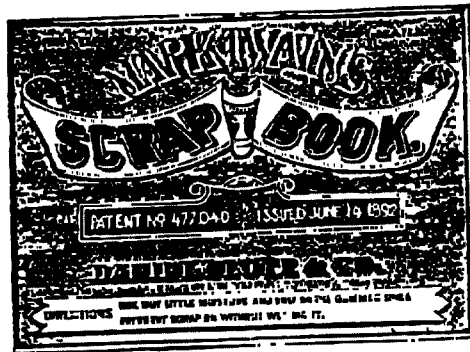


February 1910 thru February 1918

0007-SWP-043114

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A Little Journey

...the ...
...the ...
...the ...

A Great Industry

...the ...
...the ...
...the ...

November 8th, 1908

SOUVENIRS

- Booklet: "Visit of Members of Board of Commerce to 'Acme'"
- Booklet: "Harnessing Nature, describing new process of making white lead."
- Lead: Miniature "pig" of lead in raw state.

To Members:

In order to promote interest and enhance your pleasure on this trip, the following information is presented:

Representatives of the Acme White Lead and Color Works will meet the members at the corner of Griswold and Congress streets and accompany them to the plant.

The principal officers will "receive" the members in the foyer of the administration building.

Members will proceed to the convention hall where a short lecture will be delivered outlining in a general way the process of paint-making. Smoking will be allowed.

The officers and heads of departments will wear identification badges, and will each accompany a specific number of members throughout the tour of inspection.

Competent persons will be stationed at points of interest; these, as well as the guides, will describe the various processes, etc.

Light refreshments will be served after inspection is completed.

Three or four cars will be stored on "Y" near the plant, and can be boarded by members who first complete the trip. Said cars will start on the return trip as soon as filled.

Light refreshments will be served after inspection is completed.

Detroit Times
Feb 11, 1910

Detroit News
Feb 11, 1910

News
Feb 11, 1910

DETROIT TO BE WHITE LEAD CENTER

At Painters' Convention New Discovery Means Push To City

It is fast becoming known in Detroit and elsewhere as one of the most important centers in the city. Among painters it has long been recognized as one of the largest manufacturing centers and an important meeting point for paint. As a new process invented by a young Detroit manufacturer, it is fast becoming known as the white lead manufacturing center in the world.

A significant statement was made by H. B. Draper, of Providence, a member of the executive committee of the Master House and Decorators' association of the United States and Canada, at the annual convention, Tuesday morning, when he said that the process was the most important in the association. He said that the process was of great importance in the discovery of the white lead and that it was a new discovery. He said that the process was a new discovery and that it was a new discovery. He said that the process was a new discovery and that it was a new discovery.

After the more of white lead was produced, he expected to see the white lead in the market. He said that the process was a new discovery and that it was a new discovery. He said that the process was a new discovery and that it was a new discovery. He said that the process was a new discovery and that it was a new discovery.

PAINT MEN ENTERTAIN

Hidden and Other "Stunts" Provided for the Visitor
The booths at the convention of the International Association for Master House Painters were given a new twist of entertainment last evening when each exhibitor gave some sort of an attraction to his booth. One of the best of these was the display of the Acme White Lead & Color Works, which featured a number of "stunts" in costumes, performing the program of the entertainment was distributed by girls in Indian costumes and there was original music. The program of the entertainment was distributed by girls in Indian costumes and there was original music. The program of the entertainment was distributed by girls in Indian costumes and there was original music.

Pacific Point, W. P.
and Picture Frame Trade
January 9, 10

F. B. Whipple, manager of the New Era Paint & Varnish Company, 1484 Market Street, and also superintendent of branches for the Acme White Lead & Color Works, of Detroit, is making an inspection tour of the Pacific Northwest. Mr. Hoag, who travels the Coast in the interests of the same lines, is also in the North.

Detroit Journal Feb 10, 1910

WIZARD AT GARDENS

PAINTERS AND DECORATORS HAVE A MIDWINTER TRICK
The annual convention of the International Association of Master House Painters and Decorators of the United States and Canada, which is being held at the Detroit Hotel, is giving a new twist to the winter season. The convention is giving a new twist to the winter season. The convention is giving a new twist to the winter season. The convention is giving a new twist to the winter season.

ACME WHITE LEAD MAY BE A TRUST

ADDITIONAL REFINES HOME AND ABROAD ARE LIKELY

It is probable that the Acme White Lead & Color Works, of Detroit, will be a trust. It is probable that the Acme White Lead & Color Works, of Detroit, will be a trust. It is probable that the Acme White Lead & Color Works, of Detroit, will be a trust. It is probable that the Acme White Lead & Color Works, of Detroit, will be a trust.

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0007-SWP-043118

The Chicago branch of the Acme White Lead and Color Works occupied a handsome booth near the main entrance. In this booth daily demonstrations of the use of Acme Quality No. 1 Lead Finish were given, and were watched with interest. A. S. Dougall, Chicago manager, B. H. Coddington and A. M. Towe were the representatives present.

Detroit Free Press
Sunday March 13, 1910

DETROIT GOLFERS IN THE SOUTH



THERE is a group of men who are neglecting their health and are suffering from the effects of the winter. They are the men who are not taking the proper care of themselves. They are the men who are not taking the proper care of themselves. They are the men who are not taking the proper care of themselves.

0007-SWP-043119

Fort Worth Star-Telegram
March 10, 1910

HOUSECLEANING MADE EASY BY ACME PAINT CO.

New Concern Gives Three Days' Opening of New Retail Establishment at 1008 Houston Street, with crowds surging through the doors from 10 o'clock Thursday morning till long after 4 in the afternoon, the Acme White Lead and Color Works of Fort Worth, 1908 Houston street, held its first of a three days' opening and housewarming.

The show inside centered around the demonstration stand, where Mrs. Sider, J. Thrash, who knows more about how to beautify a house with bright colors at small cost than any other woman alive, shows her visitors how to make walnut, cherry, mahogany and other rare woods of plain white pine. The process is exceedingly simple and by no means expensive, but as she explains, "So many people do not know how to do it."

That is the reason she is there. That is one reason, also, why the opening days will be given over to the ladies. There is paint and varnish and stains and enamels there of every variety and shade in the rainbow and these are guaranteed to lighten up anything but a grubby corner. There is varnish also, and Mrs. Thrash demonstrated that it will actually brighten up anything, no matter how old, unless it be a tarnished reputation and there is paint that will hide for all time all the disgrace that a dirty house presents. In addition to all this, the shelves have every variety of brush made. These are made of bristles from far-away Japan, Germany, Russia and the remotest corners of the Orient.

What Mrs. Thrash cannot explain can surely be made plain by the three expert paint men in charge. Harris LeWhiting is a manufacturer of the old school and knows the chemistry of paint as few men in the country know it. He has been in the Middle West all his life. George F. Bonnell of Detroit is the other, and H. S. Allen is another paint man from New York. What this trio does not know about color harmony and house beautifying is not worth knowing.

The Acme Company has been in Fort Worth for six years as a wholesale house, but the retail establishment was only opened at the beginning of the year. It is the sole representative of the biggest paint factory on earth and bears its name. With the coming of the Fair Play Show and the consequent desire of the people to make their homes look attractive, it is believed that a few lessons from Mrs. Thrash will come in handy.

Ladies visiting the store during the opening days will be given a beautiful carnation.

March 1910

GAVE INFORMAL SMOKER

Painters of City Gathered at Yellow Front Hardware Thursday Evening

F. J. Morgan entertained the painters of the city at an informal smoker at the Yellow Front Hardware, Thursday evening from 7:30 to 10:00 o'clock. F. A. Retan, a representative of the Acme White Lead and Color Works of Detroit, was present and explained the merits and manufacture of "The Acme Quality Kind" of paints, varnishes, enamels and stains made. Nearly every painter was present and today know more about the manufacture of paint than they ever did, particularly about "Acme Quality." Mr. Retan took each product separate and started with the manufacture of each from the very crudest materials. He impressed the fact upon the painters' minds that "Acme Quality" is the kind good painters should use.

Detroit Free Press (Mon)

April 29, 1910

Detroit Times

April 23, 1910

An informal dancing party will be given by the Acme Quality Girls' club, in the Odd Fellows' temple, Bethune ave. and Brush st., Friday evening, April 23. The club is composed of Acme Quality girls of the Acme White Lead and Color Works.

Detroit Times

April 29, 1910

The Acme Quality club will give an informal dancing party, Friday evening, in Odd Fellows' temple, Bethune ave. and Brush st.

Sunday News Tribune

April 24, 1910

The Acme Quality Girls' club, composed of young ladies employed in the plant of the Acme White Lead and Color Works, will give an informal dancing party at the Odd Fellows' temple, Bethune avenue and Brush street, Friday evening. Music will be furnished by the Acme orchestra.

0007-SWP-043120

0007-SWP-000126276

ACME WHITE LEAD COMPANY OPENS

New Retail Store Now Ready Tomorrow, Serving the Ladies

The Acme White Lead and Color Works, a new retail store, is now ready for business. The store is located at 1000 180 feet of brick and mill construction, and will enable the doubling of capacity of dry color paint output. It is to have all improvements, and is expected to be ready for occupancy by July 1st. A one-story brick building, 100x50 feet, to be used as a machine shop, is also being built, and is to be ready by June 1. The entire plant is running to full capacity, with about 600 men; comprises 24 buildings in all, covers 15 acres of ground, and is said to be the largest paint and varnish plant in the world. The report given is that the paint business is very good all over the country, and the output will run from 15 to 20 per cent over 1907, the banner year. Notwithstanding that linseed oil is at a higher price than any time in the company's history since the civil war, and has affected the demand for paint very materially, still there has been a remarkable increase in the consumption of mixed paint. A feature of the plant is the home-like restaurant in which meals are provided for the general office employees, in addition to which coffee, milk and sugar are furnished all the employees, gratis.

Detroit Saturday Night April 2, 1910

Acme White Lead & Color Works.

The Acme company is erecting a new building, three stories high, 100x180 feet, of brick and mill construction, and will enable the doubling of capacity of dry color paint output. It is to have all improvements, and is expected to be ready for occupancy by July 1st. A one-story brick building, 100x50 feet, to be used as a machine shop, is also being built, and is to be ready by June 1. The entire plant is running to full capacity, with about 600 men; comprises 24 buildings in all, covers 15 acres of ground, and is said to be the largest paint and varnish plant in the world. The report given is that the paint business is very good all over the country, and the output will run from 15 to 20 per cent over 1907, the banner year. Notwithstanding that linseed oil is at a higher price than any time in the company's history since the civil war, and has affected the demand for paint very materially, still there has been a remarkable increase in the consumption of mixed paint. A feature of the plant is the home-like restaurant in which meals are provided for the general office employees, in addition to which coffee, milk and sugar are furnished all the employees, gratis.

The Onaway Sentinel May

The Acme White Lead concern gave a smoker at Bircle's store night before last to all the painters and decorators of Onaway. The representative of the concern knew how to make the evening a very pleasant one and aboyd all to practically by demonstration and proof show the gentlemen the genuine the Acme goods. M. has several of the he'll gladly show his handles this line best

Wilson Daily Times May 27, 1910

A Successful Demonstration Mr. Chester Smith, representing the Acme White Lead and Color Works of Detroit and Boston by the way one of the best paint and varnish factories in the world, was here today for the purpose of giving a demonstration as to the advantage of using the Acme White Lead and Color Works.

A number of local painters being interested in the demonstration, Mr. Smith, in company with Mr. W. Williams, an expert sheller of the brush, repaired to a new residence in this city where Mr. Williams applied the paint, proving it superior to anything he had ever used, spreading more easily and covering the surface with a beautiful finish.

These people make the most complete line of paints and varnishes to be had in fact, they manufacture everything that goes on with a brush and the Wilson Hardware Company is fully prepared to take care of your wants in the paint line.

EXPANSION PLANS OF ACME CO. NATIONWIDE

Expansion plans of the Acme White Lead and Color Works under a broad and comprehensive plan, which takes in the acquisition and location of plants in other parts of the big industrial objects now under way, is being announced by the company.

The company is now in the process of acquiring a large plant in the city of Detroit, which will be used for the production of paint and varnish.

The company is also planning to acquire a large plant in the city of Boston, which will be used for the production of paint and varnish.

The company is also planning to acquire a large plant in the city of New York, which will be used for the production of paint and varnish.

The company is also planning to acquire a large plant in the city of Chicago, which will be used for the production of paint and varnish.

The company is also planning to acquire a large plant in the city of Philadelphia, which will be used for the production of paint and varnish.

The company is also planning to acquire a large plant in the city of St. Louis, which will be used for the production of paint and varnish.

The company is also planning to acquire a large plant in the city of Cincinnati, which will be used for the production of paint and varnish.

The company is also planning to acquire a large plant in the city of Baltimore, which will be used for the production of paint and varnish.

The company is also planning to acquire a large plant in the city of Washington, which will be used for the production of paint and varnish.

0007-SWP-043121

Record March 10, 1910

Acme White Lead and Color Works

OF FORT WORTH, TEXAS.

Phone Lamar 1440

1008 Houston Street

THE NEWEST AND MOST UP-TO-DATE PAINT STORE IN TEXAS.

OPENING

Today and Friday, March 10 and 11

10 to 12 a. m., 1 to 4 p. m.

CARNATIONS FOR THE LADIES

Mrs. S. J. Thrash will take pleasure in explaining the many ways in which homes can be made beautiful with our Stains, Enamels, Varnishes, Finishes.

Acme White Lead and Color Works

OF FORT WORTH, TEXAS.

Electric Railway Journal
June 25, 1910

Acme White Lead & Color Works, Detroit, Mich., showed samples of railway paints, enamels, colors and varnishes.

0007-SWP-043122

0007-SWP-000126278

The Detroit News
June 1, 1910

The Detroit News
June 1, 1910

The Detroit Journal
June 1, 1910

OPENING DAY AT NEW PAINT STORE

Merits of Acme Quality Will Be
Fully Demonstrated at \$13

Opening day at the new quarters of the Acme Quality Paint Store will be held tomorrow, June 1, in their new location at South 1st Street. The public is invited to inspect an up-to-date paint store fully stocked with the complete line of paints and colors, and to see the requirements of the modern decorator and for the home. The store is about every body's business and is constantly becoming more so. The store is a fine example of the modern paint store, which was formerly occupied by the Minnesota Paint and Oil Company. The store has been handsomely refinished and indicates what can be done with Acme Paints and Finishes. A corps of competent painting clerks will be on hand to answer questions regarding painting and finishing, and to give information pertaining to the proper materials to use for any and all purposes. If it is a surface to be painted, enameled, stained, varnished or finished in any way, there is an Acme Quality kind to fit the purpose. The store will be distributed in the ladies and gentlemen to others who may call upon the opening day.

ACME WHITE LEAD WORKS ADDS TO FLOOR SPACE

Acme White Lead & Color works has been compelled, by the expansion of its business, to add about 2,000 square feet of floor space. Through F. Seagrave & Co., they have purchased the factory building directly opposite their plant on St. Anthon Avenue, which was formerly occupied by the Royal Crown White Lead works. The property includes one large building of two stories and basement, and three smaller ones, and will be used for the manufacture of paint.

Dr. Norman A. Dubois, his class in industrial chemistry from the Case School of Applied Science, Cleveland, O., visited the Acme White Lead & Color Works Friday. They were particularly interested in inspecting the manufacture of dry colors and varnish and the rapid process of producing white lead.

Paint, Oil and Drug Reviews
June 1, 1910

EXPANSION PLANS OF ACME COMPANY.

Expansion of the Acme White Lead & Color works under a broad and comprehensive plan which takes in the acquirement and erection of plants in other cities is one of the big industrial projects now under way.

Thomas Neal, secretary and general manager, has made the statement that the company has already taken steps in this direction and have in the course of erection in Detroit a new dry color factory 157 feet by 75 feet, three stories high, which will double the present output in that line and care for a corresponding increase in trade.

A machine shop 100 feet by 100 feet is being built, wherein the present shop will be installed, giving up valuable space which will be utilized for paint mills and manufacturing. The plans are to make all the machinery themselves, which is of special design. By increasing the size and output of the factory it has made it necessary to install 300 more horsepower to the power plant.

In Boston, Mass., preparations have been made to erect a varnish factory of modern design, to supply varnishes for both the manufacturing and jobbing branches of the business.

By the installation of additional machinery in the new white lead factory in Detroit, the output will almost be triple that of the present time, and be ample for all requirements for some years to come.

Mr. Neal adds "that the paint and varnish business is generally tending toward the expansion of the larger plants and some of the smaller concerns doing a local business will undoubtedly find it advantageous to combine their interests with those of national importance, like the Acme Company, thus preserving their established local prestige and gaining the advantages of becoming distributors for the larger houses. This has been true in many other industries. It will undoubtedly follow in ours."

The Detroit News
June 14, 1910

Dr. Norman A. Dubois and his class in industrial chemistry, from the Case School of Applied Science, Cleveland, O., visited the Acme White Lead & Color Works Friday. They were particularly interested in inspecting the manufacture of dry colors and varnish and the rapid process of producing white lead.

The Detroit Journal
June 4, 1910

The Detroit Free Press
June 19, 1910

Acme White Lead & Color works, while building large extension to their own plant, have been at work for some time on account of the large volume of business they are doing. They have purchased the property formerly used by the Royal Crown White Lead Works, situated directly across the street from the Acme Co.'s plant. The deal was put through by F. Seagrave & Company, 100 East Second.

EMPLOYEES' THEIR FRIENDS
And officers of the Acme White Lead & Color works enjoyed a picnic outing at Bois Blanc yesterday. The afternoon was spent in games and sports and the Acme band which made its first public appearance yesterday, rendered a musical program.

0007-SWP-043123

0007-SWP-000126280

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LUMBERMEN TO UNITE IN THREE STATES

BEGIN WORK ON MERGER

[illegible]

THIS OUTCOME IS EXPECTED OF
CONVENTION NOW IN
SESSION.

Delegates at the twenty-first annual convention of the Michigan Retail Dealers' Association, which began its sessions in the Hotel Pritchard last yesterday morning, predict that the meetings will result in the organization of an association of the retail lumber dealers of Michigan, Ohio and Indiana. This will be the first consideration of the association. About 300 are attending.

Officers of like associations in Ohio and Indiana are present at the convention. The work was commenced by Carroll B. Sweet, of Grand Rapids, president of the association, in his report. The plans are perfected, the organization will be completed within a year.

The members of the association took three special cars at the Ford building for a trip through the city at noon. The first stop was at the Acme White Lead & Color works. Here a luncheon was served in the convention hall.

The menu was untranslatable except to those in the lumber business, but if there were knots and erratic grains in the wording of the card, there was nothing wrong with the luncheon itself. After the meal the Acme Quality Chorus sang several numbers which had been written for the occasion.

After inspecting the entire plant, the party went to the Cadillac Automobile works and were shown how Detroit makes the famous cars. The afternoon was spent during the afternoon at the plant of the Burroughs Adding Machine Co. The sessions will be continued today with the summer pleasure, which will be a day of the river. The party will take a ride up the river. Addresses will be made by members of the association. After the election of officers tomorrow the convention will adjourn.

Real Lumber Dealers Name
Organized to Confer With
Ohio and Indiana Organiza-
tions for Combination

DELEGATES TAKEN ON TOURS OF FACTORIES.

Royally Entertained at Acme
White Lead & Color Works;
Alap Cadillac and Barrage
Plants On River Tides

[illegible]

nearly 500 registered.
 Nearly 100 members registered at
 headquarters, the Hotel Pont-
 chartrain, yesterday afternoon.
 The representation of wholesale
 and traveling representatives
 of the flax taking advantage of the
 convention session, the day after
 the business session was held
 yesterday morning, when Secretary
 Holmes reported that new mem-
 bers of the Association were
 present. The Detroit, Chicago
 and St. Paul, and Minneapolis
 branches of the Rapid were
 present, and the nominating officers for
 the coming year were elected.
 The names of the resulting mem-
 bers were: W. Rastler, Detroit; L.
 Rogers, Grand Rapids; and M.
 J. G. Smith, Minneapolis.
 The before mentioned branch
 societies, special cases and some
 of the American Wool Growers
 Association were also present.
 The convention was closed by
 a presentation of the Rastler
 hall, which has been informed since
 the previous year and some
 of the other members of the
 association.

Detroit Times

July 18, 1910

The Acme, while less arduous for people prepared to make the extra expenditure for the luncheon and their families. The large convention hall at the plant was temporarily converted into a cafe, and the well-known Acme admired chorus, composed of seventy-five of the best players of the orchestra, sang the songs which his company had composed for the occasion. The Acme band of fifty pieces, recruited its members from the city's General Manager, Thomas Neal, officially welcomed them and a corps of company employees, who attended the inspection of the new department.

To each guest was given a special souvenir, comprised of a miniature junkie of kith, suspended from a cord with the association emblem, the emerald imbedded therein.

Free Press
July 15, 1910

WORK MEMBER

A. From for M. R. L. D. Conventions.
POOD paint has been the goat for lumber troubles from memory's time; punk lumber has served a hoary age, excusable troubles, but at the M. R. L. D. convention in July our members can once and for all decide in what manner good paint affects their proposition. Probably the most interesting and important stop to be made on the industrial sight-seeing trip will be the sojourn at the big plant of the Acme White Lead & Color Works, conceded the largest paint and varnish factory in the world. While our scheduled business sessions have been arranged with a view to incorporating therein the consideration of vital subjects in our trade, we could advantageously designate this excursion as a feature containing a variety of technical instruction to members, which can be absorbed in a practical manner and which will afford an opportunity few lumbermen will be in a position to later avail themselves of.

The committee on arrangements were surprised on their initial trip to this mammoth institution to note with what mutually dependent phases the paint and lumber interests, one on the other, were allied, and we can predict in advance that this particular number on the program holds in store much more entertainment and valuable information for those who participate than does the average perfunctory inspection of a manufactory.

Of all the interesting Acme Quality producing methods in the making of paints, enamels, stains, varnishes and finishes, the demonstration and actual practice of white lead manufacture by the Acme Mild Process will undoubtedly prove most fascinating. The Old Dutch Process in vogue for centuries, and used today by others, is not employed by this progressive house, and a comparison of modern and antique ideas indicates the superiority of the Acme theory and will enable our members to study results under various conditions and on different surfaces. The laboratories, varnish and grinding departments each contain infinite details of interest to lumbermen, who can especially appreciate that quality counts in the selection of paint relatively the same as quality in lumber and other building materials.

The paint makers, as hosts, are nationally known, Detroit, the Convention City, bringing thousands of visitors and many organizations who have been delightfully entertained by them. The famous Acme Quality Band of thirty pieces will meet our members at the car, escort them to the plant, where they will be accorded a clean-cut, quarter-sawed and kiln-dried welcome and a corps of courteous and competent guides will be provided by the management to conduct the visitors in squads through the buildings, explaining methods and answering any inquiries.

Of course, you're coming to Detroit—that's settled,—put a red check after "Visit to Acme Plant" on your itinerary, and don't miss it. They promise us "fair play and a square meal" without sawdust sandwiches, and we want to display our appreciation of their willingness to "show us" by taking advantage of their hospitality in a hearty and wholesome manner.

The St. Louis
Lumberman
August 1, 1910

First Day's Entertainment.

The rounds of sight-seeing and pleasure began Monday, July 18th, after a brief morning session of the association at the Hotel Touchet. Promptly a choir composed of male and female employees of the company, who rendered several popular airs and a number of paraphrases of such airs, all of which had a local or personal bearing. There were several nice voices in the choir, and there were many hits made, and they were greatly enjoyed.

Previous to the beginning of the meal and the introduction of the musical program, Thomas Neal, general manager of the Acme, welcomed his country's guests in a very felicitous manner. In the course of his remarks he took occasion to advert to the fact that the disappearance of white pine from so many of the lumber markets and the introduction of other woods had caused new problems to arise for the paint manufacturers. Extensive experiments of an official character were now being conducted with all woods, to the end of settling many questions connected with their proper treatment in painting.

After being provided with souvenir badges, the visitors were conducted through the various departments of the big plant. Their time was so limited, though, that in order to make the rounds of two other large manufacturing institutions, they had to hurry through the establishment along a planned route, with guides at turning points to advise them as to the proper directions. However, the visit was accounted a very interesting one, notwithstanding that there was no time for making inquiries regarding the equipment of the establishment and the various processes of manufacture.

The Scout July 15, 1910



The Acme White Lead & Color Works.

0007-SWP-043127

Detroit Journal
Sept. 1, 1910

CONG. TOWNSEND
AT ACME WORKS

[illegible]

Detroit Journal
10-5-10

There has been a livelier movement in the paint and varnish trade the past few weeks than will be there is a general expansion of industrial activity. Thomas Neal, general manager of the Acme White Lead & Color works, says: "Our trade is reliable but dictatorial. An average order line runs from 250 to 500 gallons and varnish, as when ordered in our line increases means that business is making every other line."

SENATOR GETS W AT ACM

Enjoys Best
Received in
Produce
CHASES ONE

[illegible]

Received
August 19, 1970

Detroit News
Sept. 1, 1970

SENATOR BURROWS GETS WARM GREETING AT ACME COLOR WORKS

Enjoys Best Reception He Has Yet
Received in Detroit Campaign—
Continued by Allan H. Frazer

CHASE OSBORN HAS NOON MEETING

Crowd At Ford Motor Co. Plant In
Highland Park Discusses His Ideas On Work-
man's Compensation Act

SEN. CHASE OSBORN, D-Mich., arrived in Detroit yesterday morning to wind up the same in Detroit. He will remain until Saturday night, finishing the week with a big meeting in the Light Guard armory, at which George F. Codd will preside.

At noon Mr. Osborn addressed the workers of the Ford company, at the Highland Park plant. Thursday, he speaks at the Packard plant, and on Friday, again at the A. A. White Long works, Detroit's largest auto plant.

He will deliver his first address with a meeting of the plants of the Ford Motor Co. at the Highland Park plant.

Mr. Osborn will speak at the Detroit Bowling club or the Highland Park club, he said. A word meeting will be at Highland Park, Michigan, and then at the Ford Motor Co. plant.

In his speech, Mr. Osborn stressed consideration of the workman's compensation act, which he said is "the most important piece of legislation in the country."

He said that the act is "the most important piece of legislation in the country" and that it is "the most important piece of legislation in the country."

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MR. OSBORN SPEAKS AT THE FORD PLANT

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He said that the act is "the most important piece of legislation in the country" and that it is "the most important piece of legislation in the country."

TOWNSEND HERE; SPEAKS TO MEN AT MANY PLANTS

HE DECLARED FOR PROTECTION
WITHIN THE AUTO INDUSTRY

CALLS FOR STRONG PATTERNS OF THE
REPRESENTATIVE OF THE
REPUBLICANS

Candidate for Governor, Endorsed by
Reception in Other Parts of
the State

Charles H. Townsend came to town this morning after a tour of the state, and he will be in Detroit for the day.

well-known inhabitants of Michigan, such as the Ford and other cities. He was in a most optimistic mood—and told a group of his friends this morning that he was sure of a victory in the coming election.

Mr. Townsend made his first speech at the Ford Motor Co. plant, where he was met by a large crowd of workers and their families.

He said that he was "a man of the people" and that he was "a man of the people."

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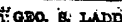
0007-SWP-043129

In closing this notice, it would not be out of place to mention that in the conduct of their great plant this company have adopted many features for the comfort and convenience of their employees—provisions being made for serving hot tea or coffee at noon in all departments; pleasant dining rooms for the clerks and heads of departments; the circulating library; the smoking room; the music room—all of which accounts for the good will and loyalty which prevails among their employees.

Journal 10-28-10

[illegible]

will make an argument for good food, especially appealing to the workers of the Acme White Lead & Color Co.'s plant. This morning George R. Ladd, national lecturer on good



In addition Mr. Land gave the usual arguments for good roads which have been used often before here.

Detroit Free Press
70-30-10

[illegible]

O. L. 15, 1910

DOLLARS AND SENSE

3

Mr. Thomas Neal, Director

On the St. Clair river, on the Canadian side, away back in 1858, a little chap came to brighten a sailor's home and they named him Thomas—a good old family name—Thomas Neal.

Eight years later, "after the war in the States," the family removed to Detroit and the young lad took to United States ideas with great avidity—no one ever took him for a "furriner" at any time in his career. He kept pretty close to school until 15 or 16 years of age, when his anxiety to make a start for himself led him to accept the position of messenger boy with the National Pin Co. at the salary of \$4.50 per week.

This was before the eight-hour era. "Tom" never knew there was a time limit on the day. He was errand boy but a short time when an opening in the shipping room gave him his first boost. Later the factory got him. Then he went to night school to learn book-keeping and graduated to the office, and inside of eight years he was confidential man. His pay kept increasing, of course, and a deal of it got into the bank and then into real estate bargains—building lots, until these deals required his entire time.

About two years were given up to real estate and building operations, and then he married—a Miss Davies.

A brother of his young wife was an employe of a large wholesale drug house and the brothers-in-law soon became close friends. They had many things in common and among these was a common ambition to go into business—something that offered a future worth of the best in them. Finally the paint business was decided upon and together the young men made a start with a capital of \$10,000, a portion of which was borrowed, and the Acme White Lead and Color Works was born, at the corner of Grand River avenue and Fourth street.

At first Davies contributed only his

capital and such time as he could give away from his down-town duties. Mr. Neal was made general manager and holds that same position today, after 25 years of aggressive and progressive work. The little factory has grown to

one of the largest in the world, covering several acres, with a capital of \$2,750,000 and a pay roll numbering 600 people. This is certainly a proud record and no wonder that the subject for our sketch is looked up to as one of the eminent industrial and financial successes of this great industrial center.

In 1905 Mr. Neal became a director in the First National Bank, his first recognition in banking circles. In 1907 he became a director in the Michigan Sav-

ings Bank and has proven a most valuable acquisition to the governing board.

Mr. Neal has ever had a keen sympathy for the laboring man and woman. The Acme Company was one of the first industrial institutions to take up welfare work, which now is recognized as an invaluable aid in all up-to-date institutions. His especial pride is in young men—boys who have made their start in life with the Acme and have developed under his inspiring watchcare and leadership.

I asked Mr. Neal what the opportunities of today had to offer to aspiring young men. "The best the world has ever seen. There have never been such openings as invite today, but the call is for young men of clean lives, vigorous, willing to work, willing to learn, and who are determined to get to the front. The trouble with too many young men today is they are shallow, anxious to be entertained, prodigal of time and money. No one can progress with such habits of life. One must learn to save his money and save his time—this is even more important. Young men have so many opportunities to fit themselves for efficient lives that were not thought of in my early life. The next generation



Thomas Neal

News Tribune
Nov 6, 1910

The Acme Quality Club... will give... party... next Friday... will... Mrs. E. M. Deane and Mrs. S. A. Tighe will... party...

Free Press
Nov 6, 1910

The Acme Club... party... Mrs. E. M. Deane and Mrs. S. A. Tighe will... party...

0007-SWP-043133

0007-SWP-000126289

Detroit Free Press

Nov. 6, 1910

FINAL G. O. P. MEETING IS A RIOT OF ENTHUSIASM

Crowd Grows, Jams Armory, Greeting the Leading Republican Candidates and Their Speeches With Volleys of Cheers and Yells

OSBORN, DENBY, TOWNSEND, SMITH, ALL JOYOUSLY RECEIVED

Party Which Marks Close of Campaign in Detroit Is Largest and Most Animated Gathering of the Year

Hot Fight Since Primaries

The Republican party brought the campaign to a glorious close last night at the Light Guard armory, where a great throng that bubbled with political enthusiasm gathered to greet the leading candidates for Congress. The building, crowded with people, was the scene of a riot of enthusiasm. The candidates, including Osborn, Denby, Townsend, and Smith, were greeted with volleys of cheers and yells. The atmosphere was electric, and the crowd was in a state of high excitement. The candidates were all joyously received, and the night was a memorable one for the party.

Banners, Cheers, Yells, Music and Enthusiasm

The candidates were greeted with banners, cheers, yells, music, and enthusiasm. The crowd was in a state of high excitement, and the night was a memorable one for the party.

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News-Tribune
Nov. 6, 1910

Nov. 6, 1910

...who, in the primary campaign, declared that the day of Senator Burrows would be a great mistake. ... From long acquaintance with Mr. Townsend in the house of representatives, I know his great capacity for statesmanship and ability, and how well he will grace the seat from Michigan in the upper house of congress.

The feature of the meeting which contributed most largely to the noted general enthusiasm was the presence in the front rows of 600 republican employees of the Acme White Lead & Color works, which marched to the armory from Grand Circus park, headed by their own band. The color guard was armed with megaphones and waved sheets of yell and cheer, and at times their organized applause caused the meeting to sweep more of an athletic contest than a political rally. A yell master at the body of the crowd, calling the particular yell or song to be rendered by number, as designated on the printed sheets.

...for each of the principal republican leaders. Senator William Allen Smith was greeted with a variation of the Michigan locomotive yell. "Yah, yah, yah, Senator Smith, Senator Smith," etc. ... For Congressman Denby, the yell was: "Yah, yah, yah, Congressman Denby, Congressman Denby," etc. ... For Candidate Osborn, the yell was: "Yah, yah, yah, Candidate Osborn, Candidate Osborn," etc. ... For Candidate Townsend, the yell was: "Yah, yah, yah, Candidate Townsend, Candidate Townsend," etc. ... For Candidate Smith, the yell was: "Yah, yah, yah, Candidate Smith, Candidate Smith," etc. ...

Detroit Journal
Nov. 5, 1910

The crowd, Republican rally, last night, Grand armory, Detroit, was easily the largest political meeting that Detroit has seen in many years, and rather more so than the big one that there in the winter of 1908. Every speaker and the entire audience were in the best of humor. There was a feeling of aboutness from the Acme White Lead & Color works, which marched to the armory from Grand Circus park, headed by their own band. The color guard was armed with megaphones and waved sheets of yell and cheer, and at times their organized applause caused the meeting to sweep more of an athletic contest than a political rally. A yell master at the body of the crowd, calling the particular yell or song to be rendered by number, as designated on the printed sheets.

0007-SWP-043134

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The new works will put the common stock on a regular 2 1/2 per cent quarterly basis. The present dividend rate is 2 per cent quarterly with an extra dividend of 2 per cent in December, making 10 per cent for the year. The dividend will not be increased by the new arrangement but the raising of the regular rate to 10 per cent is taken as an indication that the ability to maintain that rate has been thoroughly established. The company reports for this year show a remarkable increase over last year's business: The gross sales for the eleven months of this fiscal year, ending Oct. 31 were \$3,376,779, an increase of \$623,216 or 22 per cent over the same period last year. It is \$100,000 ahead of the figures for the entire fiscal year of 1909. It is expected that the gross sales for this year will mount close to \$4,000,000.

San Francisco
newspaper
Reid. 12-6-10

OYSTER SUPPER FOR PAINTERS

A smoker and oyster supper was given at the store of the City Paint Company at San Bernardino, last night for the painters and workmen attending from this city. J. A. McCall, manager of the Redlands Paper & Paint Company, is also the president of the San Bernardino Com-

One of the most interesting parts of the first night's talk and demonstration was by H. N. Welch, a representative of the Ames Quality mixed paint. Welch had been sent to the convention to explain to the painters the company's new line of mixed paints and to the general congregation last night to explain the value of the paint.

Welch was well received and his talk was a success. He was followed by J. A. Wright, S. F. Small, C. E. Williams, Art. Wright, J. A. Williams, Otto Williams and J. A. Moore. All of these men attended the convention and the first night's talk and demonstration.

San Francisco
news papers
Recd. 12-6-10.

PAINTERS DINED BY DEALERS

a Spanish painter, patron of the City Paper & Paint company of San Bernardino, and the local paper & paint company of this city, were guests at such occasions, together with at San Bernardino, given by the two business houses. J. A. McCaslin, owner of the store in this city, is also president of the company in San Bernardino.

In addition to providing an excellent supper for their guests, the proprietors of the two stores had prepared a charming dinner. N. Welch of the Acme Ready Mixed paints, who gave a special interesting talk on paints and especially the use of ready mixed paints. Mr. Welch is an expert in the handling these supplies, and was sent to this point by the company to demonstrate with the Acme Ready Mixed products. The painters felt that in his talk they were given something of the know-how they know.

WHOSE PRESENT
Those from this city who attended the affair were J. C. Clippinger, H. A. Woessner, H. C. Clippinger, R. F. Smalley, Charles E. Wilson, Art. Wright, W. H. Parsons, D. Weisman, Otto Rensch, C. F. Parsons, J. Mersall and A. McCord. Those who attended from San Bernardino were J. Cranford, C. A. Vinton, J. C. Clippinger, J. H. Schuchman, J. C. Williams, J. C. Parsons, William Clippinger, E. C. McCord, J. C. A. Patten, Frank Williams, F. A. Condit, E. W. Duffell, Johnnie Cooke, C. C. Crutcher, W. B. Barrows and W. H. Parsons.

Detroit News
Dec. 16, 1910.

Acme Relief Association Election.
At the annual meeting of the Acme Employees Relief association of the Acme White Lead & Color works, twelve officers were elected: President, George Beebe, vice-president, William B. Hill, secretary, George A. Ajala. The officers with Oscar Brown, F. J. Schaefer and Thomas McGrath, form the board of directors. Payment of \$600 is being shown for the year and the balance of the fund is \$1,000. The officers are: George Beebe, president; William B. Hill, vice-president; George A. Ajala, secretary; Oscar Brown, F. J. Schaefer and Thomas McGrath, directors.

From Wichita
newspaper
Recd. 12-6-10

Let Not the Opportunity Be
L O S T

[illegible]

Valley's Evening News
Dec. 8, 1910

Free Demonstration

[illegible]

Free Press
Dec. 16, 1910

THE ACME WHITE LEAD & Color Works Employees' association, whose object is the relief of the sick and unfortunate of their membership, held its annual meeting recently and elected the following officers: President, Earl Goebel; vice president, William Smith; secretary, George H. Allen; directors, George Goebel, George Allen, William Smith, and Earl Goebel. The club and the

Ninth Ward—		Sixteenth Ward—	
1	239	77	143
2	150	125	149
3	65	60	197
4	No returns		79
5	115	119	200
6	186	199	200
7	42	98	124
8	140	112	No returns
9	59	37	
10	66	62	

Totals . . . 1,053 894

Tenth Ward—	
1	124
2	110
3	91
4	No returns
5	147
6	81
7	197
8	122
9	204
10	11
11	9

Totals . . . 1,098 1,103

Eleventh Ward—	
1	127
2	123
3	147
4	No returns
5	95
6	182
7	96

Totals . . . 770 998

Twelfth Ward—	
1	10
2	85
3	128
4	No returns
5	150
6	98
7	124
8	17
9	257
10	11

Totals . . . 940 948

Thirteenth Ward—	
1	186
2	36
3	110
4	74
5	197
6	No returns
7	163
8	92

Totals . . . 860 1,006

Fourteenth Ward—	
1	121
2	167
3	142
4	No returns
5	161
6	146
7	219

Totals . . . 956 904

Fifteenth Ward—	
1	No returns
2	236
3	265
4	299
5	No returns

Totals . . . 800 578

City majority in favor of good roads. 5,431

Township majority in favor of good roads. 1,901

Total majority in favor of good roads. 7,332

* In these precincts there were either no returns or figures which are known to be false, or erroneous.

Seventeenth Ward—	
1	192
2	375
3	245
4	372
5	168
6	126
7	258
8	No returns
9	129

Totals . . . 1,865 1,396

Eighteenth Ward—	
1	108
2	107
3	185
4	187
5	157

Totals . . . 744 1,082

City totals . . . 20,745 15,314

TOWNSHIPS.

	YES	NO
Brownstown—		
1	129	25
2	65	43
Canton	54	84
Dearborn	219	78
Ecorse—		
1	144	165
2	208	127
3	216	102
4	79	28
Gratiot	47	53
Greenfield—		
1	101	43
2	233	181
Grosse Pointe—		
1	109	137
2	61	71
Hamtramck—		
1	36	43
2	135	121
3	No returns	
4	841	104
Huron	159	66
Livonia	112	39
Morningside—		
1	152	84
2	45	18
Nankin—		
1	199	58
2	139	60
Northville	287	117
Plymouth	291	102
Redford	147	151
Romulus	191	101
Springwell	86	81
Sumpter	42	72
Taylor	114	27
Van Buren	147	133
Wyandotte—		
Ward 1	165	82
Ward 2	223	108
Ward 3	157	92
Ward 4	133	100

Twp. totals . . . 4,277 2,876

City totals . . . 20,745 15,314

Grand Totals . . . 25,522 18,190

Tips for Rochester Men

Frederic B. Stevens, member of the board of directors, delivered an address on "Modern Progress" before the Board of Commerce of Rochester, Mich., on the evening of November 4. The Rochester business men secured Mr. Stevens to give them some pointers on "How to Boom Rochester," and according to the local press of that town Mr. Stevens suggested enough activity to keep them busy for years to come. He advised Rochester men to make their town as beautiful and attractive as possible, advertise it and show manufacturers just why they should locate there.

"Think of a greater Rochester all the time," was one of Mr. Stevens' suggestions, "and if every member of the local board does his part, success will come to you sooner or later."



Some say that Ralph Escep marched at the head of the band that tooted the way for the faithful to the Good Roads mass meeting at the Light Guard Armory the night before election. On the other hand, Ralph denies this. If it wasn't Ralph it was some Good Roads enthusiast who bore a striking resemblance to him, and the lights weren't very bright that night, anyway. But then Ralph is such a joker that we don't know when to take him seriously. It was he who perpetrated the celebrated joke on Congressman Denby. When he saw the congressman delivering a speech standing up in his automobile Ralph said it was cruelty to Hupps. And then when he saw him without his automobile Ralph wondered where he had left his roller skates, which is a pretty good joke, even if we do say it who shouldn't.

0007-SWP-043136

0007-SWP-000126292

Welfare Work in Big Detroit Factories

No. 3—Acme White Lead and Color Works



"All Members of the Acme Family"

TOO often does the mere mention of the "boss," the "old man," or the "bull" send mingled fear and hate to the soul of the subordinate. Too often, in reciprocal though unfortunate relation, does the sheep-like stubbornness of the "help" in thinking—or not thinking—in droves bring the silent condemnation of the superior, and their grading, mentally by him, to a strata peculiarly their own. Happily, the reign of the "slave driver," the "bulldozer," and the terror-inspiring executive has been gradually reduced. Industrial co-operative and "take hold and lift" principles pervade many of the great institutions of the commercial world. Eliminating the satisfaction attending treatment accorded the theory "A man's a man for a' o' that," results in that modern methods of winning work by methods of lightening the load in apparatus, the little details of shop, factory, foundry, or otherwise pay as a business proposition. The remarkable progress of the Acme White Lead and Color Works, conceded the largest

paint and varnish plant in the world, has been marked by a consistent and continued adherence to its workers' welfare, from the time they provided cups and coffee to the comparatively few employees ten years ago to the present improved system of making pleasant the surroundings of the army of workers scattered through their sixteen acres of factory floor space.

As pioneers in the application of the theory that the employe labors more faithfully, more interestedly, and more loyally when he feels the "boss's" encouraging hand on his shoulder and knows that it represents real interest in his welfare, the Acme has installed a cafe service for those who wish a noon meal at a price representing actual cost, and has arranged for the free distribution of warm coffee for such employes as carry a lunch. The music room, which is provided with piano and comfortable chairs, offers gentle relaxation and a refreshing mid-day pause in the daily routine, as well as the opportunity of tripping through a dance

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0007-SWP-043137

November, 1910

or two by way of diversion. A library, containing the best of fiction and standard works, is largely patronized, and two cigar stands are placed at convenient locations.

Uniformity of neat apparel for girls employed at the big plant is encouraged by the company in providing and laundering aprons. The Acme management has also fostered a relief association, membership in which carries a substantial sick benefit. A brass band, composed of employees, arranges concerts, permitting a general "get together" of Acmeites and their friends at various intervals, and the Acme Quality Base Ball Team is provided paraphernalia by the company, the boys being encouraged in the enjoyment of healthy, wholesome exercise.

These and many other contributing features tend to cause the visitor to this mammoth paint and varnish factory to query, "Does it pay?" He readily finds an affirmative answer in the willing, earnest and interested attitudes of the men at the tanks, in the grinding rooms, at the presses and the girls in the binderies and labeling rooms, all members of the Acme family, whose motto, "Now all together," expressively indicates this company's method of winning work with welfare.

Auto Business on the Jump

The Board of Commerce has received from the different automobile companies a summing up of their business on the 1910 models. The capital of some of the companies was increased during the summer; aside from this the totals showing actual results of the season's work do not vary greatly from the forecast which was given by this Board last winter. The aggregates from the companies reporting are as follows:

Present capital	\$ 36,425,000
Men employed, 1909.....	16,050
Men employed, 1910.....	27,200
Cars built, 1909.....	44,900
Cars built, 1910.....	114,120
Value of product, 1910.....	\$134,587,750

But few of the companies give exact figures on their expectations for the season of 1911, but many of them anticipate a business even greater than that of the season which recently closed.

H. G. Spaulding, manager of the Commercial League of Fort Smith, Ark., and a former Detroit, was a caller at the Board rooms recently. He came to Detroit to persuade Frank J. Navin to take the Tigers to Fort Smith for the spring practice. He lost out because the town doesn't sport such a luxury as a Turkish bath.



"The Music Room Offers Gentle Relaxation"

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0007-SWP-043138

0007-SWP-000126295

Free Press
1-23-11

Journal
1-23-11

Mich. 1-23-11

PAINT IN MAN
Builders and Traders Visit Acme White Lead Works.
An excursion in varied form was given at the plant of the Acme White Lead & Color works yesterday for about 12 members of the Builders and Traders exchange.
At the end of the car line the guests were met by A. M. Woodward, secretary of the Acme company, with the company's brass band playing a march as escort to the plant. Following luncheon, a program of music was presented, including topical songs set to popular airs, in which special reference was made to the contractors and supply men, naming President Martin Scholl and the board of the exchange.
Frank Neal, factory manager, presented a list of the Acme company's products and the address were made also by W. F. Schumacher, chemist, and A. E. White, general manager.
Representations of the Acme company were made in the form of plans and specimens of the color white.

To relieve the men who have borne the weight of the management of the Acme White Lead & Color works and to train up the successors of the old board under the guidance of the men who have made the business the success that it is, there has been a nominal reorganization of the big color concern and a managing board of younger men has been given formal charge of the operation of the company. This managing board is composed of M. W. Neal, treasurer; A. M. Woodward, secretary; F. R. Dougall, director of general trade sales; T. W. Connor, director of corporation trade sales, and Frank Neal, factory manager. These men have been in actual charge of the plant for the past two years but they have not been recognized in the financial board.
The financial board will remain the same as the old board, L. Davies, president, and H. K. White, A. E. White and Thomas Neal, who will be vice-presidents. Mr. Neal will continue as chairman of the executive committee, so that the managing board will be responsible to the directors through him.

Reorganization
At the Acme White Lead and Color Works.

Seit im Jahre 1884 die Acme White Lead and Color Works organisiert wurde, war Wm. L. Davies der Präsident; H. K. White, Vizepräsident, A. E. White, Schatzmeister und Thomas Neal, Sekretär. Diese Herren bildeten den Direktorenrat und das Geschäftsbüro besaßen ebenfalls aus Thomas Neal, Vizepräsident, H. K. White und Wm. L. Davies. Herr Neal war als Vorsitzender des Geschäftsbüros tätig.

Journal
1-23-11

ORGANIZATION OF ACME WHITE LEAD EXPANDED
Since the organization of the Acme White Lead & Color works in 1884, Wm. L. Davies has been president of the company, H. K. White, vice president; A. E. White, treasurer, and Thomas Neal, secretary. These men formed the board of directors. The executive committee of the board consisted of Thomas Neal, chairman, H. K. White, vice chairman, and A. E. White, secretary. Mr. Neal was responsible for the active management of the business, and as a consequence he was given the further title of general manager. It has always been the desire of the owners to keep together a group of younger men to whom could be left the active management of the business. This was important, not only to relieve the burden of the increasing duties of a rapidly growing business, but to insure stability and the continuance of conservative policies. In case of death or disability breaking up the old board, such an organization was formed three years ago. The new board was organized as follows: President, Wm. L. Davies; Vice President, H. K. White; Treasurer, A. E. White; Secretary, Thomas Neal; Directors, Wm. L. Davies, H. K. White, A. E. White, Thomas Neal, Frank Neal, factory manager.

News
1-23-11

BUILDERS & TRADERS WERE ENTERTAINED
The Acme White Lead & Color works was the host to about 12 members of the Builders and Traders exchange yesterday. The members left the rooms in special cars at about noon and at the end of the car line they were met and escorted to the plant by A. M. Woodward, secretary of the company, and the company's brass band.
In addition to a luncheon, the program included topical songs appropriate to the occasion, an inspection of the plant and addresses by President William L. Davies, J. W. Schumacher, chemist, and A. E. White, general manager.

Die Acme White Lead & Color Works war gestern der Gastgeber für etwa 12 Mitglieder des Builders and Traders exchange. Die Mitglieder verließen die Räume in Sonderzügen um etwa mittags und wurden am Ende der Zugschlange von A. M. Woodward, Sekretär der Firma, und der Firmenkapelle empfangen und zum Werk geleitet.
Zusätzlich zu einem Mittagessen umfasste das Programm auch patriotische Lieder, die zum Anlass geeignet waren, eine Inspektion des Werks und Reden von Präsident William L. Davies, J. W. Schumacher, Chemiker und A. E. White, Generalmanager.

Geschäftsleitung übertrug werden konnte. Es lag dies natürlich nicht daran, um ihnen die Details eines stetig wachsenden Geschäftes abzunehmen, sondern auch um Stabilität und die Fortdauer langjähriger Verbindungen zu sichern. Falls durch Tod oder Arbeitsunfähigkeit der alte Direktorenrat eine Lücke entstehen sollte, wurde eine solche Organisation als Vorkehrung getroffen. Dieser Rat ist eine nominale Reorganisation der bisherigen Verwaltung, die lediglich eine Umstrukturierung der Geschäftsführung ist. Sie ist einig, dass die Geschäftsführung der Acme White Lead & Color Works die gleiche bleibt. Der Rat besteht aus Wm. L. Davies, Präsident, H. K. White, Vizepräsident und Thomas Neal, Sekretär. Diese Herren bilden den Direktorenrat und das Geschäftsbüro. Der Rat ist einig, dass die Geschäftsführung der Acme White Lead & Color Works die gleiche bleibt. Der Rat besteht aus Wm. L. Davies, Präsident, H. K. White, Vizepräsident und Thomas Neal, Sekretär. Diese Herren bilden den Direktorenrat und das Geschäftsbüro.

0007-SWP-043140

Detroit News Tribune

June 22, 1911

MEN WHO COMPOSE THE GOVERNING BOARD OF THE ACME WHITE LEAD & COLOR WORKS



F. R. DOUGALL
Director of General Trade Sales

Since the organization of the Acme White Lead & Color Works, in 1884, Wm. L. Davies has been president of the company; H. E. White, vice-president; A. E. F. White, treasurer; and Thomas Neal, secretary. These men formed the board of directors. The executive committee of this board consisted of Thomas Neal, chairman; H. E. White and Wm. L. Davies.

A. M. WOODWARD
Secretary

It has always been the desire of the original board to get together a group of younger men, to whom could be left the active management of the business. This was important, not only to relieve them of the increasing details of a rapidly growing business, but to insure stability and the continuance of conservative policies in case of death or disability breaking up the old board. Such an organization was formed three years ago and has actually been in charge of the business for the past two years. This year a nominal re-organization has been made, which is really a mere

FRANK NEAL
Factory Manager

recognition of conditions that have prevailed for some time past. The financial policy of the company will remain in the hands of the financial board, consisting of Wm. L. Davies, president, and H. E. White, A. E. F. White and Thomas Neal, the white vice-presidents. Mr. Neal will continue as chairman of the executive committee, so that the managing board will be responsible to the directors through him.

0007-SWP-043141

AUTO GOSSIP

NEAL HEADS THE GENERAL MOTORS

Displayed in Organizing Acme White Lead Works

Cause of His Selection

Thomas Neal, whose activities in connection with the Acme White Lead & Color Works have stamped him as a manufacturer of unusual ability, has been chosen by the directors of the General Motors Company to head the new organization at the Acme plant. Mr. Neal is a prominent figure in the Detroit automobile industry and is a member of the Detroit Automobile Club. He has been in the employ of the General Motors Company for several years and has been in charge of the Acme plant since its opening in 1911. His selection as head of the new organization is a compliment to his ability and a recognition of his long service to the company.

Mr. Neal's selection as head of the new organization is a compliment to his ability and a recognition of his long service to the company. He has been in the employ of the General Motors Company for several years and has been in charge of the Acme plant since its opening in 1911. His selection as head of the new organization is a compliment to his ability and a recognition of his long service to the company.

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CHOSEN TO DIRECT BIG AUTO COMPANY



THOMAS NEAL

Detroit Free Press
Jan. 25, 1911

The members of the Builders and Trades exchange went out to the Acme White Lead & Color works in special cars for luncheon and an inspection of the plant Wednesday noon. About 150 were in the party.

Detroit Saturday Night
Jan. 27, 1911

Ability Recognized

FORMAL recognition of the executive and administrative ability of the managing board of the Acme White Lead & Color Works was given this week by the officials of that corporation in an announcement that the board will continue in operation in the manner it has since it was established two years ago. At that time it was decided to insure the stability of the great corporation and also the continuance of the future policy along the conservative yet progressive lines laid down by the heads of the institution, by placing the burden of the management on the shoulders of the younger men in the organization. Accordingly the board of managers was formed and a great mass of detail was immediately lifted from the shoulders of President W. L. Davies, Vice-President H. K. White, Treasurer A. E. F. White and Secretary Thomas Neal. In the nominal reorganization of the working forces a few days ago, the financial policy of the company was left in the hands of a financial board consisting of Mr. Davies, Messrs. White and Mr. Neal. Mr. Neal will also continue as chairman of the executive committee, the managing board to be responsible to the directors through him. This managing board is composed of M. W. Neal, treasurer; A. M. Woodward, secretary; F. R. Dougall, director of general trade sales; Frank Neal, factory manager.

Farm Implement News
Feb. 2, 1911

General Motors Company.

Thos. Neal, of the Acme White Lead and Color Works, Detroit, Mich., has been chosen president of the General Motors Company, an organization which represents a consolidation of a number of large automobile manufacturers. Mr. Neal will of necessity devote most of his time to the demands of the General Motors Company and its interests, but on account of his connection with the Acme White Lead and Color Works from its origin, he will continue to serve in an advisory capacity in the affairs of that company. The headquarters of the General Motors Company will be established in Detroit.

0007-SWP-043142

Feb. 1, 1911

Continued

GOVERNING BOARD OF THE ACME WHITE LEAD & COLOR WORKS.

Since the organization of the Acme White Lead & Color Works in 1884, Wm. L. Davies has been president of the company; H. K. White, vice president; A. E. F. White, treasurer, and Thomas Neal, secretary. These men formed the board of directors. The executive committee of this board consisted of Thomas Neal, chairman; H. K. White and Wm. L. Davies.

Mr. Neal, as chairman of the executive committee, was responsible for the active management of the business, and as a consequence he was given the further title of general manager.

It has always been the desire of the original board to get together a group of younger men, to whom could be left the active management of the business. This was important, not only to relieve them of the increasing details of a rapidly growing business, but to insure stability and the continuance of conservative policies in case of death or disability breaking up the old board. Such an organization was formed three years ago and has actually been in charge of the business for the past two years. This year a nominal re-organization has been made, which is really a mere recognition of conditions that have prevailed for some time past.

The financial policy of the company will remain in the hands of a financial board, consisting of Wm. L. Davies, president, and H. K. White, A. E. F. White and Thomas Neal, who will be vice presidents. Mr. Neal will continue as chairman of the executive committee, so that the managing board will be responsible to the directors through him.



SECRETARY A. M. WOODWARD.

The managing board is composed of M. W. Neal, treasurer; A. M. Woodward, secretary; F. R. Dougall, director of general trade sales; T. W. Connor, director of corporation trade sales, and Frank Neal, factory manager.

THE ACME WHITE LEAD AND COLOR WORKS ENTERTAIN.

On last Wednesday the Acme White Lead and Color Works entertained about one hundred members of the Detroit Builders' and Traders' Exchange. The souvenir program was in unique form:

Plans and specifications for the building, reinforcing and more firmly cementing the structure of friendship entertained by the Acme White Lead and Color Works for the Detroit Builders' and Traders' Exchange.

Ground to be broken and work begun at 12:30 p. m. Wednesday, January 25, 1911, on the 14 acres immediately adjoining Clay and St. Aubin avenues, and generally known as Acmeville.

GENERAL PLANS AND SPECIFICATIONS.

FOUNDATION—To consist of proper materials carefully selected as may hereafter be specified. The work of laying said foundation to be under the direction and supervision of Acmeville Engineers. It is expressly stipulated that defective foundation material will not render said engineers or the

constructors liable to liens, libel or laughter; said engineers taking advantage of, and refuge under the Employers' Inability Act, in this particular case provided.

CORNER STONE—Following foundation laying, the corner stone in the constructive work above mentioned shall be carefully placed with appropriate ceremonies. Hymns, symbolizing and extolling the virtues of various prominent members of the Exchange, shall be rendered by a mixed chorus of Acmeites and a few "Glad-to-see-you" words spoken in behalf of Acmeville.

FRAMEWORK—Skilled mechanics shall be placed in charge of the various departments of the work to properly supervise and guide the workmen engaged in such construction. It will be the duty of said skilled mechanics to prevent workmen from diverging from the line of procedure arranged and see that all work arranged shall be done in a skillful and workmanlike manner.

FOUNDATION—Olives, pickles, oyster patties, potato chips, butter rolls, fruit salad, wafers, pumpkin pie, coffee, cigars.

CORNER STONE—Glad-to-see-you, Wm. L. Davies, president.

The specifications were in the nature of a song book which contained a good variety and very much to the point. Other addresses were made by Chemist J. W. Schumacher on "Paints and Paint Making," and by A. D. Hoagg, varnish expert, on "Varnishes and Varnish Making."

0007-SWP-043144

Pacific Paint Wall Paper, Picture and Signs
Trade - Feb. 1915

PAINTERS AND BUILDERS ARE
INVITED TO ENTERTAINMENT
AND DEMONSTRATION

[illegible]

Since the organization of the Acme White Lead and Color Works in 1884, the business has grown until, as the latest annual report shows, the company now has quick assets and permanent investments approaching \$7,000,000, and \$329,298.94 surplus. The prosperous condition of this company justified the directors paying ten per cent dividends for last year.



F. R. Dougall
M. W. Neal

A. M. Woodward

Frank Neal
T. W. Connor

Managing Board, Acme White Lead and Color Works

Ever since the organization of the company, Wm. L. Davies has been president; H. K. White, vice-president; A. E. F. White, treasurer; and Thomas Neal, secretary. These officers constitute the financial board. Thomas Neal, as chairman of the executive committee and general manager, has been responsible for the active management of the corporation. A year ago, a nominal reorganization was made, and the effect of this will be to more adequately adjust the growing business

Pacific Paint, Wall Paper,
Picture & Art Goods Trade
March 1911.

The Acme White Lead and Color Works is co-operating with dealers by supplying them with appropriate window display goods which act as a link to the company's vast popular advertising in magazines and newspapers. Among the specialties featured by this company in its spring propaganda are the Acme Quality White Lac, house paint, and bath tub enamel.

0007-SWP-043145

0007-SWP-000126301



The 1911 Pine Needle Club at Finchurst.
Standing, from left to right—G. W. Helges, V. F. Devery and W. A. McGregor.
Seated, left to right—D. P. Markey, C. B. Burton, A. G. Lacking, Thos. Neal and
L. W. Smith.

Paint Oil and Drug Rev.
Feb. 1, 1911

Thomas Neal, chairman of the executive committee of the Acme White Lead and Color Works, Detroit, Mich., has been elected president of the General Motors Company, succeeding J. J. Storrow. James T. Shaw was elected treasurer and C. H. McGee was appointed comptroller.

Paint & Varnish Reporter
Feb. 16, 1911

Thomas Neal, chairman of the executive committee of the Acme White Lead & Color Works, Detroit, Mich., has been elected president of the General Motors Company, succeeding J. J. Storrow. James T. Shaw was elected treasurer and C. H. McGee was appointed comptroller.

0007-SWP-043146

The Advertiser
March 14, 1911

ICRAU

Official Organ of the Adcraft Club

Detroit, Michigan, March 14, 1911

g Problems Adcrafters

will consider is from the manufacturer direct to the consumer. This is largely of mail order and advertising proposition, involves complete organization at the manufacturing point, general advertising, continuous and increased support by publicity, and a very large profit on the article in question. This method is also used by those manufacturers who sell their goods by canvassers, specialty houses, publishers, etc. Distribution is at a very heavy cost, always. This method can not be considered a large factor in general distribution.

The Branch House.

Another means which is largely used at the present time and is of a good deal of importance is distribution through branch houses. This method is in use on many articles which in themselves run into a large sum of money, and with other lines of goods that go to business houses or manufacturers for their own use rather than sale. It is not applied to many

great staple lines, but it is the reputation for square-dealing and for producing "the goods" honestly, was eternally right. But it was slow work. The old-fashioned business man, with his old-fashioned honesty, with his old-fashioned co-operation with his customer, with his old-fashioned idea of delivering the goods, slow and careful though his methods may have been—was the forerunner of all the really successful business men of this generation.

Co-operation Is the Goods.

So I say to you, co-operation is "the goods," and co-operation with the middleman means that the manufacturer must deliver "the goods" and the middleman must co-operate by passing on "the goods" as honestly and faithfully as the manufacturer does.

The consumer must have confidence in "the goods." He cannot have that confidence unless there is genuine harmony all down the line, from the time the raw material goes into the factory, while it is being manufactured, while it is being handled by the middleman, and while it is being placed in the hands of the consumer. And that harmony is not harmony, is not co-operation, unless it is based upon the principle of delivering "the goods."

Go ahead with the great work of clever, honest advertising. Go ahead with brilliant selling plans. Go ahead with modern business methods. They are all but adjuncts and developments of the old-fashioned business man's clean, wholesome, substantial building, demanded by the faster pace of a new century. They are all necessary. They are all effective when cemented together with co-operation which is founded upon honest methods, honest enthusiasm and honest energy.

And this, my friends, is the everlasting, all-powerful gospel of "The Goods."

Detroit Times

Free Press

4-20-11

The March business of the Acme White Lead and Color Works shows an increase of 15 per cent over the business for the corresponding month last year.

The Acme White Lead & Color Works, representing western branches of the company, reports business in Los Angeles, San Francisco, Portland and Spokane districts in excess of any previous year since the company located at these points.

Detroit Free Press

4-6-11

Officers and directors of the Acme White Lead & Color Works are jubilant over the fine showing made by the company's business in March. The month shows an increase of 15 per cent as compared with the business of March, 1910.

Pacific Paint,
Wall Paper, Picture
and Art Goods Trade
April, 1911

Detroit News

4-6-11

March Business Gains.
The March business of the Acme White Lead & Color Works showed an increase of 15 per cent over the same month last year with prospects of a continued gain.

Detroit Journal

Acme White Lead & Color Works reports to its stockholders a March business increase of 15 per cent as compared with March of last year.

Jackson Critique

4-14-11

A SPRING SYMPHONY

Jackson Stores' Beautiful Decorations, Symbolize It's Advent.

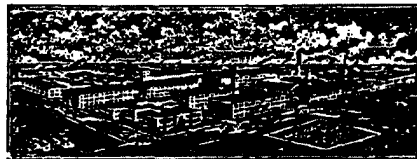
Spring and the Easter tide, tell the story of Jackson's many windows, massive and modern. Probably no time of the year lends itself so appropriately to the announcement of the merchants' recent and new-born creations than the period when buds blossom and nature herself seems to crave a new and pretty garb.

The spring season has developed into the "opening season." Madame's modiste and milliner, as well as mere man's haberdasher and tailor, vie with each other in the gorgeousness of their displays and receptions. Even the paint stores—evidently capitalizing on the American woman's in-born determination to annually "spring clean"—and knowing the many practical uses she has at such time for their wares, announce in tasteful and dignified cards the arrival of practical and modern paints and finishes awaiting her inspection and approval.

Acme Quality Paint Store, 115 South Main street, have in an enterprising manner arranged for a special opening on Saturday, at which time samples will be given away and souvenir flowers distributed to the ladies. "Open House" will be the order during the entire day. Jackson's paint manager, who has been in the paint business for many years, is a well-known authority on the subject of contracting painting and has a large and experienced staff of workmen and staff interior have been arranged to take orders for the various types of painting and to give instruction in the proper use of the various types of painting.

The Acme White Lead & Color Works, San Francisco, have to offer the trade a full new line of baking enamels adapted for bicycles, typewriters, automobile parts, technical instruments, etc. All goods bear the trade mark, Acme Quality.

The accompanying illustration shows the Detroit plant of the Acme White Lead & Color Works. The



Detroit Plant of Acme Co.

buildings cover sixteen acres and the plant comprises paint, white lead, varnish and kalsomine factories. This firm is the pioneer manufacturer of carriage paints and enamels.

Detroit Times

June 3, 1911

Intending our checks for the regular quarterly dividend of \$1.14 per cent on the common stock, Thomas Neal, president of the Acme White Lead and Color Works, and the following statement of the company's business for the quarter ending March 31, 1911, in which it is gratifying to find that the business has increased to an aggregate volume of up to that of last year.

0007-SWP-043147

With the notices of the regular quarterly dividend of 2½ per cent, the Acme White Lead & Color Works advises the stockholders that while the general business condition is reported as being somewhat dull, their own records for the year so far have been satisfactory. "Our branches and distributing connections report a steady trade," the notice reads, and it is given as an indication of general betterment in business condition.

Western Painter June 1911

W. F. Cuimer, Salt Lake, Utah, has purchased the retail glass and glazing department of the Acme White Lead & Color Works in First South between Main and State streets, that way, and the stock has been removed to 17-19 Broadway street.

Paint, Oil and Drug Review June 28, 1911

The employees of the Acme White Lead & Color Works, Detroit, Mich., held their annual outing at Bob-Lo, Saturday, June 17. The plant closed the entire day, affording the workers and their families an opportunity, without loss of pay, to enjoy the trip down the river and the program of sports and games at the park. The latter included a tug-of-war, baseball game, relay race, officers' race and children's contests. The Acme Employees' Relief Association had charge of arrangements, through an executive committee consisting of I. E. Beebe, chairman; F. Gutenberg, S. A. Jewell, Frank Neal, H. N. Jones and G. A. Allen.

Drugs, Oils and Paints June 1911

AN ACME ENTERTAINMENT.—The Senior class in chemical technology of the University of Michigan, on May 13th, were the guests of the Acme White Lead and Color Works, of Detroit. Each visitor was given a diploma, certifying that the holder has completed a prescribed course at "The University of Acmeville," "an exclusively finishing school."

The students were taken through the various departments and the different stages of the preparation of the firm's products, which were explained. At the conclusion of the tour of inspection, luncheon was served, after which commencement exercises were held, opening with remarks by "Presy William L. Davies, president of Acmeville University," followed by music by the Acmeville chorus, a song by Mrs. M. W. Eckhardt, a talk by Prof. Holley, and the presentation of diplomas with the assurance of "no plucks."

Detroit Journal 7-11

TOLEDO PAINTERS HERE

Sixty guests of Acme White Lead and Color Works, a delegation of 60 Toledo master painters dipped their brushes, folded their jumpers, and strutting to their apprentices Toledo's fame as a perfectly painted port, enjoyed a frolic in Detroit Monday, the guests of the Acme White Lead & Color Works. A special interurban car carried the party, including a number of the leading Maumee architects and contractors, direct from the Toledo branch of the company to the big Detroit plant, where the program consisted of an inspection of manufacturing processes and lunch in the Acme cafe. Short addresses of welcome were made by President W. L. Davies and Sales Manager F. R. Douglass, after which Dr. C. D. Holley, interestingly described the corroding of lead by the Acme Mils Process. Mr. A. D. Hoxey, discouraging, and varnish was followed by a practical demonstration directed by Mr. F. A. Retan. A host ride and dinner at Belle Isle completed the entertainment.

Detroit Free Press 7-19-11

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COLOR COMBINATIONS.

Care should be exercised in selecting shades, as under certain conditions colors which harmonize perfectly would not be desirable. Select shades that will harmonize with your neighbors' but not be identical with theirs. Contrast is desirable in a neighborhood. Light shades lend prominence to a building. If your home is screened by trees or shrubbery, the lighter colors will make it stand out more strongly. The style of architecture and the surroundings should receive consideration. Summer cottages, for instance, which are usually built for pleasure or pastime, are given a brighter and more cheerful aspect by the lighter and brighter shades and tints. A stately city home in the gayer colors used for a summer pear "illy dressed" in the gayer colors would appear more sedate to convey the tone of simple elegance which the owner and architect intended. When using more than one color for the sides of a residence, do not place a heavy or dark color above a light one. A dark color always conveys the idea of strength and solidity, and should never be supported by a lighter and weaker color.—Acme Quality Painting Guide Book.

Detroit News 7-16-11

Toledo Painters Pay Visit

A delegation of 60 Toledo master painters dipped their brushes, folded their jumpers, and strutting to their apprentices Toledo's fame as a perfectly painted port, enjoyed a frolic in Detroit Monday, the guests of the Acme White Lead & Color Works. A special interurban car carried the party, including a number of the leading Maumee architects and contractors, direct from the Toledo branch of the company to the big Detroit plant, where the program consisted of an inspection of manufacturing processes and lunch in the Acme cafe. Short addresses of welcome were made by President W. L. Davies and Sales Manager F. R. Douglass, after which Dr. C. D. Holley, interestingly described the corroding of lead by the Acme Mils Process. Mr. A. D. Hoxey, discouraging, and varnish was followed by a practical demonstration directed by Mr. F. A. Retan. A host ride and dinner at Belle Isle completed the entertainment.

Detroit Times 7-19-11

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0007-SWP-043148

East Toledo Enterprise - 7-22-11

ACME WHITE LEAD AND COLOR WORKS

Host to About Fifty Guests at its Magnificent Plant in Detroit
 PLANT ON DETROIT SHORT-LINE SPECIAL CAR
 Elegant Dinner With Appropriate Toasts Enjoyed at Belle Isle

Beet on Monday last the Acme Paints & Color Works invited about fifty of their friends to accompany the officers to their magnificent plant in Detroit and showed them the progress of their lives. At 7:50 the party boarded a special car on the Detroit-Grand Rapids line in charge of Conductor A. L. Heron and Motorman James Nevers, the latter one of the finest motorists in point of service on the line, and that he is one of the best competent is evidenced by the delegation after which F. R. Dougal, General Director of Sales, acting as toastmaster, introduced as the next speaker Dr. C. D. Holley, who responded and gave a splendid talk which was highly appreciated. A. D. Hoag, Superintendent of the Varnish Department, was the next speaker. The last of the program was a world demonstrating the products of the Acme Paints & Color Works, and his talk was mighty interesting. Many of the visitors took advantage of the opportunity to pose themselves thoroughly by asking questions which



Guests at the dinner at the Acme Paints & Color Works plant in Detroit.

representative of the Detroit Short-Line. The party arrived at Detroit at 9:50 o'clock and proceeded on the same car to the mammoth plant, where the guests were shown through every department. Seven hundred men are employed here and the plant occupies fourteen acres of land. The products of these plants are: Paints in liquid and paste form; White Lead, Red Lead, Litharge, Varnish, Dry Colors and Whiting; to the enormous amounts herein listed, per year: Nearly a million and a half gallons of liquid paint; three and a half million gallons of varnish; fifteen thousand tons of white lead, and of dry colors three and a half million lbs.

The business was established in 1884 and has branches in Boston, where two hundred men are employed; Pittsburgh, Cincinnati, St. Louis, Chicago, St. Paul, Birmingham, Ft. Worth, Tex., Nashville, Tenn., San Francisco, Spokane Falls, Salt Lake City and Toledo. While enjoying the trip through the plant, the various features were explained, that of the Chief Chemist, Dr. C. D. Holley, being particularly interesting, especially when he told in detail about the manufacture of white lead by the Ind process which is patented by the company. Dr. Holley is authority on chemistry, having been the recipient of a medal from Congress. Others who gave interesting talks regarding their departments were A. D. Hoag, Superintendent of the varnish department, and Mr. F. R. Dougal, general director of sales.

At 12:30 o'clock, after the light-seeing trip was ended, the party gathered in the reception room and listened to remarks by Mr. Hoag. At 1 o'clock luncheon was served, and with the toothsome menu were enjoyed brief talks and merry conversation. It was 3 o'clock before the dining room was deserted. After luncheon, the Hon. President, W. L. Davies, was introduced by A. M. Woodward, the general secretary. Mr. Davies, the President, graciously welcomed the Toledo delegation and thanked them for their presence, saying, "a little jolly that he was pleased to meet such a fine

were promptly answered. Late in the afternoon the party boarded the Steamer Britannica for Belle Isle, where after having been shown the beauties of the island, an elaborate five-course dinner was served, nothing being neglected which could possibly add to the pleasure of the guests; and a hearty vote of appreciation was extended to the Acme Company and to Messrs. Chase, Dye, and Collins, the Toledo representatives, for courtesies shown. A feature of the trip to Belle Isle was given by C. T. Retten and H. G. White, better known as "High Gloss White," and to be sure, what more appropriate name could the man have?

While aboard the Britannica, other equally versatile members of the party also gave appropriate toasts. The object of the outing was really to promote good fellowship between the company and their guests and make them more familiar with the products of their magnificent manufacturing plants. The outing was a success, thoroughly enjoyed by each and every member of the party, and that the object of the trip was achieved was evidenced by the fact that the "boys" were loath to part when parting time came. Here's to continued success to the Acme Paints & Color Works, a company which is willing to promote good fellowship and extend the hand of friendship to employees, patrons and competitors alike. Those enjoying the day's pleasures were: John Baudette, W. J. Collins, H. D. Schroll, C. E. Williams, E. J. Maher, F. D. Scanlon, M. Saff, G. C. Wooster, J. B. Ketcham, A. B. Long, H. Renner, F. W. Williams, K. Kaichen, A. J. Chase, C. A. Dye, J. Rappaport, Fred Kott, C. F. Roljenbeck, H. G. Jensen, Henry Draves, W. R. Wynnole, M. A. Jamison, M. A. McCarty, R. T. Test, W. J. Kelly, F. S. Cate, W. G. Collinge, W. Klappert, K. L. Rishanski, C. C. Jung, T. E. Jayer, John Brooks, M. C. Anthony, Paul J. Kuna, F. A. Wickham, J. J. Short, Fred B. R. F. Fifer, John Br. Nelson, L. V. Fifer, H. O. Biele.

0007-SWP-043149

Excursions were in order yesterday and the boats to the river resorts were packed with pleasure seekers. The largest delegation went to Bois Blanc where five bodies of excursionists gamboled during the day. This largest one was the annual outing of the employees of the Acme White Lead & Color Works which was attended by over 1,000 persons. The feature of the sports which occupied the afternoon was the Bachelor-Benedict baseball game, won by the former by a score of 16 to 5. The tug-of-war between the east and west wings of the factory was won by the former under the leadership of Victor Milford.—Detroit News.

Acme Dating Big Again.

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Detroit Times

11-7-11

The Acme Quality Girls' club will give an informal dancing party in Chaffee hall, Tuesday evening.

Detroit Times

11-3-11

The Acme Quality Girls' club, the membership of which is made up of the young women employed in the offices of the Acme White Lead and Color Works, will give an informal dancing party in Chaffee hall, Tuesday evening, Nov. 7. The committee in charge of the party includes the Misses Belle Brooks, Roba Marden, Eleanor Flannigan, Mabel Herbert, Adele Lereau, Mabel Ricken, Charlotte Breckenridge, Alma Ford and Clara Zick.

Detroit Free Press

11-5-11

The Acme Quality Girls' club will give an informal dancing party in Chaffee hall, Tuesday evening, Nov. 7. The committee in charge of the party includes the Misses Belle Brooks, Roba Marden, Eleanor Flannigan, Mabel Herbert, Adele Lereau, Mabel Ricken, Charlotte Breckenridge, Alma Ford and Clara Zick.

Detroit Journal

11-5-11

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Detroit Journal

10-31-11

DETROIT MARRIAGES
The marriage of Miss Mary Elizabeth O'Brien, daughter of Mr. and Mrs. John E. O'Brien of this city to Frank M. Reed of Detroit occurred this morning at 9 o'clock at St. John church, Rev. Fr. Frank Kennedy performing the ceremony.
Maid of honor was the bride's sister, Miss Agnes Mary O'Brien and best man was her cousin, Joseph J. O'Brien. Wedding breakfast followed the ceremony at the bride's home after which Mr. and Mrs. Reed left on a short trip they will spend in Detroit where Mr. Reed is employed with the Detroit Police Department.

A delegation of sixty Toledo master painters dipped their brushes, folded their jumpers, and entrusting to their apprentices Toledo's fame as a perfectly painted port, enjoyed a frolic in Detroit, Monday, July 17, as the guests of the Acme White Lead & Color Works. A special inter-urban car carried the party, including a number of the leading Maumee architects and contractors, direct from the Toledo branch of the company to the big Detroit plant, where the program consisted of an inspection of manufacturing processes and lunch in the Acme cafe. Short addresses of welcome were made by President W. L. Davies and Sales Manager F. R. Dougall, after which Dr. C. D. Holley, interestingly described the corroding of lead by the Acme Mild Process. A. D. Hoagg's discourse on gums and varnishes was followed by a practical demonstration directed by Mr. F. A. Retan. A boat ride and dinner at Belle Isle completed the entertainment.
Penn. Oil & Drug Review, August 2-1911

Pacific Paint, Wall Paper, Picture and Art Goods Trade, August, 1911

F. B. Whipple, Coast manager of the Acme stores, and E. R. Hoag, Coast sales-manager of the Acme Company, have gone to the company's headquarters in Detroit on business and vacation.

E. B. Temple, San Francisco manager for the Acme White Lead & Color Works, has returned from a pleasant three weeks' vacation in Los Angeles.

Detroit News

10-31-11

DETROIT PRODUCT IN 5
The Acme White Lead & Color Works, a branch of the White Lead & Color Works, is the year's business in Acme products. Larger quantities of these paints and varnishes have been distributed this year than in any previous twelve months, and he states that prospects for the future were never brighter.

Detroit News

11-9-11

UNCLE SAM BUYS DETROIT-MADE LEAD

The Acme White Lead & Color Works have just supplied the navy department with 2,000 pounds of red lead.
This is said to be the first shipment of red lead made in Detroit that has been supplied to the government and the Acme company, naturally, is feeling considerable pride in the transaction. Red lead and other oxides of lead, such as litharge and orange mineral, are being manufactured in large quantities in addition to white lead, by the Acme company at a special process.

Detroit Free Press

11-9-11

The Acme White Lead & Color Works in this city has come the distinction of filling the first order for red lead placed in Detroit by the United States government. The order for 2,000 pounds and came from the navy department. It was satisfactory that the product should conform absolutely to the government's requirements. In addition to white lead the Acme company is now manufacturing a special process of red lead and other oxides of lead.

Detroit Journal

11-9-11

UNCLE SAM BUYS DETROIT RED LEAD

The Acme White Lead & Color Works have just supplied the navy department with 2,000 pounds of red lead. Uncle Sam is a most critical judge of this product and in order to be acceptable it must absolutely conform to rigid government requirements. This is the first shipment of red lead made in Detroit that has ever been supplied to the government and the Acme company naturally feels considerable pride in the transaction. Red lead and other oxides of lead, such as litharge and orange mineral, are being manufactured in large quantities in addition to white lead, by the Acme company at a special process. The manner in which this department of their business is growing is the best evidence of the standing of their products with the grade.

Detroit Journal

12-4-11

The Acme White Lead & Color Works in this city has come the distinction of filling the first order for red lead placed in Detroit by the United States government. The order for 2,000 pounds and came from the navy department. It was satisfactory that the product should conform absolutely to the government's requirements. In addition to white lead the Acme company is now manufacturing a special process of red lead and other oxides of lead.

0007-SWP-043150

Detroit Free Press
11-2-7

WAR AFFECTS PRICE OF PAINT

A. M. Woodward Says That China Wood Oil Will Be Scarce

"China wood oil," said A. M. Woodward, secretary of the Acme White Lead & Color works, yesterday, is obtained only from China. The oil is secured from the nut of a tree grown in that country. This oil possesses properties which make it very valuable in the manufacture of certain varnishes and paints.

"During the last five or ten years China has exported large quantities of this oil to this country and Europe. However, the onset of the greatest activities of the war in China has caused the principal shipping point for storage and shipment of this oil, the commencement of the present Chinese revolution, has been to movement of China wood oil, and extended activities would result in the exhaustion of stocks now on hand in this country and Europe. While this might be immediately annoying it would not necessarily restrict the manufacture of paints and varnishes in which it has been found that China wood oil can be used to advantage. It would simply mean the interruption of methods now prior to the introduction of this oil.

"There has been another article which may or may not be materially affected by the war activities in China. This article has been plant in a native of Manchuria and so close to China that there is a possibility of an interruption in its production and shipment.

"There has been very little known in this country until the last two or three years. The 'house' contains very large percentages of oil. After this oil has been pressed out, the resultant 'cake' is used often as a food by the native Manchurians and the house is valuable for its oil. The oil has awakened considerable interest in this country, as well as in Europe, owing to its similarity to kerosene oil, derived from Mexico, which is grown extensively in the United States, Mexico, Argentine Republic and India. Linseed oil is used very extensively in the manufacture of paints, varnishes and oils.

"There are a large number of varieties of the bean, the oil from most of which is not adapted for painting. However, extensive experiments, however, conducted with one or two varieties indicate possibilities in this direction. It is understood that in this direction, the oil has been imported into Europe quite extensively this year for some testing, as a source of the world shortage or shortage and the resultant shortage and high price of kerosene oil.

"Experiments in the way of growing the soy bean in this country have been made in a number of places with more or less success. The plant has the power of enriching the soil in which it is grown, and better results have been secured from planting in more or less sterile soil rather than in ground well supplied with plant food."

Detroit Times
12-4-11

A healthy demand is in evidence on the Detroit stock exchange with the local stocks the leaders. Acme White Lead common continues to strengthen and the preferred is also doing better. Detroit Creamery is settling around 18. Mexican Crude Rubber shaded off a trifle. Detroit Edison went up a large fraction for the week, and there was some trading. Detroit & Cleveland went up to 102. The market seems bare of stock. Parke-Davis was off a point, but the demand is fair. Michigan Sugar was also off a little, and transactions were light. The low-priced sugars were very firm. The motor stocks continue dull, though there is weakness in the United States Motor shares. Bank stocks are maintained well and one or two gains were registered. Bonds are in good demand.

St. Louis Star-Telegram
11-16-11

BUILDERS ORGANIZE STATE ASSOCIATION

Membership Limited to Fifty. Thirty-Nine Taken in Here Wednesday

The Builders' Material Men's Association of Texas, with a charter membership of thirty-nine, was organized Wednesday afternoon at the Westbrook hotel.

E. L. Whiting, manager of the Acme White Lead and Color Company of Fort Worth, was elected president, and Herbert M. Cox, advertising manager

of the Southern Architectural Record, was chosen secretary. The object of the association is to hold its members' share in every annual convention of the Texas State Association of Architects and to render a day's entertainment to them while in session.

The charter membership of the association is limited to fifty.

L'Espresso Polaki
nov. 1911

Tutejasa firma Acme White Lead & Color Works, dostarczyła w tych dniach 75.000 funtów czerwonego tlenku ołowiu, dla departamentu marynarki. Po raz pierwszy departament marynarki zakupił czerwony tlenek ołowiu wyrobiony w Detroit. Oczywiście firma detroicka jest niezmiernie z tego zadowolona. Czerwony tlenek ołowiu jest chemicznym połączeniem metalicznego ołowiu i tlenku, gazu znajdującego się w powietrzu. Używa się go do farb olejnych i pokostowych.

Urządzący Intejasy oświadczyli, że przez 20 miesięcy temu nie będzie musiało zapłacić więcej za zakup, za sprzedawanie ra, tak zwanego "przewodnionie". Według rządowych przepisów masło jest wtedy czyste jeżeli nie zawiera więcej, jak 11 do 14 procent wody. Jeżeli po wy-

Detroit News
12-4-11

ACME WHITE LEAD & COLOR WORKS DIVIDEND

The Acme White Lead & Color works declared its regular quarterly dividend of 34 per cent on Dec. 1. It was reported that the business for the year just closed showed a gratifying increase, particularly in white lead, specialties and varnishes, and that the prospects for the coming season were unusually good.

Detroit Free Press
12-3-11

White Lead Business Growing. Directors of the Acme White Lead & Color Works have declared the regular quarterly dividend of 34 per cent. Secretary A. M. Woodward says the business of the company in the year just closed shows a gratifying increase, particularly in the white lead plant, as well as in paint specialties and varnishes. Officers of the company anticipate a very satisfactory spring season.

Detroit Journal
12-4-11

Acme Reports Good Business. Acme White Lead and Color Works report in connection with the December declaration of quarterly dividend of 34 per cent a gratifying increase in business, particularly in white lead output, paint specialties and varnishes. The company expects an excellent spring season.

Detroit Free Press
11-15-11

AT THE ANNUAL MEETING OF the Retail Association of the Acme White Lead and Color works, Wednesday, reports indicating a good condition of the association's finances and substantial increase in membership the past year were given, after which Sales Manager F. H. Douglas spoke briefly. The following officers for 1912 were installed: President, J. E. Beebe; vice-president, William Britt; secretary,

Treasurer, J. O. Allen; directors, William K. Allen, J. E. Beebe, J. H. Douglas, F. H. Douglas and Herman Douglas.

Detroit News
12-15-11

Saturday Night
9-16-11

American Paint and Oil Dealer
Dec. 1911

General Motors Buys London Company.
Thomas Neal, president of the General Motors Co., who arrived in New York on Saturday after spending a month in Europe in the interests of the company, made arrangements while in London whereby the Bedford Motors, Ltd., passed completely into the ownership of the General Motors Co. Prior to this time, the General Motors Co. owned a part interest in the English concern, but through the new arrangement, the Bedford Motors, Ltd., will be operated under the exclusive control of the big Michigan concern. It will be used largely for the purpose of placing the Buick car on the foreign market. The Buick chassis will be exported directly from the Flint plant and completed in the London factory of the Bedford company, which is an extensive plant covering four acres of ground.
The acquisition of this English concern is regarded by President Neal and the directors of the General Motors Co. as an important factor in the furtherance of the plan for marketing General Motors cars abroad. The retail salesroom of Bedford Motors, Ltd., is at the head of Longacre Square, which is the heart of the retail automobile business in London.
President Neal's trip abroad has further served to confirm his optimistic view of the automobile business as a whole for the coming season. Aside from the demands made upon his time by business responsibilities, he was able to secure some recreation, which brings him back to his executive work here very much refreshed, and in a state of vigorous health. His voyage over landed him at the time when the recent strike troubles were at their height, although he suffered little or no inconvenience either at that time or at his departure. He reports that the excitement had waned incident to the strike had very nearly, if not altogether, subsided at the time of his sailing for home.

The Acme Paint Fellowship at Ann Arbor.
In a full page story about the splendid new chemistry building of the University of Michigan, in the Detroit "Free Press" of Nov. 12, it is announced that a new fellowship, to encourage research in paint pigments and vehicles has been established in the university by the Acme White Lead and Color Works, and that "these investigations will be to determine the best combination of materials for use in paints. For practically little has been done in the matter of oils, but now that linseed oil is so high this research will be one of the most important of them all. Work has been started on substituting oils. In 1912 the principal work will be to find why paint on concrete disintegrates so rapidly."

Detroit Free Press
12-6-11

HEADS ACME'S LEAD PRODUCTS SALESMEN



W. B. McLAUGHLIN
Under the reorganization of the selling force of the Acme White Lead & Color company, necessitated by the success of various products made by the "mild process" as well as dry lead, litharge and orange, W. B. McLaughlin has been made manager of the lead products department. Mr. McLaughlin has had considerable experience with the Acme concern, with which he has been connected for several years and is well qualified for the position of manager.

Detroit Journal
12-6-11

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Detroit News
12-6-11

W. B. McLAUGHLIN BECOMES ACME'S SALES MANAGER



W. B. McLAUGHLIN
W. B. McLaughlin has been appointed manager of the lead products sales department of the Acme White Lead & Color Works as a result of his long connection with the company in both the inside organization and the outside selling force.
The development of the company's white lead production has necessitated a reorganization of the lead sales department and Mr. McLaughlin was selected as being best qualified to take care of that part of the business.

0007-SWP-043152

0007-SWP-000126308

FACTORY MANAGER OF BIG PLANT DIES



A. H. Nease, whose death occurred Wednesday, had been connected with the Adams White Lead & Color works since 1877. He carried the business thoroughly, working his way through every department of the manufacturing end of the organization until at the time of his death, at the age of 33, he was manager of factories and responsible for the output and working organization of the company's plant at Detroit as well as branch factories. He was recognized authority in his chosen calling with a country-wide reputation. He died at his home, 1007 E. 12th st., as a result of an attack of apoplexy. He is survived by his wife, Mrs. Nease, and three children, Mrs. Nease, Mrs. Nease, and Mrs. Nease. The funeral will be held at 2 p. m. Wednesday at the home of Mrs. Nease, 1007 E. 12th st. The interment will be in the Greenwald cemetery.



**A. F. NEAL, OF ACME
COMPANY, IS DEAD**

FACTORY MANAGER WAS WITH
FIRM FROM AGE
OF 15

**Plant Will Be Closed Saturday for
Funeral, Pallbearers Chosen
From Employees**

A. P. Neal, manager of factories for the Acme White Lead and Color Works, died at his home, 75 Euclid ave., east of Chicago, Mr. Neal was 33 and was born in Detroit. At the early age of 15 he became connected with the Acme company and had been in their employ till the time of his death.

He worked in every department of the company and was consistently promoted until he reached the position of manager and was put in charge of the entire output of the concern in the paint branch division. Mr. Neal was known all over the country as a fine, kind and enterprising man. He was the man of modest and dignified disposition and was popular with everyone he came in contact with. He was a member of the Acme company and a member of the Acme company.

[illegible]

Mr. Neal was the son of Mr. and Mrs. Henry Neal, now residing near Austin, Texas. He was born and reared by three brothers and sisters, and was a member of the A. O. U. W. and the I. O. O. F. He was married to Mrs. C. E. Neal, of Detroit, Mrs. Samuel C. Neal, of Chicago, and Mrs. Wm. Neal, of Portland, Me. He was a member of the A. O. U. W. and the I. O. O. F.

Detroit Journal
BURY NEAR SATURDAY

BURY NEAR SATURDAY

Home Works and Sales for March
The Federal
Funeral services for A. F. Newman
the manager of factories for the
Ama. White and Color Workers
who died Wednesday, will be held
in St. Paul's Episcopal Cathedral at
12:30 o'clock Saturday afternoon.



A. F. NEAL,
Late Manager of Factoria of Acme
White Lead & Color Works

Private services at the residence, 31 Euclid avenue, east, will precede the church services. Rev. Dean S. S. Margolis will officiate.

[illegible]

0007-SWP-043153

Detroit Times

NEAL'S CAREER IS CUT SHORT BY DEATH

Mr. F. Neal, aged 28, for 24 years an employee of the Acme White Lead & Color Works, and for several years manager of factories, is dead in his home, No. 78 Euclid-ave. east.

Mr. Neal entered the employ of the Acme company at the age of 18, and worked in every department, having been steadily promoted until he reached the position of factory manager, with charge of the output of the main plant and the branches. Mr. Neal was born in Detroit, a son of Mr. Neal, now of Port



A. F. NEAL

Acme, Ill. He also survived by his widow and the following brothers and sisters: Thomas Neal, H. A. Neal, W. C. Neal, Mrs. C. R. Hempstead and Mrs. W. W. Cline, of Detroit; Mrs. Samuel Wallace, and Miss Lillian Neal, of Port Austin, and Mrs. L. R. Reynolds, of Northville.

Private services will be held in the home, and services for friends will be held in St. Paul's cathedral at 1:30 Saturday. Deane Marquis officiating. The big plant will close all day Saturday, and the pallbearers will be selected from among the employees.

John Journal of Commerce
12-21-1911

INCREASE IN CAPITAL STOCK
The Acme White Lead & Color Works, Detroit, Mich., has just received notice from the secretary of the company that the stockholders have authorized an increase of \$1,250,000 in the stock of the company. The increase is to be provided for the anticipated increase in the business in the next year or more. The company has a particular need for capital at this time, and the increase is a very timely one.

Detroit Evening News
12-21-1911

Associates to Bury His Body to Grave



A. F. NEAL

The funeral of A. F. Neal, manager of factories for the Acme White Lead & Color Works, who died Wednesday, will be held from St. Paul's cathedral Saturday afternoon at 1:30 o'clock. Private services will be held at the residence, 78 Euclid avenue east, on Saturday morning. The plant, with which Mr. Neal had been connected since he was 17 years old, will be closed tomorrow, and the pallbearers will be men with whom Mr. Neal worked.

Mr. Neal was the son of Mr. and Mrs. Henry Neal, now residing in Port Austin. Beside his parents, he is survived by three brothers and six sisters: Thomas Neal, H. A. Neal, W. C. Neal, Mrs. C. R. Hempstead, Mrs. W. W. Cline, all of Detroit; Mrs. Samuel Wallace, Mrs. Lillian Neal, of Port Austin, and Mrs. L. Reynolds of Northville.

Dillon and Lense
12-21-1911

The recent death of Frank Neal was a great shock to not only employees of the Acme White Lead & Color Works but to business men of Detroit who knew him as well. Mr. Neal was held in high regard and his keen business mastery will be missed in the Acme Works.

Saturday Night
12-16-11

Acme White Lead issues continue rather heavy, the common being offered down to 32 1/2 and the preferred to par. The new stock issue is the best factor. National Grocers issues are holding strong and seem pointed for higher prices. Mexican Crude Rubber shows no change. Detroit Creamery is also unchanged. The rest of the low-priced group was without feature.

Journal T-15-12

ACME LEAD CO. EXTENDS.

Following by business extension plans, Acme White Lead and Color Works stockholders have purchased the control of the Rapids Paint & Color Co., of Lincoln, Neb.; Lincoln Paint & Color Co., of Dallas, Texas; and H. R. Tibbets Paint Co., of Los Angeles and San Diego, Cal.

American Paint & Oil Dealer
Jan., 1912

"Acme" Capital Four Millions.
The Acme White Lead & Color Works, Detroit, will increase its capital from \$2,275,000 to \$4,000,000, articles giving notice of the increase having been filed with the secretary of state at Lansing, Dec. 15. The entire issue will be taken up by the present stockholders to whom it will be offered pro rata, says Vice-president Thomas Neal. The increase in stock, amounting to \$1,725,000 is to provide for the anticipated increase in next year's business.

The American Architect
12-13-11

Paints

The quality of any paint is only as good as the basic material that enters into its composition. The Acme White Lead & Color Works, of Detroit, Michigan, with branches in principal cities, refer to this fact in the various pamphlets issued by them, descriptive of their paints, enamels, varnishes and stains and which under the trade-mark of "Acme," they present as of highest excellence.

Three pamphlets recently received from these manufacturers are a painting guide book, with illustrations in color, specifications for finishing interior woodwork and floors, and a general catalogue. These may be had on application.

0007-SWP-043154

Detroit Free Press
12-29-11

BECOMES MANAGER OF ACME PLANTS



C. S. Neal has been made manager of factories for the Acme White Lead & Color works, filling the vacancy resulting from the death of A. F. Neal. The change is in the nature of promotion as Mr. Neal heretofore has been assistant manager of factories. He has had thorough training under A. F. Neal in the manufacture of paints, varnishes and finishes. In his new position he is responsible not only for the products turned out at the Detroit plant, but at those of the company in Los Angeles and Boston.

Mr. Neal was a student at the University of Michigan and at the Michigan College of Mines and was later associated with the Thompson-Starrett Company, New York City. His education, training and experience qualify him to become a valuable member of the Acme organization.

Saturday Night
1-6-12

Mr. Neal's Promotion

Among the recent promotions and changes in the official staffs of Detroit industrial institutions, none is attracting more attention than the promotion of C. S. Neal to the post of manager of factories for the Acme White Lead & Color Works. Mr. Neal succeeds to the vacancy caused by the death of the late A. F. Neal, under whom he had been assistant for a number of years. As a manager of factories, Mr. Neal has direct supervision of all of the products of the plants in Detroit, Boston and Los Angeles—a position demanding not only thorough knowledge of the paint and varnish business, but also broad, comprehensive executive ability.

Detroit News
12-21-11

The Acme White Lead & Color Works has filed amended articles of incorporation increasing its capital stock from \$2,750,000 to \$4,000,000. It is stated that no immediate plant extensions are contemplated.

Detroit Journal
12-24-11

C. S. NEAL TO MANAGE ACME CO. FACTORIES

C. S. Neal, new manager of factories for the Acme White Lead & Color Works, succeeds A. F. Neal lately deceased, having heretofore held the position of assistant manager of factories. Mr. Neal has a thorough training



under A. F. Neal of the manufacture of paints, varnishes and finishes. In addition to the Detroit plant he will assume responsibility for the products turned out by the Boston and Los Angeles plants of the Acme Co.

Mr. Neal attended the University of Michigan and the Michigan College of Mines and later was connected with the Thompson-Starrett Co. of New York City.

Michigan Tradesman
1-7-12

C. S. Neal has been made manager of factories for the Acme White Lead & Color Works, filling the vacancy resulting from the death of A. F. Neal. The change is in the nature of promotion as Mr. Neal heretofore has been assistant manager of factories. He has had thorough training under A. F. Neal in the manufacture of paints, varnishes and finishes. In his new position he is responsible not only for the products turned out at the Detroit plant but at those of the company in Los Angeles and Boston. Mr. Neal was a student at the University of Michigan and at the Michigan College of Mines and was later associated with the Thompson-Starrett Co., New York City. His education, training and experience qualify him to become a valuable member of the Acme organization.

Detroit News
12-29-11

New Factory Manager of Acme Company



C. S. Neal, the new manager of factories for the Acme Company, succeeds the late A. F. Neal, having heretofore held the position of assistant manager of factories. In addition to the Detroit plant, Mr. Neal also will assume responsibility for the products turned out by the Boston and Los Angeles plants of the Acme Company.

Detroit News
Jan. 7-12

H. C. CATER BECOMES ACME EASTERN MANAGER

H. C. Cater, the new eastern manager of the manufacturing department of the



0007-SWP-043155

TWO DETROITERS, BROTHERS, ESCAPE SERIOUS INJURY IN OHIO WRECK



ELMER C. RAY



RALPH W. RAY

These two colleagues for Acme White Lead and Color Works, started out from Detroit Sunday morning to run into a train wreck. Both with no K's, however, although badly shaken up. See story on Page 11.

Detroit Free Press
1-14-12

Detroit Times
1-15-12

ACME QUALITY LEAGUE.

STANDING.

City	Woe	Lead	Vol.
Chicago	10	10	10
St. Paul	10	10	10
St. Louis	10	10	10
St. Petersburg	10	10	10
St. Paul	10	10	10
St. Louis	10	10	10
St. Petersburg	10	10	10
St. Paul	10	10	10
St. Louis	10	10	10
St. Petersburg	10	10	10

MANUFACTURING OFFICE.

City	Woe	Lead	Vol.
Chicago	10	10	10
St. Paul	10	10	10
St. Louis	10	10	10
St. Petersburg	10	10	10
St. Paul	10	10	10
St. Louis	10	10	10
St. Petersburg	10	10	10
St. Paul	10	10	10
St. Louis	10	10	10
St. Petersburg	10	10	10

WHITE LEAD & COLOR.

City	Woe	Lead	Vol.
Chicago	10	10	10
St. Paul	10	10	10
St. Louis	10	10	10
St. Petersburg	10	10	10
St. Paul	10	10	10
St. Louis	10	10	10
St. Petersburg	10	10	10
St. Paul	10	10	10
St. Louis	10	10	10
St. Petersburg	10	10	10

RECEIVING OFFICE.

City	Woe	Lead	Vol.
Chicago	10	10	10
St. Paul	10	10	10
St. Louis	10	10	10
St. Petersburg	10	10	10
St. Paul	10	10	10
St. Louis	10	10	10
St. Petersburg	10	10	10
St. Paul	10	10	10
St. Louis	10	10	10
St. Petersburg	10	10	10

Modern Painter
January 1912

U. S. Neal has been appointed factory manager of the Acme White Lead and Color works, and will have charge of the production not only of the Detroit plant, but also of the Boston and Los Angeles plants. He succeeds the late A. F. Neal, and is promoted from the position of assistant factory manager.

DEATH OF FRANK NEAL.

The trade was shocked during the holiday season by learning of the death of "Frank" Neal,



one of the best known and most highly regarded factory superintendents in the trade. From the fitting announcement issued by his bereaved associates, this is taken:—

"Mr. A. F. Neal, whose death occurred upon Wednesday, December 15th, had been connected with the Acme White Lead and Color

Works since 1887, joining them as a boy of fifteen. He learned the business thoroughly, working his way through every department of the manufacturing end of the organization until at the time of his death, at the age of 39, he was Manager of Factories and responsible for the output and working organization of the company's plant at Detroit as well as its branch factories. He was a recognized authority in his chosen calling, with a country-wide reputation. He was a man of modest and retiring disposition, whose likeable personality and sterling qualities were best appreciated by those with whom he came in daily contact. The heads of departments, foremen, and the "boys" among the workmen, many of whom have developed with him during years of service, are the ones who knew him best and will feel his loss most keenly.

National News Bulletin

July 1913

FROM SUCCESSFUL FARMING

Next we picked up a recent issue of Successful Farming. We quickly found twenty-five advertisers there who sell only through the retailer. We found the advertisement of the Acme White Lead and Color Works. They make a good line. We once handled their goods. Elsewhere we found Chase's ad. He says some pretty stout things about the quality of his paint and invites consumers to buy direct and casually mentions that, "You save dealers' profits." The Yuma Paint Company, comes out good and strong too and says: "Buy good paint direct and save fifty cents on a gallon."

0007-SWP-043156

ACME WHITE LEAD AND COLOR WORKS

DETROIT MICHIGAN U.S.A.

Miscellaneous

Lincoln Law Suit

Newspaper Clippings

1912

0007-SWP-043157

0007-SWP-000126313

0007-SWP-000126314

*Pacific Coast White Paper
Picture and Art Store
Jan. 1912*

NEW ACME FACTORY

The new Pacific Coast factory of the Acme White Lead and Color Works, now in the course of construction, is rapidly nearing completion at Los Angeles. A. M. Woodward, of the Detroit branch of the firm has recently arrived on this Coast to supervise the installation of machinery.

The new structure, located at 3rd and San Pedro streets, is a four story, brick and steel fireproof building. Complete and thoroughly equipped in every detail, it is one of the finest of the several large factories of the company.

Erected for the purpose of supplying the Pacific Coast trade, it is expected to greatly facilitate the movement of goods to Coast dealers.

Mr. H. J. Schroeder, of the Acme White Lead and Color Works, Tacoma branch, says that with them the opening up of the new year is very promising. They have arranged with the firm of Graves and LaBelle in Seattle to handle their line exclusively in Seattle beginning with the first of the year. In fact, as far as this territory is concerned it looks like an Acme Quality year. "We opened this branch on the first of September last year and before the first of November we had done more business than the factory estimate until January 1. In fact, we question if the factory ever had a branch that from the start did the business that we are doing. Besides the large quantity of paint that we are jobbing from this store, we have sold three carloads of paint, factory delivery, that we never saw."

A complete and comprehensive painters' guide has made its appearance under the label of the Acme White Lead & Color Works. The book, a cleverly arranged, 75 page affair, will undoubtedly prove of great value to the trade. Containing all manner of information, for the man on the job, it is one of the best works of its kind that has been seen on this Coast in a number of years. The management of the Acme announce that the book will be mailed upon request.

C. S. Neal has been appointed factory manager of the Acme White Lead & Color Works. He succeeds the late A. F. Neal and is promoted from the position of assistant factory manager.

F. R. Brisley, manager of the Acme White Lead & Color Works of Portland, recently underwent an operation at St. Vincent's Hospital and is rapidly convalescing.

E. R. Hoag, district sales manager of the Acme White Lead & Color Works, will make his future headquarters at the Portland branch of the company.

SPRING OPENING FOR PAINT STORE

Acme Company Will Present Flowers to All Women Visitors Saturday

Acme Quality Paint store, 515 First street, will hold a "spring" opening all day Saturday. The store is handsomely decorated with janqua, poinsettia, and decorative paper. Each woman visitor will be presented with flowers and a sample can of Acme paint. Visitors will be given the little ones accompanied by their parents. "This is our third annual opening in Seattle," said J. J. Harper, manager of the company today. "Last year we had more guests than we anticipated, but this year we have prepared on a larger scale. Our wholesale establishment was started in Seattle five years ago. For the past three years we have run a retail store in connection."

CENTRAL PAINT & GLASS CO. HOLDS OPENING

The hold of spring millinery and gown "opening days" has been invaded by the Central Paint & Glass company with a spring opening of its particular merchandise kept in the "Acme Quality Paint Store," as it is known, at No. 26 Cadillac. The opening took place Thursday, and free samples of all kinds were given away to visitors with souvenir flowers for the ladies.

The display of paints, varnishes, stains, brushes, etc., proved of particular interest at this time when so many homekeepers are thinking about redecorating houses inside and outside. The Central Paint & Glass company is especially well fitted to give estimates of all kinds on painting, varnishing and finishing, which the company is glad to do for anyone asking it. In the Acme Quality goods there is something to fit every purpose as a visit to the shop on Cadillac, Thursday, proved to all who accepted the invitation of the firm to spend an hour or so of inspection of its stock.

DESERVED PROMOTION

Mr. N. H. ... of the Acme White Lead & Color Works, ... promotion ...

0007-SWP-043159

0007-SWP-000126315

Out

GRAND JURY PROBE WILL BE GENERAL

Not Confined to Any One
Set of Firms, Says
Prosecutor.

Look Into All Alleged
Cases of Salesmen Brib-
ing Employees.

"This is not an investigation of one
firm or of some set of firms," said
Prosecuting Attorney Shepherd today
in discussing the calling of a grand
jury to look into the alleged cases of
bribing of employees by salesmen to
help the sale of goods. "We will fol-



HOLBROOK

low over the world and where
they will end I don't know.

0007-SWP-043160

0007-SWP-000126316

**GRAND JURY PROBE
WILL BE GENERAL**

(Continued from preceding page.)

under such and such what is

Justice Hall, sitting as a grand jury, will have the duty of investigating alleged bribery cases in connection with the sale of public, temporary admission at 2 o'clock. The grand jury was asked for by Prosecuting Attorney Shepard as a matter of information received during the trial of Robert Brown, of the Anna White Land & Cattle works, and Charles H. Henshaw, of the Tabor Trench Co., of Cleveland.

The case against Brown and Henshaw had been continued until the morning of 1 o'clock. At that time Paul F. Henshaw, assistant prosecuting attorney, stated that neither Henshaw, or Henshaw, had been present in the morning of the proceeding against the two defendants, and that the case against them was continued until the morning of 1 o'clock.

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0007-SWP-043161

Detroit Free Press
1-6-12

TO MANAGE EASTERN ACME DEPARTMENT



H. C. CATER
Mr. H. C. Cater, the newly appointed eastern manager of the manufacturing trades sales department of the Acme White Lead & Color works, will have headquarters in Boston, the first in the east being supplied by the Acme company's plant at that point. Mr. Cater has been with the Acme company more than 15 years and has had a thorough factory training in the manufacture of paints and finishes required to meet the special needs of manufacturers of all kinds. He is also an expert in the use of the goods. He has had a long road experience in selling this class of products. Mr. Cater's promotion is due to his long and loyal service with the company and special fitness for the position.

Detroit News
1-7-12

H. C. CATER BECOMES ACME EASTERN MANAGER

H. C. Cater, the newly appointed eastern manager of the manufacturing trades sales department of the



Acme White Lead & Color works, will have headquarters in Boston, the first in the east being supplied by the Acme company's plant at that point.

Detroit Journal
1-6-12

H. C. CATER IS PROMOTED

H. C. Cater, newly appointed eastern manager of the manufacturing trades sales department of the Acme White Lead & Color Works, will



Promoted to be Eastern Manager of Manufacturing Trades Sales Department of the Acme White Lead & Color Works, Mr. Cater has been with the Acme company for over 15 years and has had a thorough factory training in the manufacture of paints and finishes. His promotion is due to long and loyal service.

Detroit Times
1-6-12

H. C. Cater has been appointed manager of the eastern sales department of the Acme White Lead and Color Works. He will make his headquarters in Boston, where the eastern plant of the company is located. Mr. Cater has been connected with the Acme company for 15 years and has had experience both in the factory and on the road.

Detroit Free Press
6-14-12

THAT CONDITIONS GENERALLY throughout the country are showing good improvement is indicated in the announcement by A. W. Wood, secretary of the Acme White Lead & Color works, that the volume of business done by his company up to June 1, this year, exceeds that of the similar period in 1911 by 25 per cent.

Detroit News
12-13-12

The annual meeting of the Acme White Lead & Color works, which was held at the Hotel Cadillac in Detroit, Dec. 12, 1912, was attended by a large number of the company's officers and directors. The meeting was presided over by President George A. Carter, who reported on the company's operations for the year. The report showed a steady increase in business throughout the year, with a particular increase in the export trade.

Detroit News Tribune
5-5-12

U. OF M. SENIORS SEE ACME WHITE LEAD PLANT

The University of Michigan senior class in chemical technology and Professor Alfred H. White were entertained yesterday by the Acme White Lead & Color works at luncheon and an inspection of the plant. At the conclusion of the luncheon President William J. Davison, who presided at the commencement exercises, addressed the students. Alfred C. D. Heller, of the Acme White Lead & Color works, spoke on the chemistry and manufacture of paints and finishes.

Detroit Free Press
5-5-12

INSPECT PAINT FACTORY

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Detroit Free Press
12-13-12

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0007-SWP-043162

The Hardware Trade
4-2-12

NEW "ACME" BRANCH

Well Known Detroit Paint Manufacturers Establish Northwestern Branch House—Large and Complete Stock of Paints, White Lead and Sundries Will Be Carried.

Within the last week the Acme White Lead & Color Works, Detroit, Mich., has established a Northwestern branch office and warehouse at 316 South Fourth street, Minneapolis, in charge of H. J. Dobson.

The "Acme" line of paints has previously been handled by Hackett, Walther, Gates & Co., St. Paul, which firm recently took over the Martin-Senour line for Northwestern territory. This change was the immediate cause of the establishment of the Northwestern branch of the Acme works.

The territory to be covered will include Minnesota, North and South Dakota, Northern Iowa, Western Wisconsin, Wyoming and Eastern Montana. A force of salesmen is already in the field, which will be added to as occasion may demand.

Toledo Daily Blade
Oct. 1, 1912

Paint Company to Move.
The Acme White Lead & Color Works Company soon will move from 429 Summit street to 144-146 Summit street in the building formerly occupied by the Miller Brothers Glass Company. The three-story building designated as the new home of the wholesale and retail paint company is being enlarged and modernized. The interior of the building, including the second floor, will be made into one large room and will be arranged to operate as the paint manufacturing plant. The new location will furnish twice the room now occupied by the company's plant and the enlargement has been made necessary by the marked increase in this company's business. The company expects to move during October.

The Toledo Blade
Nov. 8, 1912

Branch Store Enlarged.
The Toledo branch of the Acme Paint Co. of Detroit, a wholesale and retail distributing station, has been moved from 429 Summit street to new quarters at 144-146 Summit street, where more than twice the former floor space is supplied. The distributing branch was located at the former address for five years, and during that time the growth of the company's local business was so great that larger quarters were imperative. The new quarters occupy two stories and basement and the new stock and shipping accommodations have been greatly enlarged. H. J. Dobson is manager of the branch.

True Press
Nov. 20, 1912

QUITS PRESIDENCY OF MOTORS FIRM



Thomas Neal Relinquishes Presidency of General Motors, to Head Directors' Board.

Modern Painter
Aug. 1912

A press report from Lincoln, Neb., says the rare presence of mind on the part of O. L. Ferguson, an employee of the Lincoln Paint & Color Company, prevented a serious fire on Wednesday afternoon, August 7, shortly after 4 o'clock. In some manner a piece of metal fell into the paint mixer on the second floor. A spark from the metal touched off a tank of oil on the first floor. Mr. Ferguson quickly seized a large blanket and throwing it over the burning tank smothered the flames before they made much progress. The fire department was called but the flames were out when they arrived. Chief Clements said that it would have been an awful fire had it got a start; and expressed himself as being thankful that it was quickly smothered. Mr. Ferguson suffered some burns about the face and hands, but was not seriously injured. There were 100 gallons of oil in the tank at the time the fire started.

Modern Painter Aug. 1912

Booth No. 12—Acme White Lead and Color Works, Detroit, Mich. A handsomely decorated booth in which were displayed finished panels and packages of goods. A. S. Dougall and J. P. Rosenberg were the representatives present. They distributed mirrors as souvenirs.

True Press
Nov. 20, 1912

AUTO GOSSIP

QUITS ONE OFFICE TO TAKE ANOTHER

Thomas Neal Relinquishes Presidency of General Motors, to Head Directors' Board.

After a two years term of office as president of General Motors company, during which time a successful reorganization has been accomplished, Thomas Neal is relinquishing the presidency and will become chairman of the board of directors. Under Mr. Neal's administration, the General Motors company has concentrated its manufacturing operations at plants where large volume production is possible. All of the plants manufacturing automobiles are carrying similar production.

Mr. O. W. Neal, manager of the Toledo plant of Flint, will succeed Mr. Neal as president of the Toledo plant.

Good Advertising
October 1912

Lincoln Paint & Color Company, of Lincoln, Neb., are gracing the columns of the agricultural press with a display advertisement that looks good.

0007-SWP-043163