance will win may be seen in the fact that recently there were on the company's books for one month's "immediate" delivery orders for 162 CARLOADS OF PAINT, besides innumerable smaller orders, and that from the little room out Grand River avenue has grown one of the most magnificent manufacturing plants in the United States, with a capitalization today of \$1,250,000.

Boys, what do you think of this? Doesn't it stir your ambition a little? Doesn't it show what the business world holds for you—if you've just got the "ginger," the perseverance, the honesty, and, above all, a "saving ability?"

Paint, Oil & Drug Review

THE BOWLEY WHITE LEAD PROCESS.

The Acme White Lead and Color Works, of Detroit, has added a new building for the manufacture of white lead by the "mild" process invented by Wilson H. Bowley. This method is as follows:

The pig lead is hoisted to the third story of the plant and melted in a great caldron. In this initial carrying to the caldron is the only need of human labor until the finished product appears. The stream of molten lead runs through a pipe in the bottom of the caldron to an atomizer, where it encounters a blow of superheated steam that disintegrates it into its smallest particles—so small are they that assembled they resemble a stove polish, somewhat dried—and this fine, powder-like substance is collected in large tanks of water, from whence it is carried on to broad, troughlike tables, where powerful agitators search it for any small particles of lead that remain unconverted. Air at low pressure is forced through the liquid lead and water, the combined action of air and water converting the lead into what is called a basic hydroxide of lead.

Observe that, in all the processes, no handling has been necessary. From the top story of the building the lead finds its way from floor to floor, through gravitation, and in its liquid form is then pumped back to complete its transformation. There remains to be done the carbonating process, which is completed by placing the lead in carbonators, where it is constantly agitated while it is being subjected to the action of gas pumped in under low pressure. This gas is a product of the plant itself. In 36 hours of this treatment the proper fineness and density is obtained and the finished lead—white as snow—is pumped to the drying beds, which are long strips of duck canvas laid over screens, and here it dries, the finished product. The proof that the lead has been thoroughly converted and deprived of its soluble lead salts is that these duck sheets last a long time. Heat, air, water and gas have changed the pig lead to the white lead of the trade.

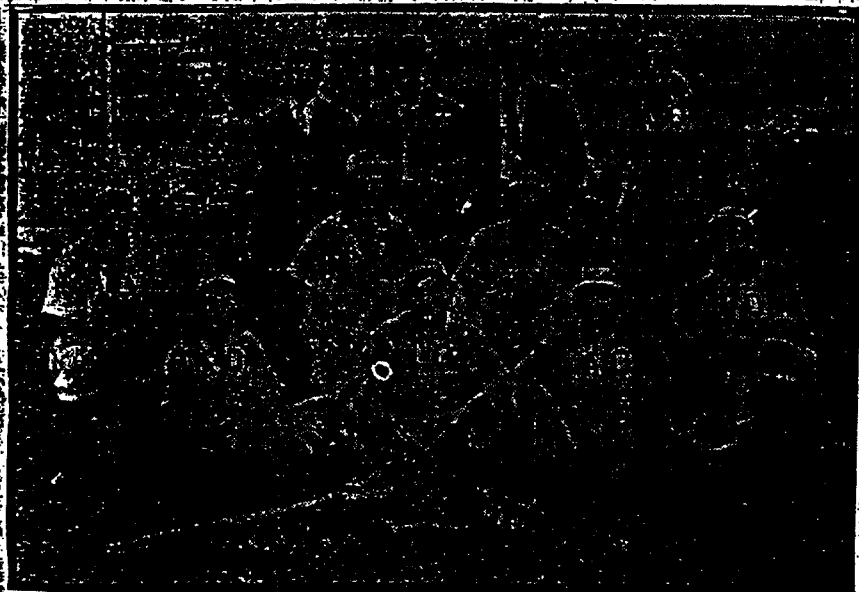
0007-SWP-043077

Detroit Free Press - Aug. 19-28.

William L. Davies, president of the Acme White Lead & Color Works, Detroit, Mich., has been in England on a short business visit.

Detroit Free Press - Aug. 23-28.

MAKING GOOD RECORD IN AMATEUR RANKS.



ACME QUALITY BASEBALL TEAM.

Members of this team are employees of the Acme White Lead and Color Works, there being no paid players. To date, the boys have won seven games and lost but one. The team is open for business, with each of its clubs.

No. Runs for Acme Quality.

Acme Quality were shut out at Redford yesterday, which setting them down with four hits. Pitcher Fisher pitched well. Score: Fisher 0, A. C. 0.

REDFORD VS. ACME QUALITY.

AB	R	O	E	AB	R	O	E
McKinnon	4	1	0	0	4	0	0
Katz	4	0	0	0	4	0	0
Bentley	4	0	0	0	4	0	0
Burgess	4	0	0	0	4	0	0
Harmon	4	0	0	0	4	0	0
P. Hays	4	0	0	0	4	0	0
Two's	4	0	0	0	4	0	0
C. Hays	4	0	0	0	4	0	0
Shaw	4	0	0	0	4	0	0
Total	36	0	0	0	36	0	0

Redford: Pitcher Fisher. First base: McKinnon. Second base: Bentley. Third base: Burgess. Left field: Harmon. Right field: P. Hays. Catcher: Two's. Manager: C. Hays.

Acme Quality: Pitcher Fisher. First base: Katz. Second base: Bentley. Third base: Burgess. Left field: Harmon. Right field: P. Hays. Catcher: Two's. Manager: C. Hays.

Free Press
7-19-28

In Overline Acme Best.

In a hard-fighting game yesterday with brilliant plays on both sides, the Acme Quality, of the Acme White Lead & Color Works, defeated the Redford White Lead Works team 6 to 1. The Acme battery, Fisher and Will Harris, worked like clockwork, Fisher having 12 strikeouts to his credit. The Acme played an errorless game in the field and pounded the opposing pitcher. The 10 hits, 2 runs, 2 errors and 1 walk, third base being advanced themselves by catcher and pitcher Harris at third base on plays from Bramble in right. Manager Jimmie of the Acme Quality would like to hear from the Redford team for a game on Saturday, August 1. Telephone No. 1. Area 1-1111.

Acme Quality: Pitcher Fisher. First base: Katz. Second base: Bentley. Third base: Burgess. Left field: Harmon. Right field: P. Hays. Catcher: Two's. Manager: C. Hays.

Free Press
9-10-28

Acme Quality Win Double Header.

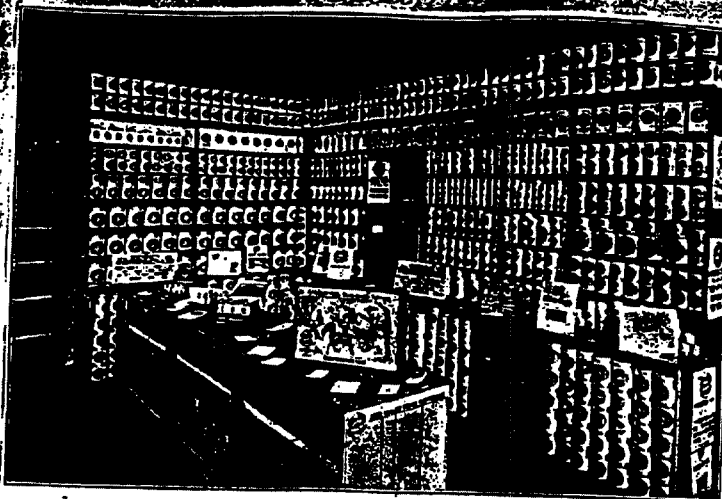
Acme Quality of the Acme White Lead & Color Works won two games from Wallaceburg yesterday. The first game was heavily played, a number of errors being made on both sides. Fisher pitched the first game for the Acme, allowing eight hits which he kept well scattered. Ramirez, the southpaw of Wallaceburg, pitched good ball, having 10 strikeouts.

The second game was a pitched battle. Armstrong, who pitched for the Acme, also pitched well, allowing only three hits. Ramirez pitched good ball, allowing only one hit. The Acme won both games by a score of 6 to 1.

McGraw met the McGraw team, Detroit, C. grounds next Saturday. The Acme Quality will play the D. A. C. team on the D. A. C. grounds next Saturday. The Acme Quality will play the D. A. C. team on the D. A. C. grounds next Saturday.

Acme Quality: Pitcher Fisher. First base: Katz. Second base: Bentley. Third base: Burgess. Left field: Harmon. Right field: P. Hays. Catcher: Two's. Manager: C. Hays.

The Acme Quality Router, published by the Acme White Lead & Color Works, Detroit, contains the following terse essay: "Knowledge (Success)."—Benj. Disraeli, the greatest statesman England ever produced, and who rose to his high position despite almost unsurmountable difficulties, wrote "To be conscious that you are ignorant is a great step to knowledge." Knowledge, properly applied, means success, which latter means reward of something accomplished, no matter how little or how great. One can be successful in something bad, as well as something good. Needless to state, it is to the good we now refer. As rational human beings we should all be interested in knowledge, otherwise success. We cannot succeed in any kind of work without knowledge, more or less, and the more the better the work. Nothing is too insignificant to deserve our best efforts. It was the manager of one of our large daily papers, who said, upon the occasion of a newsboy's death, "He was only a newsboy, but I never saw a better one." His work was not anything very great; but he did his best with what he had to do. You, my reader, are you doing your best in your special line of work, small though it may be? If so, you are on the right road to success. Success presupposes in one's work, therefore, the fullest attainment of results and consequently, as those in charge are ever alert to promote the deserving, it means a gradual ascent from the lowest rungs of the ladder of success to the highest. Addison says "Tis not in mortals to command success, but we'll do more. Sempronius—we'll deserve it." One must give evidence of being able to do better work before promotion will come. He who is interested in success will not rest satisfied with the day's work, but, realizing that "Knowledge is indeed that which next to virtue, truly and essentially raises one man above another," he will not squander precious moments in idle dissipation, but will strive to the utmost to improve his mind by studying those things in which he is most deficient and that best apply not only to his present line of work, but to the higher branches of the same, realizing that a man is paid not for what he may be able to do, but for that which he does.



Paint Display of Acme White Lead and Color Works at the Michigan Hardware Convention

The Acme White Lead & Color Works, of Detroit, showed in Room 10, one of their complete 1800 assortment of paints and finishes. This was so arranged that the hardware dealer could see just how little space it would require in the store. It was an attractive exhibit and caused considerable comment. In a neat booklet, the following information was given showing the cost and the profits to be made by the dealer. The representatives were: Dan Davies, W. J. Reinecke, A. D. Hogg, L. J. Fasquelle, G. C. Burnham and Harry Whitaker.

The Ohio Assoc. of Master Pls - Cedar Point, Ohio
July 21-22-23

ACME WHITE LEAD AND COLOR WORKS,
Department of Decorative Trades,
DETROIT, MICH., July 18, 1908.

MR. JOEL KENNEDY, Secretary M. H. P. & D. A. of Ohio, Cedar Point, O.

DEAR SIR AND FRIEND.—As I am about to leave on a trip, which has made it impossible for me to attend your annual convention, I take this occasion to extend, through you, to the members of the association my best wishes for the most successful convention in the history of your association. I hope that never again during my connection with the business may I find it impossible to attend your annual convention. Rest assured that my heart is with you. With kindest regards to one and all, I am most sincerely yours,

L. J. FASQUELLE

0007-SWP-043079



November 1908.

Mr. Wm. P. Fitzsimons,

Manager, Bureau of Manufactures.

Dear Sir: I am pleased to accept the invitation
of the committee on Manufactures for Friday,
November 6, at 1:30 o'clock.

Member, Board of Commerce.

IN DETROIT—Life is Worth Living

November 2, 1908.

File 2166.

The officers of the Acme White Lead & Color Works will
be glad to welcome members of this Board to inspect their
plant on Friday, November 6th. They have arranged to pro-
vide features of special interest, illustrating the pro-
cesses employed in manufacturing their products. The trip
gives promise of being so enjoyable and instructive that all
who can spare the time are urged not to miss it. Special
cars will be provided by our hosts, leaving Griswold and
Congress streets at 1:30 o'clock sharp; this early hour is
fixed on account of the distance, and cars will leave strict-
ly at the appointed time.

Please sign and mail the enclosed card not later than
November 5th.

Frederick H. Holt, Chairman,

Edward Hland,

Frank Briscoe,

George F. W. Reid,

T. H. Simpson,

Committee on Manufactures.

DETROIT—Life is Worth Living

0007-SWP-043080

Members Shows Something About the White Lead Business

A big party of the Detroit Board of Commerce members visited the Acme White Lead & Color works this afternoon and were shown many things about the white lead, paint and varnish business they didn't know before. Officials of the company explained in detail the workings of the various branches of the industry.

So when the company's chemist, D. H. Smith, gave a lecture on new process for producing white lead, was in operation at the Acme works. Many refreshments were served.

The Detroit Journal
Nov 5-1908

DETROITERS TO NOTE GROWTH
OF LEAD INDUSTRY.

The Adams White Land and Cattle Co., having the consent of all members of the Board of Commissioners to its plan tomorrow afternoon at 2 o'clock to show Detroiters the new process white lead factory, which has so turned over the white lead business that it is known all over the country, excepting those in Detroit. The prospectors are here in Detroit. The Journal a few months ago.

Because of the distance from downtown, the cars which are to take the party out will leave the corner of Griswold and Congress streets promptly at 10 o'clock.

The Detroit Journal
Nov. 7, 1908

[illegible]

Detroit Saturday Night
Nov. 14 - '88

Seeing the Acme, One hundred and eighty members of the Board of Commerce visited the plant of the Acme White Lead- and Color Works last week, where they saw white lead in the making, and followed it through other processes of manufacture, into mixed paints, etc. Those visitors who had not before seen the plant expressed astonishment at its magnitude and completeness. Several said the trips to the various manufacturing establishments taken by members proved a revelation, as they heretofore had no idea of the importance and size of the industries of the city. An explanatory lecture previous to the exploration of the Acme plant, delivered by Prof. Holly, was instructive and interesting. Refreshments and felicitations proved a *swinging wind-up* to the trip.

The Northside Gazette
Nov 14-98.

At 1:30 on Friday the members of the Board of Commerce boarded cars at Griswold and Congress streets on a visit to the Acme White Lead and Color Works. They went by special invitation to inspect the new process which has made Acme white lead known in every city and town in the country.

The Bay City Tribune
Nov. 14/87

VISIT BIG WHITE LEAD PLANT

DAY CITYANS WATCH PROCESS OF
MANUFACTURING IN DE
TROIT INSTITUTION

Gucets for Several Hours of Acme
White Lead and Color Works.

[illegible]

Detroit Free Press
11/7/84

Detroit Free Press
Dec. 6, 1965

WATCH PROCESS OF WHITE LEAD

Board of Commerce Members And
Guests for Time of the
Acme Works

Upward of 180 members of the board of commerce boarded special cars at Congress and Gravelled streets yesterday afternoon for the plant of the Acme White Lead & Color Works to see an actual demonstration of the process of getting 100 pounds of pure white lead from 100 pounds of raw material in the form of lead ore and all without the product being touched by human hands during the 214 days of its manufacture.

There was a well organized and complete set of Acma people and the members of the board of directors of the club before the meeting was made. At the plant, H. K. King, White Thomas Neal and his brothers acted as a reception committee conducting the visitors up to the large convention hall above the modern and model office. Here each table was under the charge of a guide.

...in the ...

the while—lead in its various stages of manufacture was exhibited in a large hall, part of which was divided into two divisions, the first of which was devoted to the exhibition of the various stages of the manufacture of lead, and the second of which was devoted to the exhibition of the various stages of the manufacture of lead.

When the visitors were taken to the manufacturing plant, they were met by a group of men, who were the plant's management. The visitors were then taken to the plant's main office, where they were met by the plant's president. The visitors were then taken to the plant's main office, where they were met by the plant's president. The visitors were then taken to the plant's main office, where they were met by the plant's president.

Make the House Bright for Christmas

See the Demonstration of

“New Life”

On Our Fifth Floor

Make the House Bright for Christmas

Detroit Free Press
Dec. 12-1905

THE DETROIT BROKERS' AS-
sociation, yesterday, inspected the
plant of the Acme White Lead
and Color Works. Every member of the
association was present, and the
inspection was a revelation to most
of the visitors. After the inspection
light refreshments were served.
By President Gordon, of the Brokers'
association: Thomas Neal, general
manager of the Acme works; W. E.
Roth; H. W. Noble and W. A.
Hamlin.

Detroit Free Press
Dec. 10-1958

Agnes Employees Hold Meeting

The annual meeting of the American White Lead & Color Works Employees Relief association was held at the convention hall at the offices of the company yesterday afternoon. The following officers and directors were elected for the ensuing year: President, J. R. Gough; secretary, S. A. Jewell; treasurer, G. A. Allen; directors, Roy James, William Breff, Frank Gatsberg, L. Roy Walker, William Goodover. Addresses were given by A. M. Woodward, assistant secretary of the company; T. R. Gough, president of the association; and a number of the prominent members of the association. — Times, 1-27

0007-SWP-043083

0007-SWP-000126239

Detroit Free Press

Dec. 9 - 1908

ADCRFTER LAUDS STRENGTH OF DETROIT'S BANKS AND INDUSTRIES



WILLIAM R. ORR,
President.



W. M. CHAMBERLAIN,
Recording Secretary.

Upwards of 100 members of the Adcraft club of Detroit were present last night at the annual meeting and election, held in Alt Heidelberg on Broadway. Those officers were elected: President, William R. Orr; vice-presidents, H. D. Glenn and LeRoy Pelletier; recording secretary, W. M. Chamberlain; corresponding secretary, W. S. Cowan; treasurer, Richard Cohen; member executive committee, Ralph Bates. There was a widespread desire to know the winner of the Franklin Press trophy cup, offered by A. H. Finn, president of the Franklin Press, for the best written advertisement. The committee of three could not decide the matter, so it fell to President Orr to make the choice and the announcement. He named W. S. Cowan, assistant advertising manager of the Acme White Lead & Color Works. This cup is to be contested for annually. President Orr expressed his thanks for the interest shown in the work of the club through the offering of the trophy and declared it would stimulate members to better work. A. A. Sheldon, Chicago, delivered a talk on the ethics of advertising which pleased the members to such

a degree that he will be invited to address the club again. In his annual address, President Orr referred to the strong position maintained by Detroit banks, Detroit merchants and Detroit manufacturers during the recent financial and industrial depression. "Every accessible record proves that Detroit has stood among the first of American cities in her commercial welfare," he said. "For example, though Detroit stands ninth in population, she stands third in advertising center, ranking as an advertising center, ranking as an advertising center, ranking as an advertising center. Newspapers have a greater circulation in proportion to their population than any other in this country. He paid high tribute to the press for the effective part it had played in allaying fears during the depression, and declared that the power of the press really is greater than of the army before speaking of advertising. He said: "Honesty in advertising is one of the basis of this club. We realize that only honest advertising can in the end be successful." The Adcraft club now has 123 members, with five applications to be acted on.

Stock & Hardware Reporter
12-31-08

Large Increase in Capital Stock.
The Acme White Lead & Color Co., Detroit, Mich., will increase their capital stock from \$1,250,000 to \$2,000,000.

DETROIT FREE PRESS 12-19-08 FIRM MAKES BIG STOCK INCREASE

Acme White Lead and Color Works Now Has Total Capitalization of \$2,750,000.

Stockholders of the Acme White Lead & Color Works at a special meeting yesterday in the company's offices voted to increase the company's capitalization from \$1,250,000 to \$2,000,000. The new stock is par at \$25 and one-third of the issue, or 16,000 shares, already has been privately subscribed for at \$37.50, or 50 percent above par. Both the preferred and common stock of the company will be listed on the Detroit exchange, and the directors of the company have decided to release, within a few days, the subscription list for the time being, and permit only the remaining treasury stock to be sold as the needs of the company may require. It is a safe bet that the value of the stock will be maintained.

Business Increases.
This latest issue of stock marks the transition of the company from a close corporation of four original stockholders and a few confidential employees, to a modern institution with every facility for the care of an enormous business, and whose stock is widely distributed and regularly dealt in by brokers and investors. The stock issue of 1907 was the largest of any company in the city, and the results are astonishing. It is the purpose of the officers to distribute the remaining 20,000 shares of stock through the United States in trade centers where it will prove most beneficial to the company. "We believe our stock will command a price of 40 and probably more," said Thomas Hall, secretary and general manager. "The company will not need to go any better, or even as well as it has in the past, in order to make it worth that or more. As quickly as the new white lead department can be equipped with its full complement of machinery, much larger earnings will follow. With the results of the sale of this new issue in the treasury, the company will have more than \$1,500,000, and no indebtedness, bonded or otherwise."

Officers Re-elected.
These officers, who are the directors, have been re-elected for the ensuing year: President, William R. Orr; vice-president, H. D. Glenn; recording secretary, W. M. Chamberlain; treasurer, A. H. Finn. Twenty-four years ago these same officers and directors started the Acme White Lead & Color Works with a capital of \$100,000. The company's business has increased to such an extent that it is now one of the largest manufacturing concerns in the city. The company's stock is now listed on the Detroit exchange, and the directors of the company have decided to release, within a few days, the subscription list for the time being, and permit only the remaining treasury stock to be sold as the needs of the company may require. It is a safe bet that the value of the stock will be maintained.

0007-SWP-043084

Detroit Free Press

Dec. 9 - 1908

ADCRAFTER LAUDS STRENGTH OF DETROIT'S BANKS AND INDUSTRIES



W. R. ORR,
President.



W. M. CHAMBERLAIN,
Recording Secretary.

Upwards of 100 members of the Adcraft club of Detroit were present last night at the annual meeting and election, held in the Hotel Waldorf, on Broadway. Those officers were elected: President, William R. Orr; vice-presidents, H. D. Glenn and LeRoy Pelletier; recording secretary, W. M. Chamberlain; corresponding secretary, W. S. Cowan; treasurer, Richard "Coke" member executive committee, Ralph Bates. There was a widespread desire to know the winner of the Franklin Press trophy cup, offered by A. H. Wain, president of the Franklin Press company, for the best written advertisement. The committee of three could not decide the matter, so it fell to President Orr to make the choice and the announcement. He named W. S. Cowan, assistant advertising manager of the Acme White Lead & Color Works. This cup is to be contested for annually. President Orr expressed his thanks for the interest shown in the work of the club through the offering of the trophy and declared it would stimulate members to better work. A. S. Sheldon, Chicago, delivered a talk on the ethics of advertising which pleased the members to such

a degree that he will be invited to address the club again. In his annual address President Orr referred to the strong position maintained by Detroit banks, Detroit merchants and Detroit manufacturers during the recent financial and industrial depression. "Every accessible record proves that Detroit has stood among the first of American cities in her commercial welfare," he said. "For example, though Detroit stands third ninth in population, she stands third next to Chicago and New York. Our newspapers have a greater circulation in proportion to their field than any others in this country. He paid high tribute to the press for the effective part it had played in allaying fears during the depression and declared that the power of the press really is greater than ever before. Speaking of advertising, he said: "Honesty in advertising is one of the ideals of this club. We realize that only honest advertising can in the end be successful. The Adcraft club now has 125 members, with five applications to be acted on."

Stories & Handwritten Reporter
12-31-08

Large Increase in Capital Stock.
The Acme White Lead & Color Co., Detroit, Mich., will increase their capital stock from \$1,250,000 to \$2,000,000.

DETROIT FREE PRESS 12-19-08 FIRM MAKES BIG STOCK INCREASE

Acme White Lead and Color Works Now Has Total Capitalization of \$2,750,000.

Stockholders of the Acme White Lead & Color Works at a special meeting yesterday in the company's offices voted to increase the company's capitalization from \$1,250,000 to \$2,000,000. The new stock is par at \$25 and one-third of the issue, or 10,000 shares, already has been privately subscribed for at \$125.50, or 50 percent above par. Both the preferred and common stock of the company will be listed on the Detroit exchange, and the directors of the company have decided to release, within a few days, the subscription list for the time being, and permit only the remaining treasury stock to be sold at the market. It is a safe bet that the value of the stock will be well above par. The large increase in the company's capitalization was the result of a growth of the business, and the company's management is confident that the increase will be a permanent one. The company's business is protected by basic patents.

Business Increases.
This latest issue of stock marks the transition of the company from a close corporation of four original stockholders and a few confidential employees, to a modern institution with every facility for the care of an enormous business, and whose stock is widely distributed and regularly dealt in by brokers and investors. The stock issue of 1907 was the first of a series of "friendly" issues, and the results are astonishing. It is the purpose of the officers to distribute the remaining 20,000 shares of stock through the United States in trade centers where it will prove most beneficial to the company. "We believe our most recent issue of stock will command a price of \$25 and probably more," said Thomas Wain, secretary and general manager. "The company will not need to do any better, or even as well as it has in the past, in order to make it worth that or more. As quickly as the new white lead department can be equipped with its full complement of machinery, much larger earnings will follow. With the results of the sale of this new issue in the treasury, the company will have assets of more than \$1,500,000, and no indebtedness besides what is due to the bank."

Officers Re-elected.
Those officers who are the directors have been re-elected for the ensuing year: President, William L. Dwyer; vice-president, W. S. White; secretary and general manager, Thomas Wain; treasurer, J. H. White. Twenty-four directors were named, officers and directors elected the Acme institution on Grand River Avenue, with a capital of \$1,250,000. The company's stock is listed on the Detroit exchange, and the company's management is confident that the increase will be a permanent one. The company's business is protected by basic patents.

0007-SWP-043084

PAINTS AND FINISHES IN THE HARDWARE STORE

Practical Discussions in Paints and Finishes—
Their Development in the Hardware Field

WRITTEN FOR HARDWARE BY A. M. WOODWARD



O paints and finishes logically belong in the stock of the hardware dealer? Perhaps the most convincing answer to this question is the statement of a fact—they are there. They did not get there as the result of a mere accident or happenstance. There is a logical hard-headed business reason for the appearance and continuous increase during the past twenty-five years of the number of hardware stocks in which paint cuts a prominent figure. To-day the hardware store without paint may be deemed an exception; twenty-five years ago the hardware store offering paints and finishes for sale was a

very decided exception. The paints and finishes were not at that time made in forms that would enable them to be offered as commercial commodities. To-day the "pint of paint" and the "pound of nails" belong together in the hardware dealer's stock, just as surely and just as consistently as they come together when used.

DEVELOPMENT OF THE PAINT INDUSTRY

As a result of the wonderful development of this industry, the consumer is now offered packages of paints and finishes for every conceivable purpose and surface, in as convenient and perfect form for use as the tools and other hardware materials the dealer sells for construction and repair work about the home.

Paints, enamels, stains and varnishes offered to-day are not the result of "guess work," uncertain and erratic methods of manufacture, or the use of materials whose properties and peculiarities are unknown. A visit to an up-to-date paint plant and inspection of its chemical laboratory, experimenting and testing departments, its means of inspecting raw materials and the machinery, methods and skilled labor utilized, would be an "eye-opener" to the man who perchance still retains the erroneous impression conveyed in the description



SUGGESTIONS FOR A WINDOW DISPLAY

0007-SWP-043085

\$26, aber es wurde dafür \$37.50 bezahlt. Ein Sodas Stamm, der den größten Gewinn machen könnte, auf der Detroit-Messe wurde in Umlauf kommen, und da die Direktoren der Gesellschaft beschlossen haben, in ein paar Tagen die Subscriptionsliste, bevor sie zu schließen und nur noch den übrigen Anwesenden zu verkaufen, je nach den Bedürfnissen des Geschäftes, so wird der Markt der Aktien wohl sehr fest stehen. Einer der Beamten der Gesellschaft spricht die Ansicht aus, daß die letzten zum Verkauf kommenden Aktien wenigstens \$50 und vielleicht noch mehr bringen werden. Als Grund dafür giebt er an, daß die Aktien so viel und noch mehr wert sein werden, selbst wenn das Geschäft der Gesellschaft nicht bessere Resultate ergibt, als bisher, und daß bedeutend größere Einkünfte zu erwarten seien, so bald sie das neue Unternehmen vollständig eingerichtet ist. Mit dem Erlös, den die Direktoren der neuen Aktienausgabe in der Nähe der nächsten Gesellschaften zu verkaufen, wird eine neue Aktien-Gesellschaft gegründet werden.

sen worden, von diesem allhergebrachten Prinzip der Gesellschaft abzugeben und andern Gelegenheit zu geben, in den Besitz eines gewissen Procentsatzes ... zu ... Ausgabe zu gelangen.

The Acme White Lead & Color Works, at a special meeting held Friday, May 2, and to incorporate the company, with a capital of \$1,000,000, and to make necessary by the steady growth of the company along its established lines and to provide capital for the further development of the new white lead corroding department. During 1907 a preferred stock issue of \$750,000 was made, so that the total capitalization was \$1,750,000.

One-third of the new issue has been privately subscribed and the remainder will be offered to general subscription. It being believed that a business of this kind will be better, as its growth is larger than would be the case corporation. The price on the part subscription was \$75.00 for shares of \$100.00. The preferred and common stock will be traded on the Detroit exchange.

The company re-elected the following officers who founded the institution 24 years ago with \$10,000 capital: President, William L. Davies; vice-president, H. K. White; secretary and general manager, Thomas Neal; treasurer, A. E. F. White.

0007-SWP-043086

ACME PAINT PLANT INCREASES STOCK

BIG CONCERN WILL ISSUE \$750,000 OF COMMON AT 50 PER CENT ABOVE PAR.

A special meeting of the stockholders of the Acme White Lead & Color Works was held in the company's office Friday, at which it was voted to increase the common stock of the company from \$1,250,000 to \$2,000,000. The necessity for this increase is brought about by the steady growth of the company along its established lines, as well as to provide capital for the further development of the new white lead corroding department. During 1907 a preferred stock issue of \$750,000 was made, all of which was readily disposed of so that with the present increase the total capitalization will be \$2,750,000.

Up to the present time all of the common stock has been closely held by the four original stockholders and a few employees holding confidential positions. Realizing that the business will largely increase within the next few years, it was decided to depart from the old close corporation principle and permit others to acquire some of the new issue. One-third of the issue has been privately subscribed for at a price 50 per cent above par, the par value of the shares being \$25, the price paid being \$37.50. Both the preferred and common stock of the company will be listed on the Detroit Exchange, and, inasmuch as the directors of the company have decided to, within a few days, close the subscription list for the time being and permit the remaining treasury stock to be sold only as the needs of the company demand, it is a safe prediction that there will be a steady advance in the market value of the stock.

One of the officers of the company expresses the opinion that the last of the issue will command a price of at least 50 per cent, and probably more, stating as his reason that the company would not need to do any better, or even as well as it has in the past, in order to make it worth that or more, and that as quickly as the new white lead department can be equipped with its full complement of machinery, much larger earnings will follow. With the results of the sale of this new issue in the treasury the company will have assets of over \$3,000,000 and no indebtedness, bonded or otherwise.

Detroit Saturday Night
12-26-08

Acme Increases Its Capital.

A special meeting of the stockholders of the Acme White Lead & Color Works was held at the company's office Friday, December 18th, at which it was voted to increase the common stock of the company from \$1,250,000.00 to \$2,000,000.00.

The necessity for this increase was brought about by the steady growth of the company along its established lines, as well as to provide capital for the further development of their new white lead corroding department. During 1907 a preferred stock issue of \$750,000.00 was made, all of which was readily disposed of, so that with this present increase the total capitalization will be \$2,750,000.00. Up to the present time all the common stock has been closely held by the four original stockholders and a few employees holding confidential positions. Realizing that the business will largely increase within the next few years, it was decided to depart from the old close corporation principle and permit others to acquire some of the new issue. One-third of the issue has been privately subscribed for at a price fifty per cent above par, the par value of the shares being \$25.00, the price paid being \$37.50. Both the preferred and common stock of the company will be listed on

the Detroit Exchange, and, inasmuch as the directors of the company have decided to, within a few days, close the subscription list for the time being and only permit the remaining treasury stock to be sold as the needs of the company demand, it is a safe prediction that there will be a steady advance in the market value of the stock. One of the officers of the company expresses the opinion that the last of the issue will command a price of at least fifty and probably more, stating as his reason that the company would not need to do any better, or even as well as it has in the past, in order to make it worth that or more, and that as quickly as the new white lead department can be equipped with its full complement of machinery, much larger earnings will follow. With the results of the sale of this new issue in the treasury, the company will have assets of over \$3,000,000.00 and no indebtedness, bonded or otherwise.

Paint, Oil & Drug Review
12-30-08

The Acme White Lead & Color Works, at a special stockholders' meeting December 18, voted to increase the common stock from \$1,250,000 to \$2,000,000. The total capitalization is now \$2,750,000, a preferred issue of \$750,000 having been authorized about a year ago. The par value of the common stock is \$25 and one-third of the new issue has been privately subscribed for at \$37.50. The company re-elected the following officers, who founded the institution twenty-four years ago with \$10,000: President, William L. Davies; vice-president, H. K. White; secretary and general manager, Thomas Neal; treasurer, A. E. F. White.

Paint, Oil & Drug Review
12-30-08
POSTAL LAWS AND REGULATIONS.
Charles E. Adams, chairman, Lowell, Mass.; A. M. Woodward,
Detroit; J. E. Patton, Jr., Pittsburg.

0007-SWP-043087

Detroit's Leading Painter



Druggists Oil & Painter

12-1908
GROWTH OF THE ACME WHITE LEAD AND COLOR WORKS.—The day, just twenty-four years ago, my brother met me on Grand River avenue. He had driven up in a buggy, and he said to me, "H. K., jump in, will you? I've got something I want to show you. There are a couple of young fellows up on Grand River avenue—mighty nice young fellows, too—who are making paint. They've got good ideas, but they lack capital. Let's go over there and see them."

"So we went. There we found the young chaps, Thomas Neal and William L. Davies. I liked the boys from the first, just as my brother did. Well, the long and short of it was that my brother and I each put \$7,500 into the business. Well, it's hard to tell the story from that day on. We were more than 'partners'. As the years passed young Davies and Neal seemed more like sons to us. The business grew and grew, and as our dollars were made we turned them back into it. From that day to this, nearly a quarter of a century, there has not been a minute's unpleasantness between us four. Twenty years ago we adopted a single motto—the golden rule—'Do unto others as you would have others do unto you,' and I guess we have pretty well followed it. We grew up, year by year, and we all worked for one another. No stranger came into our little family; there was no cause for altercation, no cause for discussion."

"Mr. White then illustrated the growth of the business by figures. In 1885, the sales were \$60,000. Last year they were \$3,000,000, and in 1908 it is expected that they will exceed that figure."

"In 1886," added Mr. White, "our plant investment was actually only \$12,215. Last year the actual intrinsic value of the plant, etc., was \$1,433,548. What do you think of that? And see this, too. In 1886 all our credits and cash on hand came to only \$21,169. Last December they were \$1,703,582! And here are the most wonderful figures of all. In 1891, our purchases of raw material amounted to only \$205,000—in 1907 they were \$1,757,000."

"And there is one thing I want to impress on you—and it is this: That great plant out there is self-made—absolutely. It has earned every dollar."—From an interview with H. K. White, vice-president, published in the Detroit News.

Paint Oil & Drug Painter

12-30-08
The Acme White Lead & Color Works, at a special stockholders' meeting December 18, voted to increase the common stock from \$1,250,000 to \$2,000,000. The total capitalization is now \$2,750,000, a preferred issue of \$750,000 having been authorized about a year ago. The par value of the common stock is \$25 and one-third of the new issue has been privately subscribed for at \$37.50. The company re-elected the following officers, who founded the institution twenty-four years ago with \$10,000: President, William L. Davies; vice-president, H. K. White; secretary and general manager, Thomas Neal; treasurer, A. B. F. White.

NATIONAL PAINT, OIL AND VARNISH ASSOCIATION

COMMITTEES, 1908-1909.
President William Waterall, of the National Paint, Oil and Varnish Association, has announced his appointments of committees as follows:

MEMBERSHIP.

S. M. Evans, chairman, New York; G. W. Willis, Boston; A. G. Schuck, Buffalo; J. N. Welter, Chicago; W. G. Bushman, Cincinnati; J. H. O'Donnell, Detroit; W. R. McDonald, Kansas City; J. P. Maxwell, Danbury; J. F. Kurfes, Louisville; H. L. Brown, Milwaukee; C. L. Watter, Newark; George Sahlner, New Orleans; George F. Smith, Pittsburgh; W. H. Gregg, Jr., St. Louis; Ernest T. Frigg, Philadelphia.

LEGISLATIVE.

A. S. Somers, chairman, New York; A. A. White, Boston; E. D. Fisher, Buffalo; George E. Watson, Chicago; C. E. Ginn, Cincinnati; J. Frank Boydell, Detroit; Charles Campbell, Kansas City; George E. Shaffer, Jr., Louisville; A. C. Carter, Newark; Gustav Pitar, New Orleans; W. T. Harper, Othmanva; C. D. Wettsch, Pittsburgh; Howard E. Yarnell, Philadelphia; Allen W. Clark, St. Louis; M. L. Patek, Milwaukee.

FAIRY.

Howard Elting, chairman, Chicago; George L. Gould, Boston; W. H. Andrews, Buffalo; C. Hugh Blackburn, Cincinnati; E. F. Van Zandt, Cleveland; John Schroeder, Detroit; Lewis B. Atwood, Louisville; George F. O'Neil, Milwaukee; A. Judson Clark, Newark, N. J.; William F. Simon, New York; E. Newton Kearny, New Orleans; Howard B. French, Philadelphia; J. V. B. Wheeler, Pittsburgh; George S. Mephum, St. Louis; Charles H. Hughes, Kansas City.

ALLIED INTERESTS.

A. M. Parks, chairman, Philadelphia; H. F. Lodge, St. Louis; George B. Heckel, Philadelphia.

BRUSHERS.

Walter D. Foss, chairman, Wooster, Ohio; W. F. Bigelow, Baltimore; J. E. Pushee, Boston.

CENTRAL LEGISLATIVE COMMITTEE.

A. A. Eberon, St. Louis; W. L. Davies, Detroit; W. W. Lawrence, Pittsburgh; J. A. McCann, New York; R. F. Rainey, Pittsburgh.

CREDITS AND COLLECTIONS.

E. C. Hammill, chairman, Kansas City; M. F. Emrich, Chicago; D. W. Edgely, Boston.

DAY COLORS.

Alfred Benckorf, chairman, New York; Edwin Wolf, Philadelphia; George C. Wuenker, Cleveland.

FIRE INSURANCE.

M. S. Clapp, chairman, Warren, Ohio; L. W. Fones, Portland, Maine; Louis G. Gillespie, New York.

LINSEED OIL.

Edward Brankin, chairman, Detroit; Spencer Kellogg, Jr., Buffalo; Woodruff Jones, Philadelphia.

MASTER PAINTERS' COMMITTEE AND DELEGATES TO CONVENTION INTERNATIONAL ASSOCIATION.

L. H. Feheinfeld, chairman, Baltimore; S. M. Hanline, Baltimore; W. H. Magoffin, Philadelphia; C. T. Wetherill, Philadelphia; George W. Fortmeyer, New York.

COMMITTEE ON MONUMENTAL OF DECEASED MEMBERS.

Harry J. Schnell, chairman, New York; Ira D. Washburn, Cincinnati; P. Van Ness Person, Chicago.

NAVAL STORES.

W. M. Bent, chairman, Cincinnati; A. C. Morgan, Chicago; C. B. Woodruff, New York.

PAINT JOINERS.

R. V. Thomas, chairman, Chicago; M. K. Watson, McKeesport, Pa.; Thomas C. Edmonds, New York.

PAINT MANUFACTURERS.

Norris B. Gregg, chairman, St. Louis; J. William Rice, Providence; Z. E. Martin, Chicago.

PORTAL LAWS AND REGULATIONS.

Charles E. Adams, chairman, Lowell, Mass.; A. M. Woodward, Detroit; J. E. Patton, Jr., Pittsburgh.

TRADE MARKS AND ETIQUETTE.

J. H. McNulty, chairman, Buffalo; W. H. Phillips, New York; W. K. Bowler, Cleveland.

VARNISH.

H. G. Ashbrook, chairman, Cleveland; A. G. Schumann, New York; H. R. Hamilton, Chicago.

WHITE LEAD.

J. Gordon Taylor, chairman, Cleveland; Charles E. Field, Chicago; John M. Peters, New York.

WINDOW AND PLATE GLASS.

C. J. Casper, chairman, Pittsburgh; William F. Fey, Cincinnati; Lew Brouster, St. Louis.

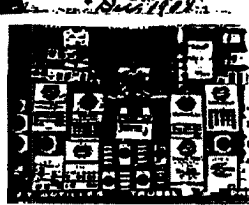
TRANSPORTATION AND CLASSIFICATION.

Edwin F. Schiers, chairman, Philadelphia; George M. Vial, Chicago; H. H. Gibbs, Pittsburgh.

ENTERTAINMENT.

E. F. Neale, chairman, Philadelphia; Webster King Wetherill, Philadelphia; L. J. McCloskey, Philadelphia.

The Modern Paint



Paint Window in Woodbury Drug Company

Acme Paint Hall

At the New East Paint & Varnish warehouse, at Twenty-ninth and Mint McShane, the manager, is still busy the assistance of three men from the Acme White Lead & Color Works, of the extent of the business done, concern can be gained on realizing supervisor of branches, and two in the East, have been busy here for a month, and will be in the city for some before covering all of the details of the new. It is safe to say that the volume acted was satisfactory, and the material with the outlook on the Coast for the new year. The company's new warehouse is in steady operation, but sufficient accumulated to permit of placing out of the new process upon the material who acts as "press agent" on the gentlemen from Detroit, has been to attention to business, since his arrival of the industrial life of San Francisco, the strong civic pride and the citizens who have rehabilitated manufacturing districts in a remarkable spirit of their fathers who cross-wrested wealth from the mountains to the California, has descended to the refused to desert the city by the Government being rewarded for their constant ing trade.

Paint Oil & Drug Painter

1-27-09
THE ACME WHITE LEAD AND COLOR WORKS, Detroit, Mich., has increased its capital \$1,250,000 to \$2,000,000. This was made necessary by the steady growth of the company to provide capital for the further development of the new white lead corroding department.

0007-SWP-043088