

New Tribune

4/28 1912

P 5

To Graham Ptg Co
city

11/12-12

MADE IN U.S.A.

0007-SWP-043164

THE MASTER PAINTER. A Monthly Magazine for Painters and Decorators.

The sign painter will find the June number of this paper especially attractive. The editor, A. Ashmun Kelly, gives some practical suggestions in the shading of letters, proving that sign writing is a science as well as an art. W. L. C. speaks as one who knows, in an article on the finishing of oak floors. "Lithopone and Its Uses for Wall Finishes," an article by R. S. Perry, lays bare an abundance of inside facts about lithopone that would be of value to the paint man and the decorator. Some thought is displayed in an article on the selecting of wall paper, proving that in the choosing of wall coverings it is not necessary to trust to guess work and inspiration, but that a few moments of cool consideration of the location of the room, the finish of the wood working, and the desired tone of the furnishings. The article is replete with valuable suggestions, and should be read by every member of the trade.

PRACTICAL DECORATOR

One of the articles in the June number of this paper worthy of mention is on "Varnish Troubles." Not only does it give the direct causes of the majority of difficulties experienced by the painter in applying varnish, but it gives as well the remedies by which these troubles may be overcome. The causes of chipping, flaking, peeling, pitting, pinholing, fattening and blistering are explained in a lucid manner, and in such a way that their prevention may be easily effected. The "Practical Decorator" is at this time offering a prize of fifty dollars, to be awarded to the practical painter or decorator who will furnish, before July 25th the most helpful suggestion, in any part of the trade for the benefit of the painter. Only members of the trade are eligible to the contest. Each person sending in one or more suggestions must send with the same the price of one year's subscription to the paper. The winner will be announced in the September issue.

THE TRADE IN LOS ANGELES

Baker-Bohan Paint Co. does a retail business at 130 East Ninth Street.

The California Wall Paper Co. has a fine stock of goods at 816 South Broadway.

The McClellan Manufacturing Company has a nice showroom at 406-08 South Los Angeles Street.

The plant of the Spokane Paint and Oil Co. was destroyed by fire on June 12th, causing a loss estimated at \$100,000.

Hiram W. Wadsworth's store at 113-15 East Colorado, Pasadena, is a credit to our trade, and shows our complete lines.

Pacific Wall Paper and Paint Co. does a wholesale and retail business, with salesroom and office at 812 South Broadway.

W. A. Emerick, representing Pratt & Lambert varnishes, called upon the Los Angeles trade recently and finds business picking up.

F. H. Jones, manager of the San Diego branch of Acme W. L. & C. Co., 1251-57 Fourth, tells me the city is going right ahead, and trade is increasing accordingly.

W. W. Walton, manager for Southern California of John Lucas & Co., paint and color makers, Philadelphia, Pa., reports very satisfactory progress since opening the Los Angeles office, 934-36 South Main Street, in January.

The business of Uhl Bros. shows a large increase this year. The display rooms and sales floor of this firm are the finest in the West. The stock of high-grade goods is more comprehensive this year in response to the local demand for the best goods that are made.

E. T. Soderstrom is kept very busy looking after the rapidly-increasing trade of the Bass-Hueter Paint

Co. in the south. This company has a fine, large salesroom at 333-37 E. Second, where a large stock of its paints and varnishes is carried to supply quickly the needs of the retailers.

G. M. Hickman has purchased the hardware and furniture stock of the Orland Mercantile Co., and will occupy two sales rooms in that company's building, which are being remodeled for his use. He proposes to stock up and carry an assortment fully adequate to the requirements of the town.

W. G. Hess, Pacific Art Co., creator of things, new and exclusive, at 3115 South Main Street, does a good business in framing, pictures, etc. Mr. Hess is an experienced and proficient artisan, and promises us some articles upon picture framing, store and window display and publicity that will be of value to our readers.

C. S. Neal, the factory superintendent of the Acme W. L. & C. Works, of Detroit, Mich., is in Los Angeles, inspecting the local plant with the purpose of so perfecting its facilities that the output shall be in all respects up to the standard of "Acme" quality. F. B. Whipple, the district manager, is well pleased with the increased volume of trade at the several branches under his supervision.

The Whittier-Coburn Company has a fine establishment at 443 So. Los Angeles Street, and carry a stock to supply all the requirements of the trade in this territory. This branch is in charge of H. F. Whittier, who states "that conditions are fairly satisfactory, those in some sections being very good indeed, the hay crop having been better than usual; both city and country growing more rapidly than ever. Yes! I believe there are always good things in association."

South Coast Paint and Color Co., Inc., 3005 So. Main Street, in business six months. Manufactures Sage's mixed paints; a high-grade price paint that should retail in this city at \$2.00. Has put on the market recently a flat wall finish paint, "Creamaliba," with which the painters are highly pleased, they say, as it does not turn grey in the sun, and is most sanitary for interior use. Frank A. Sage: "Doing a nice business; big competition. Paints are sold close enough to be sure. We are willing to look into organization."

P. H. Mathews began business in 1883 when this was a town of 12,000, and has seen it grow to a city of over 400,000 people. He has kept up with the procession, occupying a four-story building, 80x165, with one of the finest salesrooms on the Coast, and a very comprehensive stock. Manufactures the PHM mixed paints, and jobs Carter white lead, P. & L. varnishes, Alabastine and Rubberset brushes. He is in favor of a Pacific Coast Paint, Oil and Varnish Club, to be affiliated with the National Association of which he is a member.

The Acme White Lead and Color Company succeeded the H. R. Tibbetts Paint Co. on the first of the year, and has installed upon two floors of the large four-story and basement building at 339-45 E. Third, a completely equipped factory, and makes a full line of mixed paints to supply its California and Arizona branches. The manager, H. R. Tibbetts, says: "There is more building in this city and tributary country than ever before. The outlook is excellent, altho competition is very strong and prices extremely low. Association is very good if the trade can get together."

0007-SWP-043165

0007-SWP-000126322

NEW GENERAL MOTORS HEAD ONCE LABORER

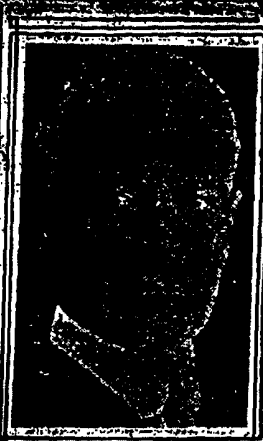
Chas. W. Nash, who was elected president of the General Motors Co. at a meeting of directors in New York Tuesday.

Twenty years ago Nash lived out to W. C. Durant, who was breaking ground for a new carriage factory in Flint, Mich. Durant, who had been in the carriage business for some time, was looking for a man to manage the new factory. He found Nash, who was then a laborer in the carriage plant. In less than a year Nash had become the general manager of the new factory. He was later elected general manager of the General Motors Co. and in 1912 he was elected president of the company.

When the General Motors Co. was organized two years ago Nash was called from the carriage factory to accept a position as general manager of the Buick Motor Co. Since then in this office he was chosen last year vice president of the General Motors Co.

Nash's election followed the resignation of the office by Thomas D. Wood, who was president of the company and who now takes the position of chairman of the board of directors.

In the fall of 1910 when his company was re-organized and the executive offices moved from New York to Detroit, the financial interests supporting the company realized that a man of very broad business experience was needed to take the place of Wood. Nash was introduced to the company and his qualifications were so satisfactory that he was elected to the position. Since then he has shown a steady increase in the business of the company and the past year's record was the best in its history.



CHAS. W. NASH, president of the General Motors Co. and vice president of the Buick Motor Co.

of the plant's manufacturing activities are enjoying similar prosperity.

Mr. Nash is best known as a man of domestic tastes, who lives in the greatest pleasure from his life, the enjoyment of which he has never been given him, but some time ago.

Acme Quality In Wide Variety

W. F. Sargent, proprietor of the East Side Hardware Co., on Sequoy avenue, starts in today's News a series of high-class publicity announcements for the justly famous Acme quality paints and finishes.

The store on the East Side is better stocked than ever before with Acme paints and varnishes and the variety is such that practically anything in the household or out doors that has become marred and unsightly from age can be revived in color or appearance with an Acme quality product.

Paint, Oil & Drug Review
4-19-13

INSPECT PAINT FACTORY.

The senior class in chemical technology of the University of Michigan, accompanied by Prof. E. E. Ware, was entertained by the Acme White Lead and Color Works recently.

For this occasion the paint factory was decorated with the college colors, college sodas were rendered by the Acme chorus and a rousing welcome given to the class by the Acmeites, many of whom were former University of Michigan students.

After a detailed inspection of the factory and the processes and materials of manufacture, luncheon was served. At the conclusion of the luncheon an address on the chemistry and manufacture of paints was delivered by Prof. C. D. Holley, chief chemist, and an appreciation of the need of technical chemists to the manufacturer was expressed by President William L. Davies.

Paint, Oil & Drug Review
6-18-13

ACME COMPANY PROSPERS.

To aggregate business of the Acme White Lead and Color Works for May was a larger volume than in any other month in the history of the company. Every branch showed an increase over the same month in 1912. The total business since the first of the year shows a large increase as compared with the same period in 1912. A quarterly dividend was paid June 1.

Palestine Bulletin
April 22

Bro. R. J. C. Judge, who has been with the Acme White Lead & Color Works Co. for the past ten years as traveling auditor, has been advanced to district manager of all Southern California branches, with headquarters at Los Angeles. His invitation for all Palestine boys to call and see him whenever there is open to all.

0007-SWP-043167



Thomas Neal

President of the General Motors Company of Detroit.

(From Financial American, New York City.)

THE splendid showing made by the General Motors Co. last year and the wonderful efficiency of President Neal's organization are the topics of conversation by the leaders of the industry who are in the city from important trade centers and who are in attendance at the show. The story of how he has gathered close to him a group of executives of sound business training, who are eminently qualified to administer the business and shape the policies of this company, is being told and retold. No small measure of success is due to President Neal for his wisdom and the conservative policy of his administration.

How well the General Motors are dominating the show now in progress can best be seen by a walk through the Garden. On the main floor you find the Buick holding the leading position, by right of being the largest single manufacturer in the world. To the right of the Buick you find the Oldsmobile, making its fourteenth annual bow to the public, and which has reached a development of refinement and finish that leaves nothing to be desired. Further down the Cadillac, one of the most talked of cars of the year on account of the scientific progress it represents and its distinct advancement in motor-car construction. The Oldland line is across the aisle, one of the popular medium priced cars, and showing one of the novel models of the year—a single-seated three-passenger roadster, with a hard back of rakish design.

This company has also on exhibition a group of thirty cups won in various competitive contests. On the other side of the hall is the Elmore, a car that has led in the two-cycle field for years. The Marquette car is exhibited on the first balcony and represents the best features formerly embodied in the Rainier and Welch. The Cartercar, the well-known velocity-drive type, is also shown on this floor.

The home office of the General

Motors Company in Detroit are now in the new Boyer-Campbell building, where five floors are occupied and house the executive, engineering, purchasing, production, sales, publicity and accounting departments, and the chemical testing laboratory. It will be seen from this that the general organization is very complete and is in a position to give valuable aid to the individual plants making up the General Motors group. It has not been Mr. Neal's idea to disturb the individual management, but to give each factory such assistance as to bring them up to the same standard of efficiency.

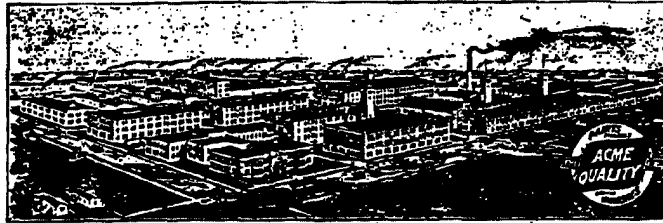
In the home office you find an engineering department made up of men from two continents—men who have been leaders in their respective countries, who understand the best practice, and have been identified with the industry since its inception. They are able to produce the best, for their varied experience has taught them the possible from the improbable in automobile engineering and construction. The central purchasing department plays an important part in the organization, being in position to buy raw material in large quantities, enabling the production and engineering departments to use the best method of construction at a minimum expense, which ultimately proves a saving and an advantage to the consumer, for he is able to buy a quality car at a medium price owing to quantity production. Another important department is the chemical testing laboratory. Here each bit of material is carefully analyzed and its strength ascertained. Not only is this done with such exacting parts as steering gears, where the maximum strength and safety are desired, but with frames, axles, wheels and other important component parts.

It will be seen from the above that the functions of the central organization are such that the product of each factory is improved by the help and assistance given, and it is by this method that the present standard of the General Motors product has been reached.

0007-SWP-043168

0007-SWP-000126324

ACME WHITE LEAD AND COLOR WORKS.



Among the concerns that have been permanently identified with the history of Detroit is that of the Acme White Lead & Color Works, manufacturers of Paints, Colors, Varnishes, Enamels and Finishes of all kinds. The business was established in 1884 and occupies the plant shown in the accompanying illustration. This building covers an area

of sixteen acres. Employment is given to 1,100 workmen. The products of the house are sold throughout the United States and many foreign countries. One hundred and seventy-five traveling salesmen represent the Company to the trade. Their trade-mark ACME QUALITY is known to the trade as among the best. Branch factories are

located at Boston and Los Angeles.

The officers of the Company are: William L. Davies, President; H. K. White and Thomas Neal, Vice-Presidents; M. W. Neal, Treasurer; A. M. Woodward, Secretary. These gentlemen are well and favorably known and have done much to make Detroit a great industrial center.

STORE READY FOR OPENING

Central Paint & Glass Co. Has a Fine Exhibit

Privately announced, the Central Paint & Glass company store, 28 Cadillac square, is ready for the public opening tomorrow, with a complete display of "Acme Quality" paints, varnishes, enamels and finishes. Window displays of the several products of the Acme White Lead and Color Works, which this store handles exclusively, have been carefully arranged and the management issues an invitation to the citizens of Detroit to be in the grounds at the opening tomorrow. Numerous cans of Varnish, Enamel and Colors will be given to the women.

"Acme Quality" varnish, Varnish, floor paint, and house paint are especially displayed in the several windows. Paints and Enamels of all kinds, products of the Acme works, are shown everything "the outside and inside" of the kind that will make the old home and the old furniture look like new. In the words of Manager Jack Hall:

Large panels of woods done in interior styles and finished from a part of the exhibit. These are to give the prospective customer an idea of what can be done by the use of "Acme Quality" goods. Artificially made of various kinds of colored woods appear from the interior decoration of the walls and shelves. Manager's display case is also a feature of the display.

My dear Painter

4-23-13

A. C. Rockwell, formerly with the Healy & Milligan Manufacturing Company, has been appointed manager of the Chicago branch of the Acme White Lead and Color Works.

STORE SPRING OPENING.

The Acme White Lead and Color Works, Birmingham, Ala., branch, 2015 Third avenue, have sprung an innovation, following the general progressive policy of this company, by having a spring opening, which was in progress all day last Wednesday.

It is quite an idea, as it gives to the property owner, housekeeper and home beautifier an opportunity to see the practical application of Acme Quality products. The windows were very beautifully decorated with their products and vases of roses were scattered around among the cans. The interior of the store was also decorated with vines and roses.

Souvenirs were given to all ladies attending, also sample cans of Acme Quality Varnish-Lac.

American Paint & Oil Dealer
April 1913

By Manager Hall

Editor "American Paint and Oil Dealer":—

We are very much interested in, and appreciate, the service that the "A. P. O. D." has been rendering us in creating an interest in the use of Mere Paint, and a greater interest in his Paint Department, by the retail dealer.

At this time we are particularly interested in the "Clean Up and Paint Up" Campaign idea as conceived by you, and we are writing now to ascertain WHAT INFORMATION AND ASSISTANCE WE MIGHT SUPPLY YOU from the states of Washington and Oregon THAT WILL ENABLE ALL OF US TO GO AHEAD effectively and intelligently with this campaign for 1913.

We shall be pleased to be of whatever assistance we can in this work, and, awaiting your reply, we are,

ACME WHITE LEAD & COLOR WORKS.

(Signed) E. R. HOAG,

District Manager Oregon and Washington Branches.

Portland, Ore., Sept. 6, 1913.

0007-SWP-043169

GIVING AWAY ROSES

Manager, Newell Dispensary Favours Ladies at Opening

The Indiana Paint and Varnish company is having its spring opening today. This is an annual affair of Manager Newell's and it never fails to attract a large number of people, especially the ladies who in these modern times are so much interested in house hold paints as they are in the spring styles. The Indiana store has the paint and varnish business down to a fine art and caters not only to a general trade but to the home direct. This store has enjoyed a very successful growth of business and to meet expansion requirements the building is at present undergoing alterations, including a handsome plate glass front. At the opening Manager Newell is presenting the ladies with beautiful roses.

Portland Journal
4-19-13

Acme Quality Paint Store Have Spring Opening

Many people would be surprised to find that the Acme Quality Paint Store, which is having its spring opening today, is not only a paint store but a place where the ladies can find everything they need for the home. The store is located at 316 Fourth Street S. and is managed by George Helms. The store has a large stock of paints, varnishes, and other household goods. The ladies are invited to come and see the store and to get the best prices on everything they need.

St. Louis Herald
4-19-13

PAINT-UP CAMPAIGN

The Jackson Paint and Varnish Company is having its spring opening today. This is an annual affair of the company and it never fails to attract a large number of people. The company is located at 316 Fourth Street S. and is managed by George Helms. The company has a large stock of paints, varnishes, and other household goods. The ladies are invited to come and see the company and to get the best prices on everything they need.

Des Moines News
4-19-13

The Jackson Paint and Varnish Company is having its spring opening today. This is an annual affair of the company and it never fails to attract a large number of people. The company is located at 316 Fourth Street S. and is managed by George Helms. The company has a large stock of paints, varnishes, and other household goods. The ladies are invited to come and see the company and to get the best prices on everything they need.

PAINT-UP CAMPAIGN

The Jackson Paint and Varnish Company is having its spring opening today. This is an annual affair of the company and it never fails to attract a large number of people. The company is located at 316 Fourth Street S. and is managed by George Helms. The company has a large stock of paints, varnishes, and other household goods. The ladies are invited to come and see the company and to get the best prices on everything they need.

The Central Paint & Glass Co. of Chicago is having its spring opening today. This is an annual affair of the company and it never fails to attract a large number of people. The company is located at 316 Fourth Street S. and is managed by George Helms. The company has a large stock of paints, varnishes, and other household goods. The ladies are invited to come and see the company and to get the best prices on everything they need.

St. Louis Herald
4-19-13

Carl Graham's Opening

Large Green Vases Wall Paper and Paint Store and Two Displays

There is a probability that the opening of Carl Graham's store will be the most successful of the spring openings in the city. The store is located at 316 Fourth Street S. and is managed by George Helms. The store has a large stock of paints, varnishes, and other household goods. The ladies are invited to come and see the store and to get the best prices on everything they need.

The opening of Carl Graham's store is a very important event in the city. The store is located at 316 Fourth Street S. and is managed by George Helms. The store has a large stock of paints, varnishes, and other household goods. The ladies are invited to come and see the store and to get the best prices on everything they need.

St. Louis Herald
4-19-13

There's a suggestion worth noting in this paragraph from the Jackson, Mich. Patriot

The Jackson Paint and Varnish Company will have its annual opening today. A prize rose will be given each woman who attends and samples of the firm's wares and literature will be handed out. The firm expects a handful of the flowers to the Patriot office yesterday afternoon and their beauty must be seen to be appreciated. In former years carnations were given away, but this year instead of handing out a flower that will last but a day, one will be given that will last for years as a souvenir of a visit to the store on South Mechanic Street.

ROSES FREE TO THE LADIES ON OPENING DAY, TOMORROW

The season of the year that all good housewives turn their thoughts to cleaning and brightening up is approaching and we will soon see father darning off to the club or ball game to keep out of the sun and fun.

To all the housekeepers just at this time, in order that the greatest possible number of improvements may be had from their efforts, especially where old furniture, floors, woodwork, etc., are to be painted, stained or refinished. Acme White Lead & Color Works, 316 Fourth Street S., announce their spring opening for tomorrow, April 20th, and invite all housekeepers or property owners to call on them for full information on what to use and how to use the proper paint stain, enamel or varnish to get the results wanted.

Full information of the novel opening will be given by the company. Sample of the paint, stain, enamel or varnish will be given to all who call on them. The company is located at 316 Fourth Street S. and is managed by George Helms.

St. Louis Herald
4-19-13

SPRING OPENING AT ACME STORE

Roses and Streamers Give Red Ribbon Sign At Opening

The Acme Quality Paint Store is having its spring opening today. This is an annual affair of the store and it never fails to attract a large number of people. The store is located at 316 Fourth Street S. and is managed by George Helms. The store has a large stock of paints, varnishes, and other household goods. The ladies are invited to come and see the store and to get the best prices on everything they need.

St. Louis Herald
4-19-13

Star Interviewer And Helms

The Central Paint and Glass Co. of Chicago is having its spring opening today. This is an annual affair of the company and it never fails to attract a large number of people. The company is located at 316 Fourth Street S. and is managed by George Helms. The company has a large stock of paints, varnishes, and other household goods. The ladies are invited to come and see the company and to get the best prices on everything they need.

0007-SWP-043170

SAL HELME DOES NOT KNOW PAINT

INCONSISTENCIES IN HIS ADVICE

"Home Made" Product Not So Practical as State Official Thinks

State Dairy and Food Inspector James W. Helme, in an official bulletin, recently issued, said that "home made" paint is not so practical as the state official thinks. Helme, who is in charge of the state's food and drug inspection, said that he had received many inquiries from the public regarding the safety of "home made" paint. He said that he had found that many of these paints were made from inferior materials and were not properly mixed. He said that he had found that many of these paints were made from inferior materials and were not properly mixed. He said that he had found that many of these paints were made from inferior materials and were not properly mixed.

ACME COMPANY RENEWS FELLOWSHIP

The White Lead & Color Works, Detroit, has renewed its \$500 fellowship in the chemical engineering department of the university at Ann Arbor, Mich.

Paint, Oct. 4, 1916

WILLIAM L. DAVIES INJURED

Wm. L. Davies, president of the Acme White Lead & Color Works, Detroit, Mich., was injured while crossing Fort street in a taxicab while crossing Fort street. A thorough examination will be made by Dr. F. W. Palford to determine definitely the injuries. It is feared Mr. Davies' right hip bone may be fractured.

Mr. Davies and O. C. Hutchinson, of the General Motors Co., were crossing Fort street towards the Peninsular State Bank when a car of the City Taxicab Service Co. bore down on them. Mr. Hutchinson jumped, but the taxi swerved to the north side of the street, striking Mr. Davies and hurling him under an auto standing at the curbing and then crashing into the machine.

Joel L. Stockard, son-in-law of Mr. Davies, witnessed the accident, but did not know who the victim was until he inquired of M. J. Murphy, of the Security Trust Co., who was assisting the women of the anti-tuberculosis exhibit in first aid work. He at once took charge of the injured man.

CENTRAL PAINT & GLASS COMPANY EXHIBIT

Fitted with a new display case, the Central Paint & Glass Company store, 36 E. Second street, was opened for the spring. The store displays a variety of "Acme Quality" paints, varnishes, stains and finishes. Window displays of the several products of the Acme White Lead and Color Works, which this store handles exclusively, were tastefully arranged and the management issued an invitation to the citizens of Detroit to be its guests at the opening. Souvenir cans of Varno-Lac stain and flowers were given to the women.

"Acme Quality" varnish, Varno-Lac, floor paint and house paints were especially displayed in the several windows. Paints and finishes of all kinds, products of the Acme works, were shown—everything for outside and inside work—"the kind that will make the old home and the old furniture look like new," in the words of Manager Jack Hatt.

Large panels of woods done in different stains and finishes formed a part of the exhibit. These gave the prospective customer an idea of what can be done by the use of "Acme Quality" goods. Artificial roses of various hues and colored crepe paper formed the interior decoration on the walls and shelves. Mahoney's "dog cart" was a feature of the display.

EASTERN MAN WILL MANAGE SPOKANE STORE

N. H. Boies, formerly connected with the Acme White Lead and Color Works at the Detroit and Chicago headquarters for a number of years, has been transferred to Spokane, Wash., taking charge of the branch at that point.

The retail establishment of the local concern located at South 13 Post street, known as the "Red Front or Acme Quality Paint Store," announced its annual sale, which took place last Saturday. Souvenir given to the ladies, also free samples.

The Acme stores have been established in Spokane since 1907, with a wholesale store and warehouse on Second avenue.

ACME COMPANY RENEWS FELLOWSHIP

The White Lead & Color Works, Detroit, has renewed its \$500 fellowship in the chemical engineering department of the university at Ann Arbor, Mich.

This department will furnish a certificate showing the names of manufacturers who make pure linseed oil. A white lead paint can be made by adding white lead to the oil or by the addition of lamp black or by the addition of cream or yellow; by the addition of chrome yellow. If it is desired to paint the bare wood, use six pounds of dry Venetian or mineral red to one gallon of oil. The Venetian red is the best color, and cost about \$1.00 per gallon, which would ruin the bare paint coat about 70 cents to a gallon, as against 90 and 75 cents charged by Chicago mail order

In making ready mixed paints, materials are carefully selected and ground in heavy machinery, giving a perfect paint of uniform shade, always, so the consumer can buy any quantity, supplementing it with other quantities, with no variation of shade.

"The elements used in high grade paints will give superior color and have no impurities to water and other elements. These elements are ethyl alcohol over the surface with special pure linseed and turpentine, a generous amount of turpentine and Japan dryer.

"We believe no manufacturer is putting out a high grade paint without the quality leading his line. I saw Mr. Adams, speaking of his paint oils. They exist in the form of paint used about acetals, where they are being buying and where they are being sold; and if he had it come from pure linseed and turpentine, he would be assured of pure linseed oil."

"It means" to us that in the interests of consumers, the paint-making industry should have been more thoroughly investigated by Mr. Heims before he virtually made a recommendation that consumers generally would forsake their best interests by making their own paints. The art of paint-making has, indeed, enormous possibilities, especially in the modern consumer market and land on other continents by hand and the carrying

We do not believe there is any sense in putting out a high-grade paint, who does not know that it is a good oil, which in the first place bought from a reputable dealer. This is a fact, and it is a fact that the paint manufacturers have to compete with when the consumer purchases this oil, and to be fully protected against the use of paint should be certain in some cases to be buying and where the dealer bought it, and if this is done and he finds it is a matter of paint concern, it is almost certain that he can assure of pure linseed oil.

Mr. L. A. Donahue, recognizing the opportunities in the Chicago vanilla business, he entered the employ of the Acme White Lead & Color works as a clerk in January, 1911, and was promoted to the position of sales representative to the Chicago branch, where, also acting in the capacity of assistant to the manager, he became thoroughly acquainted with large quantities of the Chicago trade.

L. A. Donahue entered the employ of the Acme White Lead and Color Works in 1895 and through continued promotions he has risen to the top position being appointed manager of the company's Chicago branch. Previous to his association with the Acme White Lead and Color Works, Mr. Donahue was with one of the larger railroad companies.

DONATIONS

He was promoted to manager of the New York branch of the American Tobacco and Cigar Works. He was then, along with aggressive efforts to sell his various products, was sent to the branch in the large city of Chicago. He entered the employ of the

SPECIAL MEETING FOR AUTHORS

... ..

0007-SWP-043173

Our aggregate business for the month of May represented the largest volume we have done in any single month in our history, our branches almost without exception showing a very gratifying increase over the same month in 1912.

Our total business since the first of the year shows a decidedly handsome increase as compared with the same period last year.

The regular quarterly dividend was paid June 1st.

*Full Press
Journal
Times &
News*

about 6/3-13

0007-SWP-043174

0007-SWP-000126330

APPROVE \$2,000,000 ISSUE OF BONDS

Stockholders of Acme White
Lead & Color Works Rat-
ify the Plan.

SECURITIES TO REFUND PRESENT INDEBTEDNESS

Action Assures Funds for Devel-
opment Regardless of Money

Market, Says Thomas Neal

Stockholders of the Acme White Lead & Color Works, of this city, gave approval Saturday to the plan for a \$2,000,000 issue of bonds by the company.

The bonds will be 15 years, 6 per cent serials, secured by a mortgage covering all plants and properties of the company. The Security Trust company will be trustee under the mortgage. Interest dates will be January 1 and July 1 each year. The bonds will be dated July 1, 1913, and the first of the series will mature July 1, 1918.

Purpose Is Explained

The bond issue, says Thomas Neal, chairman of the company's finance committee, marks a step they have looked forward to for some time. It is no little satisfaction to himself and other officers of the company to note the favorable manner in which our stockholders regard this action, and it speaks well for their confidence in the management and future of our business.

Years ago we determined that our business must be a big one that we must be a large national factor in the paint and varnish industry. The present operations of our business, with five factories and about 35 distributing branches, from which every section of the country is thoroughly covered, is the best evidence of our success. In the last four years our business has increased 45 per cent and in the last year 20 per cent. May and June were the largest months in our history.

We have come to a stage in our business career where we have attained what we set out to do. Here before it has been a case of developing funds required to complete our scheme of distribution. Factories have been acquired, selling branches established and organizations formed for their proper handling. This naturally has been expensive and has required constant and close attention.

With your backing and financial machinery completed and our field as developed, we have now reached the point where we can begin to develop and build up our business.

The plan for the issue of bonds is a plan for the future of the company. It is a plan for the future of the city. It is a plan for the future of the state. It is a plan for the future of the nation.

People who have been...
The bonds certainly cannot depreciate the value of either the common or the preferred stock. It is simply a refunding of existing indebtedness under conditions which will make it easy to pay them year by year until it is completely paid out. The issuance of bonds under these conditions should give confidence and strengthen the financial position of the stockholders.

Lincoln Daily News
7-30-13

Mr. and Mrs. M. J. Waugh and daughters, the Misses Ada and Helen Waugh, expect to go to Lake Okechobee on June 1 to spend the summer. Mr. Waugh will retire from business the first of June and will be free to travel with his family. In the fall Mr. and Mrs. Waugh and their two daughters will go abroad to spend two years. Their home at Seventeenth and G streets will be occupied during their absence by the Pi Beta Phi sorority.

Lincoln Daily News
7-30-13

Lincoln Paint Co. Transfers Property to Detroit Firm

The Lincoln Paint Co., of Detroit, has transferred all its property, including its plant and equipment, to the Detroit Paint & Color Co., of Detroit. The transfer was made on July 1, 1913, and the Detroit Paint & Color Co. has since then been operating the business.

The Lincoln Paint Co. was founded in 1880 and has since then been one of the leading paint manufacturers in the country. It has a long and successful record and has been a valuable asset to the city of Detroit.

The transfer of the property to the Detroit Paint & Color Co. was made for the purpose of consolidating the paint business in the city and of providing for the future of the industry.

The Daily Reporter
7-30-13

Lincoln Paint & Color Co to Acme White Lead & Color Works Ltd, 13 & E Main St, Detroit, Mich. The Lincoln Paint & Color Co. has been operating the business since July 1, 1913.

Payment by the James C. White Lead & Color Works Co. of \$10,000 as ailing fee, Wednesday, in connection with the mortgage of \$200,000, running to the Security Trust company as trustee, under the issue of 6 per cent serial gold bonds to be issued by the company, which the mortgage secures, was accepted in Michigan.

Detroit News
July 19/13

WIDE SCOPE GIVEN COMPENSATION LAW BY ACCIDENT BOARD

LEAD POISONING HELD DISEASE
ON WHICH RELATIVES MAY
RECOVER

A big step forward in defining what constitutes "occupational diseases" that come under the employer's compensation act was taken by the state industrial board yesterday when it decided that lead poisoning is a disease of a character that entitles the dependents of its victims to claim compensation, the same as if the victim had been crushed by machinery or blown up while working in a powder factory.

The case of Mrs. Augustus Adams against the American White Lead & Color Works because of the death of her husband was the first case of this nature to be decided.

It was contended by the lead company that lead poisoning is a disease like pneumonia or diphtheria, for which the employers are not responsible. The facts were admitted that Adams had worked for the company for many years and during that period had contracted lead poisoning from which he died about two months after leaving the company's service.

The widow took the view that lead poisoning is an occupational disease and that she was entitled to compensation for her husband's death for 30 weeks. Chairman O. H. Reeves and the majority of the board agreed with her. It is considered certain that the company will carry the case to the supreme court as the decision by its nature applies yearly to a large number of cases within the state of Michigan.

Younger brothers and sisters who said they depended on the money the dead man brought home to keep them in school, the company insisted that while the man was working for it he was not entitled to compensation for his death. The board, however, followed the law and granted compensation to the widow.

Lead poisoning was held to be a disease of a character that entitles the dependents of its victims to claim compensation, the same as if the victim had been crushed by machinery or blown up while working in a powder factory.

In the Adams case, the only alleged dependents were some younger brothers and sisters who said they depended on the money the dead man brought home to keep them in school. The company insisted that while the man was working for it he was not entitled to compensation for his death. The board, however, followed the law and granted compensation to the widow.

0007-SWP-043176

*Pacific Paint, Wall Paper
and Art Supply Store
July 1913*

Mr. Donahue has been appointed manager of the Chicago branch of the Acme White Lead and Color Works, of Detroit. Mr. Donahue entered the employ of the Acme White Lead and Color Works in 1905 and through continued promotions he has risen to the top. Previous to his association with the Acme White Lead and Color Works, Mr. Donahue was with one of the large railroad companies.

The Lincoln Paint & Color Co., Los Angeles, has been incorporated by M. W. Neal, A. M. Woodward, R. C. Judge, H. A. Wieland and E. B. Temple.

*Paint and Varnish Review
P-15-13*

OFFICERS OF THE DETROIT PAINT, OIL AND VARNISH CLUB.

Jacob H. Hatt, usually known as "Jake" by his friends and others, was born at Wauseon, Ohio, about forty-two years ago. The first fourteen years of his life was devoted to keeping his parents and teachers busily engaged in imparting knowledge which he made use of in many ways.



J. H. Hatt, President.

His education in the public schools ended here, and at that early age engaged in the hardware business.

After a period of twelve years he was obliged to seek outside employment because of ill health. After traveling through Michigan for a time in the interest of the Peninsular Lead and Color Works, he joined the Acme forces where he still remains.

Jake has sold paint for thirty years and likes the game so much that he thinks he may continue for thirty years more.

Name Jake; parentage German; age 42; disposition—well, he is a trifle hard on the bit, but a small child can drive him.

*Paint and Varnish Review
P-15-13*

ACME EMPLOYEES' OUTING.

Recently the employees of the Acme White Lead and Color Company, Detroit, held their annual summer picnic at Bois Blanc, while the manufacturing establishment was shut down for the day in order to allow all employees to engage in the outing without loss of pay. Games were played, while contests of various kinds were promoted and souvenirs of the occasion distributed, one of the novel contests being a color race—the correct determination and matching of various colors—for the boys and girls. With this one exception, all reference to colors or paints or business of any kind was tabooed, and the officers and foremen pulled just as hard in the tug of war, ran just as fast in the different races and acquired as much sunburn as any employee in the plant.

Following were the committees: C. S. Neal, chairman reception; Martha Martin, tickets and baggage; general arrangement, William Brett chairman, G. A. Allen, I. A. Beebe, Robert Irwin, S. A. Jewell, Emil Mundt, R. M. Nelson, W. Roemer, Frank Smith; games, James Harris, chairman, John Adair, W. Barrett, F. Condren, H. De Pont, E. Eggle, E. Fishpool, F. Gutenberg, M. Hager, John Harris, Ivor James, James Keating, William Koch, Emil Mundt, B. Neal, M. Reardon, E. Slack, M. Stroub, Louis Talbot, Watkins, Andrew Weitzel.

Set-up for baseball factory team: T. Wall, 3 b.; C. Birch, r. f.; B. Neal, s. s.; James Harris, 2 b.; E. Eggle, 1 b.; E. Zeller, p.; L. Steffes, c.; L. Sawtelle, c. f.; E. Gortz, l. f. Office team—W. Barrett, 3b.; P. Bissell, r. f.; R. J. Stickney, s. s.; H. O. Ellis, 2 b.; P. R. Beasley, 1 b.; H. A. Watkins, p.; G. Haigh, c.; D. L. Rank, c. f.; W. J. Haywood, l. f.

*American Paint & Oil Dealer
June 1913*



*Paint, Oil and Varnish Review
P-7-14*

The Acme White Lead & Color Works has leased the building at No. 209 Wood street for a long term of years. The Acme company is at present located at 240 Third avenue and will remove to the new location as soon as the interior has been remodeled to suit the paint company.

0007-SWP-043177

Paint and Varnish Record
10-17-73

A. H. Sconberg, secretary-treasurer of the Utah Club, represents that type of successful men who have been placed in this responsible position of the Club because he has demonstrated his ability to handle the executive end of its affairs. He is the manager of the Acme White Lead & Color Works of Utah, with headquarters at Salt Lake City. This position has brought him prominently before the trade in that section of the country. He was elected secretary of the Club over three years ago, and it is said that he has performed his duties so well that he cannot



A. H. Sconberg, Secretary.

get rid of the job. He was one of the organizers of the Club and has always taken an active part in its affairs.

Prior to the Acme White Lead & Color Works opening its Salt Lake City branch Mr. Sconberg was sales manager, traveling salesman, store salesman and stenographer, and even office boy for the Culmer Paint and Glass Company, who were predecessors of the Acme Company in that territory. He has spent about eighteen years climbing the ladder, and he says he is in the "paint game" to stay. That he has taken advantage of his opportunities to increase the business of his company is an assured fact or he couldn't hold his job. It is said for a narrative of Mr. Sconberg's faults he refers every one to his friends. From these we have been unable to learn anything which the subject suggests.

Paint and Varnish Record
10-17-73

Mr. Norman S. Runyan who had taken charge of the Acme White Lead & Color Works branch at Birmingham has been returned to Cincinnati and will be local manager from now on.

ACME WHITE LEAD SALES INCREASE

Company Shows Net Profit of
\$420,498 for Year End
ing November 30

DIVIDEND PAYMENTS

AGGREGATE \$364,636.75

Balance Sheet Gives Current Assets at \$2,687,706; Three

Directors Are Added

Acme White Lead & Color Works of Utah, Inc., has

announced that it has elected three new directors

to the board of directors, which now consists of

seven members. The new directors are

Mr. J. H. Sconberg, secretary-treasurer, and

Mr. W. H. Sconberg, president, and Mr. J. H. Sconberg

of the Acme White Lead & Color Works of Utah, Inc.

The company's annual report for the year ending

November 30, 1933, shows a net profit of \$420,498

and a total dividend payment of \$364,636.75.

The company's assets at the end of the year

were \$2,687,706, and its liabilities were \$1,267,706.

The company's sales for the year were \$1,267,706.

The company's net income for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

The company's net profit for the year was \$420,498.

0007-SWP-043178

0007-SWP-000126334

Paint, Oil & Varnish Record
4-15-14

STUDENTS VISIT PAINT FACTORY.

About forty students from the class in chemical technology of the University of Michigan, under the instruction of Professor Alfred H. White, visited the factory of the Acme White Lead & Color Works, Detroit, last Saturday and passed a profitable and interesting day in the inspection of the various departments of this factory.

Points of special interest to the students were in the dry color plant where colors and tinting materials of all varieties are manufactured by chemical methods. Another point of extreme interest to the class in chemical technology was the trip through the lead products factory, where white lead, red lead and litharge are manufactured from the metallic lead by processes which are distinctly out of the ordinary.

After inspection of the factory a luncheon was served, college colors, college songs and college yells being much in evidence.

Paint & Varnish Record
5-1-14

SPRING OPENING OF PAINT STORE.

Tulips, jonquils and sample cans of paint were given away promiscuously to 5,000 or more persons who attended the annual spring opening of the Acme White Lead and Color Works, 1008 Houston street, Ft. Worth, on April 4.

A spring opening for a paint shop is something new but it "took" very generously.

Persons who failed to visit the Acme Saturday would not believe that paint cans with the aid of a little green bunting and many flowers could be utilized so artistically to beautify a shop.

Cans—anywhere from gallon pails down to half-pints—literally formed an inside coating for the shop. The different sizes were arranged to good advantage. From the ceiling hung the bunting.

The idea of holding a spring opening, as explained by Manager A. H. Berry, is to get the people interested in things that make their homes pretty as well as to give them an inner knowledge of the different paint preparations.

People who have been taught to make themselves look pretty were given an education Saturday on how to make their chairs, floors, dressers, washstands, houses and other home facilities look neat and shiny all the time.

"We take great pleasure in following out the rules of the company in holding a spring opening and last year our large supply of souvenirs and flowers gave out. We are surprised with the large and consistent crowds today and believe that it will be both beneficial to the people at large and to the company," Berry said.

The Varno-lac given away as souvenirs is a combination of varnish and stain.

Six clerks were busy all day showing visitors the different parts of the shop and explaining to them the different grades of paints and varnishes.

(More such spring openings would help those who hold them. [Ed.]).

STUDENTS VISIT PAINT FACTORY.
About forty students from the class in chemical technology of the University of Michigan, under the instruction of Professor Alfred H. White, visited the factory of the Acme White Lead & Color Works, Detroit, last Saturday and passed a profitable and interesting day in the inspection of the various departments of this factory.

Paint & Varnish Record
4-15-14

ACME INCOME \$32,258
The income of the Acme White Lead & Color Works for the year ending December 31, 1913, was \$32,258, according to the annual report of the company. The report was made to the stockholders at a meeting held at the company's headquarters in Detroit, Michigan, on April 4, 1914. The report was made by the president, William L. Davidson, who stated that the company had a very successful year and that the income was a record for the company.

Paint & Varnish Record
5-1-14

STUDENTS VISIT PAINT FACTORY.
About forty students from the class in chemical technology of the University of Michigan, under the instruction of Professor Alfred H. White, visited the factory of the Acme White Lead & Color Works, Detroit, last Saturday and passed a profitable and interesting day in the inspection of the various departments of this factory.

0007-SWP-043179

0007-SWP-000126335

Paint, Oil & Drug Review

The Acme Quality Paint Company, of Topeka, Kan., apt to be outdone by the millinery establishments in the Kansas capital, held its spring opening on April 25. The store was handsomely decorated for the occasion, the window displays being particularly attractive. All visitors were shown through the store, had the good qualities of Acme quality paints explained to them and were presented with floral favors and free samples of Varno-Lac, about enough to refinish an ordinary chair. T. R. Jones is manager of the company, which conceded nothing to any of the Topeka retail stores in the success of its spring opening.

HAS SPRING OPENING.

The spring paint opening of the Acme Quality Paint Store at 628 Kansas avenue was a popular event of Topeka people last week. The store was prettily decorated, the window display being unusually clever. All visitors were shown about the store, had the Acme Quality explained to them and were presented with floral favors and valuable samples.

ACME COMPANY DECLARES DIVIDEND.

Directors of the Acme White Lead and Color Works of Detroit have declared the usual quarterly dividend of 1½ per cent on the company's preferred stock. The company's business is said to equal in volume that of the similar period last year.

The entire stock of the Acme Paint Co., which was involved in the fire which swept the company's place of business some weeks ago, is being disposed of—what is left of it, rather—by A. I. Efron, who purchased the salvage, and is selling it at wholesale and retail at 613 and 614 Race street. Mr. Efron opened a number of packages of ready-mixed paints, apparently damaged by water and smoke, and found, he states, that the goods had not been injured in the least. Paints, varnishes and brushes are included in the sale, which is being well patronized by bargain-seekers.

Shoemaker & Busch, druggists, of 515 Arch Street, recently began the handling of paint in conjunction with their other lines of drugs and chemicals and are experiencing a steadily increasing business as the result. The company has been devoting its windows to the display of Acme Ready Mixed Paints, of which they are now carload buyers. This gives the druggist a new line of merchandise and the paint manufacturer another outlet for his products.

The plant of the Acme White Lead & Color Works, Birmingham, Ala., was recently destroyed by fire, along with a paint and glass establishment, a furniture store, and several other small buildings. The loss amounted to about \$200,000 for the lot of buildings. Another large fire was raging in another part of the town at the same time, which made it hard to handle it.

Suggests May For Paint-Up Work

F. R. Dougall Says Entire Month Should be Utilized.

The following letter, from F. R. Dougall, director of sales of the Acme-White Lead and Color Works, Detroit, speaks for itself, and needs no further comment. We earnestly ask all our readers, either on the manufacturing side or the dealers side to read this letter and digest its contents—there is food for much thought in it. We are convinced that if the dealer would submit his views to his manufacturer, either by a personal letter, or through the columns of the trade press, the proper plans could be worked out so that the Clean-Up and Paint-Up campaign would be a bigger business builder than ever.

Detroit, Mich., June 12th, 1914.

Paint, Oil and Drug Review.

To the Editor: I have read with a great deal of interest your comment on Clean-Up and Paint-Up in your issue of June 3rd.

My impressions are as follows:

- 1st. What we are interested in is getting the public started to Clean-Up and Paint-Up.
- 2nd. We all know they can't finish work thus started in a week or a month.
- 3rd. Why would not the whole month of May be even better than the 1st week in May for the time set for starting the Clean-Up and Paint-Up work.
- 4th. There is no question in my mind but what it is essential to have a definite time set whether it be a week or a month.
- 5th. The greatest drawback in the past has been getting people to start this work.
- 6th. I believe the public is taking a greater interest in their homes and in making them more attractive than ever before.
- 7th. I believe the automobile has helped rather than retarded this spirit.
- 8th. Any means whereby people can get around and see other beautiful well kept homes helps instilling the wish to make their own homes more attractive.
- 9th. I believe the Clean-Up and Paint-Up campaign has been the biggest boost the paint trade has ever had. Let us push it along.

Yours truly,

F. R. Dougall,
Director of Sales.

Acme White Lead & Color Works.

N. S. Runyan, manager of the Cincinnati store of the Acme White Lead & Color Co., has been able to keep the business of the store up to the mark, by vigorous personal work, which keeps him hustling all the time, regardless of excessive temperature. The Acme organization as a whole will keep moving at a rapid gait up to July 1, when arrangements are made, as usual, for the regular vacations allowed the various members of the force.

0007-SWP-043180

PRINTERS' INK

A JOURNAL FOR ADVERTISERS
15 West 31st Street, New York City

VOL. LXXXVI

NEW YORK, FEBRUARY 19, 1914

No. 8

"ACME QUALITY"

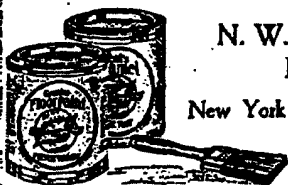
THOSE two words are the trade name and trade mark of a line of paints, enamels, stains and varnishes.

But they have come to mean far more than scientifically compounded mixtures of pigments and their vehicles.

The Acme advertising has shown the home-loving and home-proud housewife of limited means the easily available magic of the paint brush. Thousands of homes throughout the country have been made brighter, more attractive, more tasteful, more sanitary, more enduring, more economically maintained, by the "home missionary work" of Acme Quality.

Many concerns have advertised paint as a product, but the Acme White Lead and Color Works has been a pioneer in advertising paint as a principle.

We count it among the prized privileges of our forty-four years' experience to have assisted in carrying the uplifting message of Acme Quality to American households.



N. W. AYER & SON
Philadelphia

New York

Boston

Chicago

Michigan Manufacturer
6-6-14

ACME CO. PAYS DIVIDEND.

Directors of the Acme White Lead & Color Works, of Detroit, at a meeting last week declared the usual quarterly dividend of 11.2 per cent on the company's preferred stock. The company's business is said to equal in volume that of the similar period last year, in contrast with reports which indicate that in other lines business shows a shrinkage to about 80 per cent of normal.

Modern Painter
May 1914

As a farewell gift to a fellow-worker with a record of 20 years of constant service for one firm, the employees of the Acme White Lead & Color Works presented a ring to Charles Stange, on May 7. Mr. Stange, who has been, until recently, the Acme Company's grinder of auto paint, resigned to take charge of the grinding department of the Standard Varnish Works at Staten Island, N. Y. He is a native of Detroit, and well known in that city.

Paint & Varnish Record
5-15-14

RING IS ASSOCIATES' GIFT.

As a farewell gift to a fellow worker with a record of 20 years of constant service for one firm, the employees of the Acme White Lead & Color Works presented a ring to Charles Stange, on May 7. Mr. Stange, who has been, until recently, the Acme Company's grinder of auto paint, resigned to take charge of the grinding department of the Standard Varnish Works at Staten Island, N. Y. He is a native of Detroit and well known in that city.

Paint, Oil & Varnish Review
3-18-14

The plant of the Acme White Lead and Color Works, of Cincinnati, O., was recently damaged by fire to the extent of \$25,000. Practically the entire stock was destroyed. The fire was of unknown origin, but investigations are being made, as it was claimed by the policeman on the beat that he found a rear door open, after the fire was discovered. The fire had extended from the first to the fourth floor before the fire companies arrived.

C. W. Johnson, of the Nashville branch of the Acme White Lead and Color works, writes: "The Nashville Paint, Oil & Glass Club will make the week of April 12 to 18 'Clean Up and Paint Up' week. It is our plan to start the campaign with a parade in which floats will represent every paint house in the city, as well as other lines. This will be headed by a band of 25 pieces. Plans are being made to boost the campaign through the various channels, with city authorities, organizations and the newspaper co-operating."

0007-SWP-043181

F. R. Brill, of the Acme Paint Company, of Topeka, Kan., was one of the paint men of that city to make a jaunt with the Topeka Commercial Club to various sections of the State on a special train. Mr. Brill carried souvenirs of all sorts and distributed them with a lavish hand. The trip lasted for five days, during which time the trade boosters covered about 1,000 miles, stopping at all of the larger cities. *Paint, Oil & Drug Review - 6-10-14*

M. G. Heins, district manager for the Acme White Lead & Color Co., with headquarters in Birmingham, Ala., was in Cincinnati last week, looking over Manager N. S. Runyan's Cincinnati store, which he found doing an excellent business, as usual, under the management of that energetic paint man. Mr. Heins has had plenty to do during the past few months, not only in handling the regular run of business in his big territory, but in adjusting the losses involved in two fires which the company suffered in rapid succession, at Birmingham and Cincinnati, respectively, after years of immunity from this sort of damage. The Cincinnati fire occurred in March, and shortly after, on April 3, the Birmingham store was gutted by a blaze which did \$27,000 damage. The losses have been adjusted, however, and the Cincinnati store is itself again, with a new fireproof warehouse, while a new building for the Birmingham store is being erected on the site of the old one. Mr. Heins' duties have been rendered somewhat less arduous recently by placing the St. Louis branch, which he formerly handled as a part of his territory, in charge of G. S. Simmons, who made an excellent record in the company's Toledo, O., store. *Paint, Oil & Drug Review - 6-10-14*

Birmingham Age Herald
4-5-14

EXTREMES HAVE RESUMED AFTER AN EPIDEMIC OF FIRES

DETROIT, FROM BIRD AVENUE
THE NOW ESTIMATED AT
AND THE STOCKS
IN THE

The fire at the Acme White Lead & Color Co. building in Cincinnati, Feb. 25, did approximately \$25,000 damage to the stock and building of the Acme White Lead and Color Works branch in Cincinnati, Feb. 25. Plans were immediately completed for the resumption of business.

The fire at the Acme White Lead & Color Co. building in Cincinnati, Feb. 25, did approximately \$25,000 damage to the stock and building of the Acme White Lead and Color Works branch in Cincinnati, Feb. 25. Plans were immediately completed for the resumption of business.

DIVIDEND IS AUTHORIZED
The directors of the Acme White Lead & Color Works at a meeting last week declared the usual quarterly dividend of 1-1/2 per cent on the company's preferred stock. The company's business is said to equal in volume that of the similar period last year. In contrast with reports which indicate that in other lines business shows a shrinkage is about 80 per cent of normal.

Free Press
7 July 26-1914

COURT DENIES DAMAGES FOR INDUSTRIAL DISEASES

Holds Compensation Act Does Not Apply to Illness, But Only to Injuries

Lansing, Mich., July 26.—Employees taken ill with occupational diseases caused by the character of their work are not entitled to compensation under the Michigan industrial accident law, according to a ruling of the state supreme court today. This decision was taken in the case of Augustus Adams, whose widow sought compensation from a Detroit paint manufacturing company. Adams was an employee of the paint manufacturer and contracted lead poisoning and died. The state industrial accident board took the stand that the widow should be paid by the employers. The supreme court declared, "we are of the opinion that in the Michigan act it was not the intent to provide compensation for industrial diseases, but for injuries arising from accidents alone."

Am. Paint, Oil Dealer
April 1914

News Notes Boiled Down.
Fire did approximately \$25,000 damage to the stock and building of the Acme White Lead and Color Works branch in Cincinnati, Feb. 25. Plans were immediately completed for the resumption of business.

Building Review
10-7-16

Frank R. Dugal, sales manager of the Acme White Lead & Color Co. of Detroit, Mich., was here for several days last week renewing some big contracts.

0007-SWP-043182

American Paint & Varnish Dealer
July 1914

He Holds Customers.



A. H. FISHER,
 Jackson, Mich.

Mr. Fisher writes, "I practically started my career in the paint business. I always had the road bee in my bonnet. The paint business looked alluring to me. I felt that I had the capability of surrounding the proposition in good shape, promoting the best interests of the house I became allied with and, at the same time, my own future. I worked hard and diligently determined to win out, and am happy to say that I succeeded. Enthusiasm in the line you represent helps a whole lot. It is catching. If you are lukewarm and satisfied with what comes your way with very little effort, you are on the road that very quickly will put you out of the running. If, on the other hand, you have your eye peeled for every possibility, and make up your mind to turn everything into gold-edge securities, one of them will pursue a plan that spells success. I have always derived the keenest satisfaction when able to convince prospective customers that their interests would be well served and a thriving business follow if they would take my tip and tie up with a representative line they could offer with confidence. I have found it a great help in establishing business, to clearly demonstrate to my customers that a reputation built up on one high-grade line will always materially help to create a greater demand for other lines carried. I met with such success on the road that I felt enthusiastic and qualified to establish a business for myself. I made the plunge, formed, and became manager of the Jackson Paint & Varnish Co. and, in so doing, struck the nail right on the head. My business is booming. I am making rapid progress. I am treating my customers in such a way that they will remember me in the future. That's a very good way to deserve and retain their patronage."

Detroit Tribune
 7-25-14

Employees of the Acme White Lead & Color works will go on their annual excursion today to Bob-Lo, the boat leaving two feet of Balm street at 8:30. Great preparations have been made for the affair. More than 27 events are down on the program of races, and as a grand finale, there will be a balloon ascension by Prof. Walman, a former employee of the company. William Brew is chairman of the committee in charge.

Your Aim Must Be High.



J. H. HATT,
 Detroit, Mich.

Mr. Hatt, at 35, is at the head of the Central Paint & Varnish Company, which business he has managed for the past six years. Previous to that he was for nine years with the Acme White Lead & Color Works, with which house he made a substantial record. He writes: "After devoting practically all my life to the sale of paint, I became thoroughly convinced that the only sure road to success is laid out along well-defined lines. I had a wide experience on the road and during the past six years in the city of Detroit as manager of my own enterprise, the Central Paint & Glass Company. It matters not whether you are a city salesman or a territory salesman, unless you are well equipped with the necessary ammunition and ambition, your efforts to succeed will be futile. You must be backed up by a line you can talk with enthusiasm and positive conviction—one that you can boost with a right good will, and without fear of contradiction—one that nothing can shake your confidence in—one that acts on you like an inspiration. Feeling absolutely confident and sure of your ground, you can't help but be able to engender the same unwavering confidence in the minds of the many you are desirous of making your customers. It means painstaking effort, early and late. You must take an honest pride in your line. Your aim must be a high one. I have been successful up to my most sanguine expectations. Hard work—good material—fair treatment—earnest co-operation—always bring success."

The Press
 7-26-14

EMPLOYEES OF THE ACME White Lead works took a holiday Saturday at Bob-Lo. Athletic events and a balloon ascension featured the day.

Acme Factory Wins
 As the annual picnic of the Acme White Lead Co. at Bob-Lo yesterday, the factory team broke a precedent and defeated the team representing the office 6 to 3. As far back as can be recalled the office team has always been the losers in the annual contest.

Success in Knowledge.



S. W. NEWELL,
 Fort Wayne, Ind.

After an apprenticeship of nine years in the factory and on the road for the Acme White Lead & Color Works, Mr. Newell eight years ago entered business for himself. He writes: "I believe to be a successful paint salesman it is essential to have an intimate knowledge of paint and its uses. I served my apprenticeship in the Acme Company's various factories. After I felt that my education was completed, I traveled on the road for them for a number of years. I felt that the selling of paint was my calling in life, and decided to embark in business on my own hook in Fort Wayne, Indiana, where I am still located. My business is growing appreciably every year. I believe that my success can be attributed to having a thorough knowledge of the proper goods suited for various purposes—always being able to intelligently recommend what to use, and the best way to use it—always having sufficient stock on hand to take care of all demands promptly—treating my customers and prospects as best I know how and giving them every possible care and attention."

Detroit News
 7-19-14
ACME WHITE LEAD WEAK ON CHANGE

COMMON OFF ONE POINT, PREFERRED HALF; SESSION UNUSUALLY QUIET

Acme White Lead continued to show weakness on the Detroit Stock Exchange yesterday, the common being off another point on the offer of \$2, while the preferred was off a half with an offer of \$1 with neither price attractive enough to draw any bids. The session was unusually quiet. American Public Utilities was offered at 14 1/4 and bid on to 14 1/2. Pacific Telephone and Telegraph, California Edison were each up a point on the offer of 39 and 41 respectively. German-American bond was off 1/4 on the offer of 112 1/2.

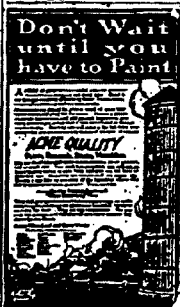
0007-SWP-043183

Inland Stockpiles
December 1909

We are also showing three ads. of the Acme Quality Paints which appear in December publications. The two ads., one headed "Costs Little," and the other, "Don't Wait," appear in farm publications of general distribution throughout the entire country, and the other in the *Saturday Evening Post* and the monthly magazines.

Manufacturers of paint, perhaps more than any other line, make a special point of assisting the dealer to make sales, and the dealer who does not take advantage of these helps is missing a great opportunity. For example, the Acme White Lead & Color Works, in sending these examples of their advertising, state that their general advertising is localized for the dealer by the furnishing of selling and advertising helps, consisting of personal soliciting service, a full line of store and exterior display signs, banners, fence signs, slides for moving picture shows, illustrations and newspaper copy, etc.—all of these being prepared with a view of taking every possible advantage of the national campaign and turning it to the local dealer's benefit.

Next month we are planning to publish letters from dealers, who will tell their experience in handling advertised brands.



PROMOTION IN ACME SERVICE.

The Acme White Lead and Color Works, Detroit, Mich., announces to the trade a change in the management of its Pittsburgh branch. The announcement is as follows:

The interests of our trade in the territory tributary to Pittsburgh Branch will hereafter be in the capable hands of E. B. Sovereign.

Our friends will find Mr. Sovereign a gentleman of pleasing manner and one whom they can entrust their problems,

their suggestions and their business to with the confidence that each will be given the attention they deserve. Mr. Sovereign's ascendancy to the position of manager of our Pittsburgh branch is the merited recognition of a definite ambition on his part to make Acme Quality stand for everything our organization intended it should signify—perfect paints and finishes and perfect service—in his former territory, Central New York, where he represented us as traveling salesman since January, 1909.

Mr. Sovereign's thorough knowledge of the needs of the paint trade, gathered from his close contact with the retailer and jobber, will enable him to accord our Pittsburgh branch trade every courtesy and every help to the development of a profitable demand for Acme Quality Paints and Finishes.

Mr. Sovereign has the faculty of making friends and keeping friends. He leaves a host of them in his former field and we believe we make no mistake in predicting not only the conserving of the present high standing of Acme Quality products in his new territory, but the increasing to even greater proportions its many friends in the territory which will hereafter be under his supervision—Pittsburgh Branch.

It is with genuine pleasure that we introduce Mr. Sovereign to present and prospective users of our goods in his new surroundings, and commend him to consideration for such favors as our representation under his guidance may earn.

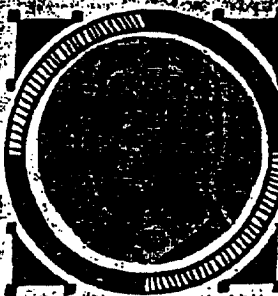


Manager N. A. Runyan, of the Cincinnati branch of the Acme White Lead & Color Co., returned last week from his vacation trip to the north, on which he spent some time at the home offices of the company. "Everybody's feeling fine up there," he declared, "Business is coming in at a great rate, and running away ahead of last year, and there seems to be no reason to believe that this fall and this year won't be about the best we ever had. At least, that's the way they feel about up there in Detroit." The Cincinnati branch is doing well, in spite of the handicaps which it has suffered during the year—the fire and the strike. These, however, were undoubtedly largely responsible for its failure to rank with the winner of the recent contest conducted by the company for the president's cup, which is awarded annually to the branch making the largest increase during the period of the contest. This year the honor fell to the Detroit store, but Manager Runyan promises that, barring fires and strikes, Cincinnati will be right there next year.

0007-SWP-043184

Detroit Times
10-30-14

Celebrate 25 Years in Business



F. R. DOUGALL
Vice-President Central Paint & Glass Co.

October 21 was the twenty-fifth anniversary of the Central Paint & Glass Co., which is the city branch of the Acme White Lead & Color Works. In honor of this occasion F. R. Dougall, vice-president of the company, entertained the 19 employees at his home, 89 Taylor avenue. Among the guests were Charles E. English, representative of J. C. Fushie & Sons, brush manufacturers, Boston, Mass., and A. D. Hoag, general manager of the varnish department, Acme White Lead & Color Works.

The Central Paint & Glass Co. began business in the building at the southeast corner of Congress and Bates streets 25 years ago and has made only one move, and that to its present location, 24 Cadillac square. Its territory is confined to Detroit, and while it began business with only one salesman, it is now the largest exclusive paint, varnish and painter supply store in the city, and employs six city salesmen, each



J. E. HATT
Manager Central Paint & Glass Co.

one equipped with an automobile. F. R. Dougall began his paint and varnish career as the company's first representative, and in addition to being vice-president of the Central, is also director of sales for the Acme White Lead & Color Works.

After-dinner speeches were made by Mr. Dougall, Mr. English, Mr. Hoag, and also by J. E. Hatt, the manager of the Central Paint & Glass Co. Ways and means were also proposed for further extension of business and increasing sales of the Acme Quality line of paints, varnishes, stains and varnishes.

Paint, Varnish & Dry Goods Review

9-30-14

PITTSBURGH PAINT CLUB MEETING.

The festivities were presided over by President Edward Thompson. Short addresses were made by E. B. Sovereign, Pittsburgh manager of the Acme White Lead and Color Works, and W. T. Wood, of the John Lucas Company, who both discussed in an appropriate manner the topics of the day and past accomplishments of the Club and its aims and ideals for the coming year. The reports of the various committees were then heard.

PAINT CONCERN HAS 25TH ANNIVERSARY

In observance of the twenty-fifth anniversary of the establishment of the Central Paint & Glass Co., which is the city branch of the Acme White Lead & Color Works, F. R. Dougall, vice-president of the branch concern, Wednesday evening entertained 19 employees at his home, 89 Taylor avenue. Among the guests were Charles E. English, representative of J. C. Fushie & Sons, brush manufacturers, of Boston, Mass., and A. D. Hoag, general manager of the varnish department, Acme White Lead & Color Works.

After dinner talks were made by Mr. Dougall, Mr. English, Mr. Hoag and also by J. E. Hatt, manager of the Central Paint & Glass Co. Ways and means were considered further to extend the concern's business. The Central Paint & Glass Co. began business Oct. 21, 1889, in the building at the northeast corner of Congress and Bates streets. During the 25 years the company has moved only once to its present location, 24 Cadillac square. The company's territory is confined to Detroit. It began business with only one salesman and now employs six, each of whom is equipped with an automobile. Vice-president Dougall began his career as the company's first sales representative. He also is director of sales for the Acme White Lead & Color Works.

Detroit Times

10-23-14

CENTRAL PAINT CO. OBSERVES ANNIVERSARY

October 21 was the twenty-fifth anniversary of the Central Paint & Glass company, which is the city branch of the Acme White Lead and Color Works. In honor of this occasion F. R. Dougall, vice-president of the company, entertained the 19 employees connected with the branch in his home, No. 89 Taylor ave. Among the guests were Charles E. English, representative of J. C. Fushie & Sons, brush manufacturers, Boston, and A. D. Hoag, general manager varnish department, Acme White Lead & Color Works.

The Central Paint & Glass company commenced business in the building at the northeast corner of Congress and Bates streets 25 years ago, and has made only one move, that to its present location, No. 24 Cadillac square.

After dinner speeches were made by Mr. Dougall, Mr. English, Mr. Hoag, and also by J. E. Hatt, the general manager of the Central Paint & Glass company.

0007-SWP-043186

Detroit Journal
11-3-14

The Central Paint and Glass Co. celebrated its twenty-fifth anniversary Oct. 31. In honor of the occasion F. R. Dougall, vice president of the concern, entertained the 19 employees at his home, 60 Taylor avenue.

The Central Paint and Glass Co. commenced business in the building at the northeast corner of Congress and Bates street 25 years ago. The concern is now located at 34 Cadillac square.

Its territory is confined to Detroit, and it is now the largest exclusive paint, varnish and painters supply store in the city. F. R. Dougall commenced his paint and varnish career as their first representative, and now in addition to being vice president of the Central, is also director of sales for the Acme White Lead and Color Works.

Detroit News
11-3-14

Vice-president Dougall, F. R. Dougall, of the Central Paint & Glass Co., yesterday entertained 19 employees at his home in honor of the twenty-fifth anniversary of the company, which is the city branch of the Acme White Lead & Color Works. Speeches were made by several of the guests. The branch began business Oct. 31, 1889, and moved here in the 25 years of its business life. Mr. Dougall began his career as first sales representative with the company.

Paint & Varnish Record
11-3-14

PAINT CONCERN HAS TWENTY-FIFTH ANNIVERSARY

In observance of the twenty-fifth anniversary of the establishment of the Central Paint & Glass Co., which is the city branch of the Acme White Lead & Color Works, F. R. Dougall, vice-president of the branch concern, Wednesday evening entertained 19 employees at his home, 60 Taylor avenue. Among the guests were Charles E. English, representative of J. C. Pashoe & Sons, brush manufacturers, of Boston, Mass., and A. D. Hoagg, general manager of the varnish department Acme White Lead & Color Works.

After dinner talks were made by Mr. Dougall, Mr. English, Mr. Hoagg and also by J. H. Hatt, manager of the Central Paint & Glass Co. Ways and means were considered further to extend the concern's business.

The Central Paint & Glass Co. began business Oct. 31, 1889, in the building at the northeast corner of Congress and Bates streets. During the twenty-five years the company has moved only once—to its present location, 34 Cadillac square. The company's territory is confined to Detroit. It began business with only one salesman and now employs six, each of whom is equipped with an automobile.

Vice-president Dougall began his career as the company's first sales representative. He also is director of sales for the Acme White Lead & Color Works.

Paint, Varnish & Drug Review
11-3-14

Carl Graham Paint & Wall Paper Co. have a large, double store, one side of which is entirely devoted to wall paper while the other side, the basement and large outside warehouse is taken up with his big stock of paints and glass. This company handles the well known Acme brand of mixed paint, they also are subscribers of the PAINT, OIL AND DRUG REVIEW.

ACME ILLINOIS SALES CONVENTION.

F. R. Dougall, director of sales, Acme White Lead & Color Works, spent three days in Chicago last week conducting a sales convention of the salesmen connected with the Chicago branch of the company.

There were about twenty salesmen present who cover territories in Indiana, Illinois, Wisconsin, Iowa and Northern Michigan.

L. A. Donahue, manager of the Chicago branch, was the chairman, and he kept the boys on their tip toes throughout the three days' session.

Plans were laid for 1915 business, and it was the opinion of the Convention that outlook for business the coming year was good.

Mr. Dougall left immediately after the Convention for a trip throughout the southwest, making St. Louis and Kansas City on the way down. He will hold a convention of the Texas sales organization of the Acme White Lead & Color Works at Dallas before he returns to Detroit.

The demonstration of the decorative possibilities found in the Acme White Lead & Color Co.'s "No-Lustre" flat wall finish continued in Cincinnati during the greater part of last week, and Manager M. A. Runyan will cover most of his territory with the demonstrator.

E. B. Sovereign, manager of the Pittsburgh branch of the Acme White Lead and Color Works at 209 Wood street, reports that they are taking inventory and preparing to put in three carloads of stock which arrived here last week and some which is expected to arrive in a week or ten days.

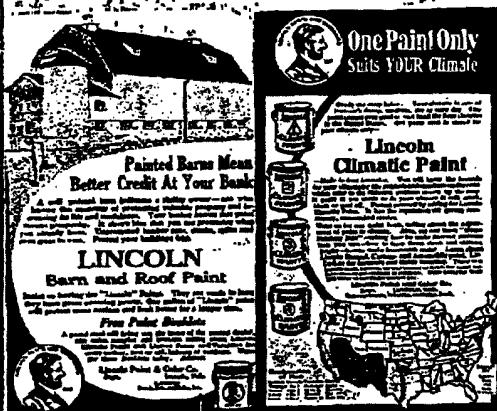
He states that business with them is as good as can be expected and that he has no fear for the new year. Last week their West Virginia representative sold one carload of stock to the Williams' Hardware Company of Clarksburg, W. Va.

This concern is highly interested in the "Prize Hunt" contest which the business men of lower Wood street is conducting. In this contest, eighty thousand numbered cards were sent out to the people of Pittsburgh and outlying districts. The idea is to have the people holding these cards visit the various merchants in Wood street and hunt for a number corresponding to the one they hold. Prizes valued from five dollars to fifty dollars are displayed in these stores with numbers attached. Mr. Sovereign is contributing as rewards to the "Prize Hunters" a number of sets of their products.

0007-SWP-043187

Most bendays have that happy way of gilding by the eye without your realizing that it's a benday that makes the effect. You get the effect without seeing the mechanical construction that makes it. For instance, note the Lincoln Barn and Roof Paint ad. You would pass by this ad without ever noticing that four different bendays were used in the illustration, one on the broad side of the barn, another on the end, another for the silo and basement of the barn and another for the walks leading down to the side of the ad.

When white on black since are used so much, white on a reverse benday comes as a welcome relief. The Lincoln Climatic Paint ad is a good illustration. This ad has all the advantages of white on black plates, yet it is free from the harsh plainness of the solid black. Only one benday was used to make the border and the curved panel behind the can and the maps. No. 507 benday was specified to run behind the maps, with a reverse of the same benday to form the border and top panel.



One Paint Only
Suits YOUR Climate

Painted Barn Means Better Credit At Your Bank

LINCOLN
Barn and Roof Paint

Lincoln Climatic Paint

The Country Market
Oct. 30, 1914

I believe that with the exception of the cotton growing section the purchasing power of the country people is not impaired and that the temporary condition of these sections would not justify the discontinuance of advertising of merchandise that will surely be required with the return of normal conditions. European situation is bound to result in an abnormal demand for American product with resulting benefit to every section of the country. I believe that farmers are buying practically everything except such merchandise as may be particularly allied to city or town life.

A. M. Woodward
Acme White Lead Co.

"THE ACME CINCINNATI SALES CONVENTION"

F. R. Dougall, director of sales, and S. Neal, superintendent of factories of the Acme White Lead & Color Works, spent part of the week in Cincinnati, conducting the sales convention of salesmen connected with the Cincinnati branch of the company. All the territory and city salesmen were present, these salesmen representing territories in Ohio, Indiana and Kentucky.

M. G. Heins, district manager of southern branches, was chairman of the convention, and all the boys were very much interested in the topics brought up for discussion and with the prospects for a fine, full year in 1915.

Messrs. Dougall, Neal and Heins left immediately after the convention for a trip throughout the south and then to Dallas for a convention for sales organization of the Acme White Lead & Color Works at Dallas.

1 - 6 - 15

The Pittsburgh trade greatly sympathizes with C. W. Fallen, store salesman for the Acme White Lead & Color Works, who dismissed his duties here during Christmas week to attend his father's funeral in Seward, Nebraska.

G. C. Henderson, office manager and credit man for the Acme White Lead & Color Works in Pittsburgh made a visit to Detroit, Mich., from the Wednesday before Christmas until the Monday following.

1 - 13 - 15

E. B. Sovereign, manager of the Acme White Lead & Color Works at 209 Wood street, Pittsburgh, Pa., spent the 3d, 4th and 5th of January in Detroit and on his return reported conditions there very good. He said the railroads were placing good orders now.

American Paint & Color Dealer
January 1915

Acme Sales Conventions.

F. R. Dougall, director of sales of the Acme White Lead & Color Works, Detroit, conducted three annual sales conventions during the past month, one in Chicago, one in Cincinnati and the other in Dallas. Salesmen covering five middle western states were present at the Chicago meetings and the sales organization covering Texas gathered at Dallas.

0007-SWP-043188

Paint Oil & Drug Review
Dec. 30, 1914

PITTSBURGH TRADE NOTES.

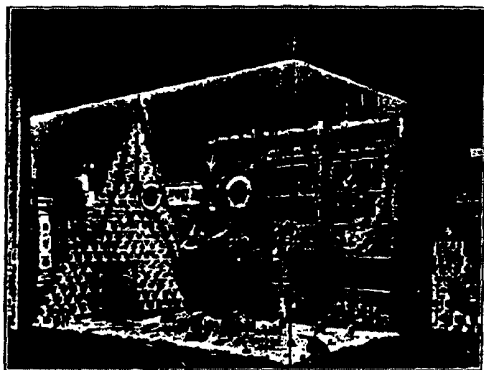
(Special to PAINT, OIL AND DRUG REVIEW.)

During the holiday season particular effort was put forth by the Pittsburgh trade in the way of window displays and store decorations which resulted in bringing forward the most artistic and striking arrangements known in years. One of these which by almost unanimous consent carried off the palm for attractiveness, throughout, is the Acme White Lead and Color Works, now located at 209 Wood Street, Pittsburgh, Pa.

This branch of the Acme White Lead and Color Works of Detroit, Michigan, started in Pittsburgh about five years ago and has been increasing its business each year steadily. This year, 1914, E. B. Sovereign from New York, took charge as sales manager, and since then has reorganized the branch entirely and for all the war talk and quiet times and extra work of reorganizing and rearranging the plant, etc., the business shows a nice gain over last year.

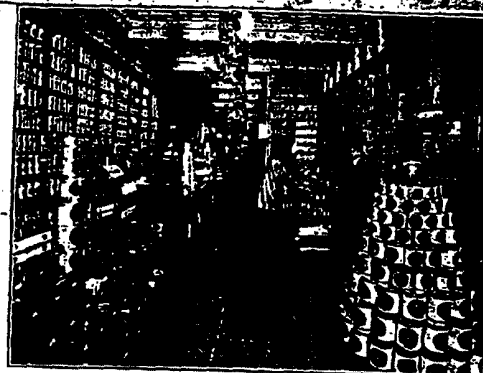
This concern, which recently moved from the old building at 230 Third avenue, have put in a retail store in connection with the wholesale and factory end of the business and are enjoying a very satisfactory business in the new department. It is considered one of the cleanest and most up-to-date paint stores in Pennsylvania.

Manager Sovereign's motto is "Neatness, Promptness and Service."



Attractive Acme Window.

The new organization consists of the following: E. B. Sovereign, sales manager; W. C. Risher, salesman; J. C. R. Murphy, salesman; H. A. Heck, salesman; C. H. Ford, salesman; R. L. McNeil, salesman; I. L. Johnson, salesman; Chas. McFallen, store manager; G. C. Henderson, office manager and credit man; Wm. E. Schurer, order and price clerk; Miss B. MacGregor, stenographer; Wm. A. Darling, shipping clerk; Geo. Darling, assistant shipping clerk; G. A. Suck, city delivery and packing clerk, and M. J. Cronin, watchman.



View of Store Interior.

It is not customary for exclusive paint houses to decorate for the holiday season but you will note from the pictures shown here that the Acme Company in Pittsburgh believes in being right up to the minute at all times and shows an



Private Office and Display Room.

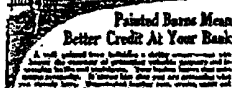
equal degree of taste in arrangement the whole year through.

The window display consists of a decorated Christmas tree with the bottom of the window covered with cotton and glistening smaltz to represent snow, with numerous suggestive gifts to the paint trade such as Acme Quality brushes, paper hangers tools, etc., scattered here and there among the cans of Acme Paints in the window, also the large sign wishing all a merry Christmas.

Also note the interior of the store is thoroughly Acme Quality as to stock and through the store are built five large pyramids of goods of the Acme manufacture with live potted palms or ferns on top of each, making in all a very pleasing and cheerful appearance to all who enter to get the ever ready Acme Quality Smile and Service.

0007-SWP-043189

Advertisers in almost any field might study with profit the meth-



Barn and Roof Paint

A good meal will bring you the most of the season's best.
 You must provide for yourself every day.
 Choose Select and Supreme select and Supreme select
 a representative for you, select and Supreme select.
 The Great American Group. **Admission**

Mineral Point & Cedar Co.
 Dept. 211
 Mineral Point, Wis.

**A HEADLINE THAT TOUCHES A POCKET
BOOK HERE**

5-10-68

(Special to PAINT, OIL AND DRUG REVIEW.)

F. R. Dougall, general director of sales of the home office, stopped in Pittsburgh to attend the convention. He was on his way to Detroit from a visit to the Boston factory.

G. C. Henderson, credit man and office manager, delivered a very interesting talk on "Credits and Collections."

At the afternoon session Mr. Sovereign outlined the company's advertising campaign for 1915, and compared constructive and profitable advertising with innumerable worthless matter that always fails to produce results. The convention closed with a luncheon served in the convention room. Twenty covers were laid.

"Business is very good," said E. B. Sovereign, of the Acme White Lead & Color Works. "The demand keeps us on the jump to fill orders. An extra man was put on last week and we expect to add a few more. Prospects for summer business are particularly bright."

Mr. Sovereign personally demonstrated the Acme Quality Decorators' System in his display window, showing beautiful blended "Tiffany" effects, landscapes, trees, flowers, etc., and attracted a large crowd to the window all day.

0007-SWP-000126346

Paint, Oil & Drug Review
April 15, 1915

N. A. Runyan, manager of the Cincinnati district of the Acme White Lead & Color Co., left last week for a trip into Western Kentucky after business, and reports from that section that things are looking up in pronounced fashion. The territory included in the Cincinnati district is much favored by economic conditions just now, being in the heart of the agricultural section.

4-21-15

Carl Graham, the distributor for the Acme White Lead & Color-line, had a "Clean-Up and Paint-Up" campaign of

his own. He advertised a grand opening day Saturday, the 10th inst., for new kinds of paints, enamels and decorative articles, and his beautifully and tastily arranged store was crowded with customers—all day.

6-2-15

N. A. Runyan, manager of the Cincinnati district of the Acme White Lead & Color Co., is not saying much, but he is in high hope that he and his force may land a good position in the annual contest among the company's branches for the President's Cup. Last year the Cincinnati branch was virtually eliminated from the running by the carpenters' strike, but as far as this season is concerned, last year's poor business will be rather a benefit than otherwise, as the standing of the branches is computed by their advances over the amount of business handled the previous season. So far business has been excellent, Mr. Runyan states, as he found conditions in western Kentucky and southern Indiana and Illinois, which territory he recently covered, all that could be desired.

6-9-15

Messrs. R. N. Young, E. A. Gignac, W. H. Behenna and R. S. Keuhn of the Acme White Lead & Color Works in Detroit, Mich., are in Pittsburgh installing a perpetual inventory system in the Acme branch here. It is stated that this system will greatly facilitate the operation of the entire establishment.

6-23-15

E. B. Sovereign, manager of the Pittsburgh branch of the Acme White Lead and Color Works, reports that their new perpetual inventory system is in working order and they are well pleased with it, as it greatly facilitates the handling of orders and the keeping of stock. He also reports that business is very good and that the increase in the price of paint did not hurt a little bit as he gave all of his customers a few weeks' notice.

7-7-15

That ever optimistic E. B. Sovereign who manages the Pittsburgh branch of the Acme White Lead & Color Works, again reports the past month as having seen more business transacted than any other month in the history of the branch. "April was my record month, May surpassed April's mark and June made May's receipts look small," said Mr. Sovereign, when interviewed by our correspondent.

Pacific Paint, Wall Paper and Art Goods Trade
April 15, 1915

F. R. Dougall, director of sales, Acme White Lead & Color Co., Detroit, says: "I believe the 'Clean-Up and Paint-Up' campaign has been the 'biggest boost' the paint trade has ever had. Let us push it along."

Paint, Oil & Drug Review
April 15, 1915

Speeding Up the Acme Organization

(Written for the REVIEW.)

The entire selling organization of the Acme White Lead & Color Co. is deep in the second annual "shooting contest," held by the company, in which high marks in the shape of volume of business are the targets aimed at, and extra effort the weapon used. For the sales force, the contest is merely preliminary to the prize-money contest to be held later, while the various branch houses of the company have as their immediate incentive the possession for a year of the president's silver cup, with the name of the winner engraved thereon.

The cup was won last year, the first of the inter-branch contests, by the Minneapolis store; but from present indications it is in a fair way to change hands, as the first bulletin of the contest, issued last week for the information of the organization, showed the Topeka store leading, with a percentage of increase of 13½, closely followed, however, by the Birmingham branch, with a percentage of 13¼. Next in order came Toledo and Portland, each with 13 per cent, Dallas, with 12¼ per cent, and Nashville, with 12½, showing how closely they are bunched. It is a race which would drive a baseball fan crazy with excitement if the contestants were players in the great national game instead of in the equally exciting selling game.

The contests in the store race are judged, as indicated, by the extent to which they exceed their marks of last year; while the salesmen are handicapped, as it were, by quotas indicating the company's estimate of the amount of business they ought to handle each week, the excess being credited to them at the rate of one point for each ten dollars. The weekly bulletin issued to the salesmen bears a target, showing the exact standing, on this basis, of every member of the force, the "hits"—or misses, as the case may be—being easily traceable to each man by the number it bears, by which reference can be had at once to the salesman and his full record.

Sales Director F. R. Dougal evolved the plan, and the enthusiasm which it has aroused in the Acme organization indicates accurately its success as a stimulus to the force. It may be stated on good authority that although 1914, so far, has been a dull business year, the company has found its business considerably ahead of that of last year, and the manner in which the organization is kept up to the mark right along is undoubtedly largely responsible for this.

0007-SWP-043191

The April Prize Winners

Winner of the \$35

JOSEPHINE B. LINCOLN
1131 North Harvey St., Oklahoma City, Okla.

THE ADVERTISEMENT



THE LETTER

I used to think that I was unique in my love for a pot of paint and a brush—but I have since questioned this possibility in my woman whose response was not an enthusiastic one. So, if we all enjoy painting old furniture and doors, then this Acme Paint advertisement in your April issue is surely designed to attract the attention of the home painter. And those who have had difficulty in reaching a decision as to whether a stain, varnish, paint or enamel should be used for the work contemplated, will be particularly interested.

Here is an advertisement that offers not only information as to the best quality of paint to use, but it tells of two booklets published for your aid and instruction. One, a Painting Guide, the other a treatise on Home Decoration. A postal will bring the booklets to any address, gratis.

With a glance at the illustrations, a woman with the love of the home and beautiful will at once have visions of painting the faded, flower refinements, the porch furniture, the kitchen floor, the book steps, the shell for the screen. What a joy to feel that such will prove a successful piece of work by her own efforts! This advertisement itself that helps.

Painting, to a woman, is not work; it is play, when the results are just what she anticipated. The Acme Paint Company offers an opportunity for your SONSKY readers to revolutionize the home, at the same time placing within reach of all the necessary information, without charge. The illustrations and headings of the Acme Paint advertisement alone make a big appeal to a woman, creating in her a desire to paint, rejuvenate, revive, transform, and use Acme. Then the information contained between the headings is replete with suggestions as to what to paint and how.

An advertisement that makes this appeal to a reader, and then gives sufficient information to crystallize that first desire of possession, has accomplished its purpose, and that is what the Acme Paint advertisement does to the fullest extent.—JOSEPHINE B. LINCOLN.

The annual picnic of the employees of the Acme White Lead & Color Works will be held Saturday at Bob-La. A full program of amusements, comprising 14 events, has been arranged by the games committee, including a thoroughbred race for officers of the company, which is causing much speculation as to its exact nature. Attractive souvenir badges will be provided for the excursionists, and interesting trade mark puzzles will aid in furnishing amusement for the little folks during the trip on the boat. The committee of employees in charge of arrangements have promised something doing for every minute in the day. Boat leaves dock at foot of Bates street at 9 a. m. Saturday (Eastern Standard Time).

News-Tribune
7-24-15

OFFICE MEN NOSE OUT ACME'S FACTORY TEAM

Office men of the Acme White Lead and Color Works nosed out the factory team, 16 to 14, yesterday at the annual cutting of the employees at Bob-La-Island.

Score:

Office	123456789101112
Factory	0123456789101112

Manager: Schultz and Davis, Schmidt and Grimes.

True Press
7-24-15

Office Team Captains, Swafford.

The employees of the Acme White Lead & Color Works held their annual cutting at Bob-La Saturday. The feature of the day being the annual baseball game between the Office and Factory teams, won by the Office, 16 to 14. Score by innings:

Innings	1	2	3	4	5	6	7	8	9	10	11	12
Office	0	0	1	1	1	1	1	1	1	1	1	1
Factory	0	0	0	0	0	0	0	0	0	0	0	0

Batteries: Office, Schultz, Watkins and Davis; Factory, Schmidt and Neal. Hits—Off, Schultz 2, Neal 1, Davis 1, Schmidt 1, off Schmidt 1, off Davis 1, off Schmidt 1, off Neal 1. Umpire—Harmen.

Pittsburg Press
6-19-16

The annual picnic of the employees of the Acme White Lead & Color Works will be held Saturday at Bob-La. A full program of amusements, comprising 14 events, has been arranged by the games committee, including a thoroughbred race for officers of the company, which is causing much speculation as to its exact nature. Attractive souvenir badges will be provided for the excursionists, and interesting trade mark puzzles will aid in furnishing amusement for the little folks during the trip on the boat. Boat leaves dock at foot of Bates street at 9 a. m. Saturday (Eastern Standard Time).

Detroit Times
7-23-15

ACME EMPLOYEES TO HOLD PICNIC

The annual picnic of the employees of the Acme White Lead & Color Works will be held Saturday at Bob-La. A full program of amusements, comprising 14 events, has been arranged by the games committee, including a thoroughbred race for officers of the company, which is causing much speculation as to its exact nature. Attractive souvenir badges will be provided for the excursionists, and interesting trade mark puzzles will aid in furnishing amusement for the little folks during the trip on the boat. Boat leaves dock at foot of Bates street at 9 a. m. Saturday (Eastern Standard Time).

Detroit Journal
7-23-15

Acme Employees to Picnic

The annual picnic of the employees of the Acme White Lead and Color Works will be held Saturday at Bob-La. A full program of amusements, comprising 14 events, has been arranged by the games committee, including a thoroughbred race for officers of the company, which is causing much speculation as to its exact nature. Attractive souvenir badges will be provided for the excursionists, and interesting trade mark puzzles will aid in furnishing amusement for the little folks during the trip on the boat. Boat leaves dock at foot of Bates street at 9 a. m. Saturday (Eastern Standard Time).

Detroit True Press
7-23-15

THE ANNUAL PICNIC OF THE EMPLOYEES OF THE ACME WHITE LEAD AND COLOR WORKS

The annual picnic of the employees of the Acme White Lead and Color Works will be held Saturday at Bob-La. A full program of amusements, comprising 14 events, has been arranged by the games committee, including a thoroughbred race for officers of the company, which is causing much speculation as to its exact nature. Attractive souvenir badges will be provided for the excursionists, and interesting trade mark puzzles will aid in furnishing amusement for the little folks during the trip on the boat. Boat leaves dock at foot of Bates street at 9 a. m. Saturday (Eastern Standard Time).

0007-SWP-043192

STENCILING WINDOW DECORATIONS

How to Bend Your Stencil and How to Mitre the Pattern; An Effective Decoration for Flat Surfaces and Panels.

THE art of stenciling is as old as painting. It is almost necessary when an exact reproduction of a pattern or design is desired. By its use the display men have unlimited opportunity to show individuality, not only in drawing and designing, but in execution. The same stencil can be executed in an endless variety of colors and treatments and this alone adds to the charm of the work.

Through the kindness of Acme White Lead and Color Works of Detroit we are enabled to show you these photographs and give you these instructions that show how to do the work.

sign should not only have outline but the ties and bands of the stencil should give it character.

Color is the next important thing. Avoid strong raw colors. This is the first and most important rule. Neatness and cleanliness are also very essential and your tools as well as stencils should be clean and kept clean. You cannot expect a pure white if a trace of color is left in your stencil brush.

Stencil brushes should be cleaned in turpentine or benzine, whipped out so that no moisture remains in the brush and thus be ready for the next job. To set them in water softens the spring in the bristle, and

worked sideways or leaning, the bristles will slip under the edge and make uneven, rough and unsightly marks. Your stenciling should be as keen and sharp as print. When using a large stencil, as on Figs. 1 and 2, push-pins firmly pressed in will hold the stencil in position, while with your left hand you can follow up, pressing the stencil tight as your brush travels. In working the stencil brush do not use a long stroke as in painting. The color should be rather rubbed out with a quick, short movement, as, for instance, when using an eraser. See that your stencil is complete, no dots or markers left out, before removing from position.



Fig. 1



Fig. 2



Fig. 3



Fig. 4

The first thing to be considered in regard to stenciling is design, and one of the points in a good design is simplicity. The design should also show individuality and character. When the designer of classic Greece showed by a few simple lines how the tendril of the grape-vine twined itself into what is now known as the Greek fret, when the Viking carved his mystic dragons on the granite cliff where he held his "Thing" or court, or when the American Indian with his repeating triangle described how his many topees looked against the setting sun, the designer told us something. It had a meaning. Meaningless scrolls and figures tire, while a conventionalized subject from nature interests.



Fig. 5

The design should adapt itself to the peculiar technique of stenciling. The ties or bands necessary should be, not hidden, but placed where they will form a part of the design. A carved moulding or a piece of sculpture may be used as a motif, but the ties and binders of the stencil must be so placed that they in no way mar the original lines of the design. A flower de-

sign if kept in anything, it should be raw linseed oil, but this requires a cleaning in turpentine or benzine before beginning a new job.

In dipping your brush for stenciling, do not dip as if you were going to paint, but rather moisten the brush with the color. If brush is too full it will blot the stencil, the surplus paint will crawl under the edges and spoil the design.

When using the stencil colors straight, or without thinning, lay them up on a piece of glass, tin, or if you have it, a palette. Do not squeeze out too much, as you will not need it in large quantities for stenciling.

Finish one stencil at a time and when you have gone all around the room with, for instance, (A) take up and finish all of (B), and so forth. In using two colors on the same stencil in the same setting, you should wipe the stencil clean, especially on the front side, between each setting.

It is important to follow instructions advising that colors be wiped while holding the stencil in place. See Figure 1. Wipe carefully so as not to injure the stencil.

The wiping out of a certain color will give an effect you cannot get in any other way. The color will become transparent, showing the underground through a thin colored film. This adds a certain richness to the color that is very effective.

How to Hold a Stencil and Brush

A small stencil should be held by hand. See illustrations Figs. 2 and 4. You will notice that the brush is held almost at a right angle against the work. When

It is far better to use two stencils and use one for straight, plain surfaces, and the other for corners and along casings, etc. Some decorators will tack the front side of the stencil to a light wooden frame. This is advisable only on a long straight run with the same stencil, but it has so many drawbacks, that it is hardly worth while. Your stencil should, when being cleaned and wiped, lay flat against a plain surface. The wooden frame being in the way will not admit of this and wiping your stencil in any other way will be apt to damage it.

How to Bend Stencil for a Corner

A good many display men use an extra or duplicate stencil for this rather than the

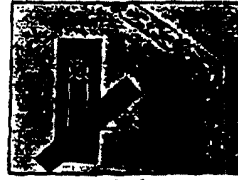


Fig. 6

one used for a flat surface. Do not force the stencil in an angle or in a corner. Take an exact measurement, mark where stencil should bend and lay stencil face up on a flat board and put your straight-edge, yardstick or a ruler over the mark. Slip your hand under the stencil, bend it gently upwards, press the fold firmly to a right angle and it will slip in the corner nice and sn-

(Continued on page 20)

0007-SWP-043193

Think World Star Telegram
4-11-15

ACME BUSINESS SO BIG FORCE TO BE DOUBLED

2,400 Artificial Roses Given
Away at Paint Company
Opening

Along with its springtime message of "paint up your getting ready" the Acme Paint Co. 1008 Houston street, holding its annual opening, chose the word "doubling" that business has been so fond of with Acme's Fort Worth store that the local force will be doubled in 1915. "We've made this year's annual opening look up when they compare southern cities," said A. H. Barry, general sales manager for the southern districts. "A great part of our success has been due to the efficient work of Manager A. H. Barry." The company gave away 2,400 artificial roses Saturday together with samples of paint. It was the sixth annual spring opening of the Acme Paint Company and was a gala day for Barry and Lewis. They demonstrated the new Acme Quality Decorative system for producing a sanitary blended and tinted surface upon any kind of wall and ceiling. Panels were used to show the different Acme paints to produce a beautiful color. Artists' decorations with Acme No. 1000 Flat Wall Finish paint were shown outside of the store. The best part of the day was the welcoming visitors, said Barry. "The fact that Fort Worth has shown a big increase in business, said Barry, last year, has shown an increase over the average in the South for 1914."

Salt Lake Desert News
4-17-15

**PAINT STORE HAS
SPRING OPENING**
Annual spring opening of the Acme Quality Paint store is being held at 1008 Houston street. The store is artistically decorated and a particularly attractive feature is an exhibition of artistic wall decorations produced by their new Decorative Blending system. By means of which soft Tiffany blends and decorative effects can be produced. The decorative walls and ceilings in a desirable variable finish. Lady callers today are being presented with flowers and a sample of the decorative system.

Think World Star Telegram
4-10-15

SPRING OPENING AT ACME QUALITY PAINT STORE ALL DAY TO-DAY

The sixth annual spring opening of the Acme Quality paint store, at the corner of Main and Clinton streets, will take place to-day. As has been announced in the several daily papers, everybody is cordially invited to visit the store and inspect the complete and up-to-date stock of Acme paints and varnishes. Mr. A. H. Barry, who has been in charge of this store for the past ten years, has made special arrangements for the entertainment of the visitors. As is now planned, an expert demonstrator will be on hand all day, showing the new decorating system by which all of the Tiffany blends can be printed upon flat wall paint. To every lady visitor, souvenirs in the nature of red, white and pink roses, together with a sample can of Varnish-lack. The management shall deem it a privilege to answer all questions regarding the painting, varnishing or finishing in any way of any surface, indoors or outdoors, and will be pleased to show samples, estimate quantity required or cost of material to finish any surface in any desired manner. During the past year this day has been more of a gala day, rather than an opening and judging from all plans to demonstrate to the public the many desired effects to be obtained from good paint, to-day will be a bigger, better day than those preceding.

Wichita Eagle
4-10-15

Spring Show By Decorators

Carl Graham Store to Have
Its Spring Opening
Today
With an array of new colors, decorations and practical demonstrations arranged for the fourth annual spring opening at the Carl Graham store, 1008 Houston street, today will be the first year held by the firm. The store, at 1008 Houston street, is stock full of new patterns of wall paper, and special displays of wallpaper, and special displays of wallpaper, and special displays of wallpaper. A practical demonstration of the new Acme Quality decorative system is planned to be pulled off during the day. The Acme system is claimed to be the last word in decorative work and is said to rank below any in matter of expense. The management has arranged to give samples of wall paper, stain, new visitors, and flowers will be provided for the ladies who will be the big event for the firm today.

Weather favors no man or his business, but weeping skies did not dampen the ardor of hundreds of people who accepted the invitation of the Indiana Paint & Varnish company to attend its opening, April 10. The store uses this method as one way to advertise the Acme quality of paints and is Manager Sam Newell's idea of keeping in popular touch with the public. Free samples of the store's goods were given away and each lady visitor received flowers as souvenirs of the occasion.

Signs of the Times
June 1915

DISPLAY NOTES

Members of the Birmingham local were recently treated to a splendid demonstration by a representative of the Acme White Lead Company, who showed how to blend colors so as to get the different Tiffany effects for background work. This was followed by a Dutch wasser.

Detroit Free Press
12-19-15

EMPLOYEES OF THE ACME
White Lead and Color works were entertained by the company Saturday evening at an informal dance given on account of the dedication of the new advertisement department of that concern. The dance program included 16 regular and 16 extra dances, all being named in honor of the numerous officials of the company. The grand march started at 8:15 o'clock.

Detroit Free Press
1-16-16

OFFICERS ARE RE-ELECTED

Acme White Lead & Color Works Adds New Directors
Stockholders of the Acme White Lead & Color Works at their annual meeting Friday, elected the following directors: William J. Davies, Frank H. DeGaul, W. H. Longland, M. W. Neal, Thomas Neal, A. E. White, A. M. Woodward, C. S. Neal, and H. H. Simpson. There were also named officers: W. G. Cogan, secretary; James H. Holden, on the board. The directors re-elected officers as follows: President, William J. Davies; Vice-president, Thomas Neal; Treasurer, A. E. White; Secretary, M. W. Neal; Assistant Secretary, A. H. Stephens.

0007-SWP-043194

LOS ANGELES TRADE NOTES.

(Special to PAINT, OIL AND DRUG REVIEW.)

The Los Angeles Paint, Oil & Varnish Club held its annual meeting on Saturday, August 28th at the Cahuenga Vista Ranch, Hollywood. The meeting was well attended and the spirit prevailing was most enthusiastic. The election of officers of the ensuing year resulted in Mr. H. G. White of the Acme Lead & Color Works being elected president; Mr. H. R. Tibbetts, vice-president; Mr. Byron McNulty of Mathews Paint Co., treasurer, and Mr. A. J. Tweedy of the Tweedy Company, secretary.

CINCINNATI TRADE NOTES.

(Special to PAINT, OIL AND DRUG REVIEW.)

Mr. N. A. Runyan, manager of the Cincinnati branch of the Acme White Lead & Color Co., and of the surrounding district, left Monday for a trip over his territory in Kentucky, Illinois and Indiana, with the special object of visiting the company's jobbing connections. Mr. Runyan reports fair business in the general lines, with extra good demand for the decorative goods upon which the organization has been specializing for some time past.

Mr. Frank Dougall, general salesmanager of the Acme White Lead & Color Works, is at present on the Pacific Coast.

The Pittsburgh branch of the Acme White Lead & Color Works of Detroit, Mich., reports that business is very good with them at this time, but there is plenty of room for improvement. There are a large number of orders coming in every day, but they all seem to be small; everyone is just buying what he needs, and being very careful not to overstock.

F. R. Dougall, district sales manager for the Acme White Lead & Color Co., was in Cincinnati last week looking over the situation, and immediately following his visit, Manager N. A. Runyan left for a trip to Western Kentucky and Southern Indiana and Illinois.

In the future J. M. Ritz will be the order and price clerk for E. B. Sovereign, manager of the Pittsburgh branch of the Acme White Lead & Color Works of Detroit. W. E. Scheuer, who formerly held that position, will be assigned a territory on the road for that firm in a few weeks. When talking of business conditions, Mr. Sovereign said: "The past year was certainly some prosperous year for this branch, in fact it was the best year this branch ever enjoyed. Orders poured in in great numbers and profits surpassed anything ever seen in the history of the Pittsburgh branch."

Employees of the Acme White Lead & Color Works, Detroit, were entertained by the company, Saturday evening, December 18th, at an informal dance given on account of the dedication of the new advertising department of that concern. The dance program included 18 regular and six extra dances, all being named in honor of the numerous officials of the company. The grand march started at 8:15 o'clock.

Acme White Lead & Color Works report an exceptionally good year.

PAINT MAN LECTURES AT CARNEGIE TECH.

Mr. E. B. Sovereign, sales manager, Pittsburgh branch of Acme White Lead & Color Works, gave a lecture before the students and faculty of the Carnegie Tech Trade Schools on February 23rd on the manufacture of paints, varnishes and finishes, showing stereopticon views as to how the raw materials are secured and the processes of manufacture, etc.

The Carnegie Faculty were so interested and well pleased they have asked Mr. Sovereign to give them another similar lecture on the treatment and painting of walls and ceilings and flat wall finishes on Wednesday, March 1st.

According to announcement made the end of February A. H. Berry has been named as sales manager of the Acme White Lead & Color Works, of Dallas, Texas. Mr. Berry is well known in the paint industry of Texas, and it is believed that the business of that company will be increased by the addition of Mr. Berry to the force.

Notwithstanding heroic efforts by Manager N. A. Runyan and his competent staff of salesmen, directed at the task of piling up a sufficient number of points to win the regular spring contests for the "President's Cup" of the Acme White Lead & Color Co., Mr. Runyan is informed that the Cincinnati branch missed first place by a few notches. The Cincinnati branch has turned in consistently improving business and although the force put in herculean efforts, it just failed to dig up sufficient new business to land the cup.

Dr. C. D. Holley, of the Acme White Lead & Color Works, of Detroit, was a visitor in Chicago on Monday of this week.

0007-SWP-043195

ACME IS PROSPEROUS

Business for 1915 Shows Substantial Gain Over 1914

The annual report of the Acme White Lead and Color Works, for the fiscal year ending Nov. 30, just issued, shows that while the uncertainty of business conditions the early part of the year was such as to show a decline in the volume of business done by the company, the later improvement was so great that the total volume of business for the year was greater than that of 1914. Scarcity of materials and their high prices, however, have somewhat affected profits.

The report of the company shows net profits for the year, after the deduction of expenses and depreciation of \$315,625.50 and other income of \$3,251.30. The deductions for interest, dividends on preferred stock and reserve for redemption of bonds leave a surplus at the end of the year of \$454,430.27.

The company has fixed assets, including real estate and buildings, machinery, equipment, trade marks, etc., valued at \$3,021,574.07; miscellaneous investments amounting to \$16,375; cash on hand and in banks of \$410,741.54; notes and accounts receivable of \$326,978.09; merchandise inventoried at \$1,299,390.73; and deferred charges amounting to \$36,323.16, making total assets of \$5,706,635.66.

The liabilities consist of \$1,076,800 in preferred 6 per cent cumulative stock; \$2,000,000 in common stock; \$1,424,300 in outstanding 6 per cent bonds; \$224,390.38 in current and accrued liabilities and a total reserve and surplus account of \$481,105.34. The company carries a reserve of \$30,000 for bad debts, \$101,325.25 for depreciation, \$202,549.45 for general purposes, and \$182,000 for redemption of bonds.

The officers of the Acme are: President, William L. Davies; vice-president and chairman finance committee, Thomas Neal; vice-president, A. E. F. White; secretary, A. M. Woodward; treasurer, R. H. Stephens; directors, Wm L. Davies, Frank R. Deagall, C. Goodloe Edgar, W. K. Housland, James S. Holden, M. W. Neal, Thomas Neal, A. E. F. White, A. M. Woodward.

EARNINGS OF AOMB COMPANY INCREASE AFTER POOR START

Net Profits of White Lead & Color Works Are \$315,625.50 in 1915

COMPANY CLOSES YEAR WITH \$454,430 SURPLUS

Continues Policy of Building Cash Resources to Provide for Working Needs

Although during the early months of the year there was a reduction in volume of business done by the Acme White Lead & Color works, due to conditions created by the European war, the improvement which came late enabled the company to show an increase in business for the year. In comparison with 1914, says President William L. Davies, in the annual report sent out to stockholders Saturday.

The scarcity and higher prices prevailing for raw materials continue to disturb conditions and materially affect profits in our industry. President Davies says, adding that the company's directors believe it wise to continue a conservative policy, husbanding financial resources and aggressively pushing for business.

The company's income statement for the year ending November 30 shows net profits from operation amounting to \$315,625.50, after deduction of operating expenses and allowances for depreciation. With \$3,251.30 income from sources other than operation, the company's total income was \$322,176.80.

Including net surplus of \$454,430.27 carried over from the preceding year and including interest amounting to \$17,323.01 on funded and floating debt a balance of \$471,955.88 was available for dividends and reserves in comparison with \$461,147.32 at the end of the preceding year. Dividends on preferred stock at 6 per cent were \$64,354 and \$124,192.68 was appropriated to be added to reserve for redemption of the company's outstanding bonds, leaving \$464,157.77 as net surplus for the year.

The balance sheet shows total assets of \$5,706,635.66 compared with \$5,574,316.29 a year ago. Current and working assets aggregated \$2,931,112.46 against \$2,514,943.58 in 1914, the gain being chiefly in the item of cash, which is \$410,741.54 against \$331,321.52 in 1914, although accounts and notes receivable, \$326,978.09, also show an increase over \$184,470.48 the year before. Inventories were \$1,299,390.73 against \$1,121,365.52.

Fixed assets, including plants and real estate are appraised at \$3,021,574.07 against \$2,618,712.17 in 1914; the assets including also \$16,375 in miscellaneous investments, which does not appear in the 1914 report. Deferred charges, \$36,323.16, compare with \$36,323.16 in 1914. Current and accrued liabilities are given as \$1,076,800, the reduction in contrast to \$1,424,300 in 1914 being principally income pay-

ment on bonds. The company's capital liabilities show no change in outstanding capital stock, comprising \$1,076,800 or 6 per cent cumulative preferred and \$2,000,000 of common. During the year the company purchased \$25,200 of its \$114,000 of first mortgage 6 per cent bonds that were outstanding at the end of 1914, reducing the amount in the hands of the public to \$88,800.

Reserve for redemption of these bonds was increased from \$224,390.38 to \$249,590.38 during the year, and reserve for depreciation was increased from \$101,325.25 to \$101,325.25. Reserve for the bad debts remains \$30,000, and reserve for general purposes remains \$202,549.45. Total of surplus and reserves, \$481,105.34, compares with \$771,311.55 in 1914.

Continuance of the policy of building up cash resources to enable the company to avoid the necessity of obtaining temporary bank loans and the policy of maintaining a reserve in advance of maturing bonds is, it is hoped, "at the proper time" will enable the company to resume the payment of common stock dividends. President Davies says. The company's business is described as in normal volume, with the outlook for 1916 much more favorable than a year ago.

Abend Post
1-3-16

Sat gutes Jahr hinter sich

Das Direktorium der Acme White Lead and Color Works hat den Aktionären durch Präsident Wm. L. Davies den Geschäftsbericht für das am 30. November 1915 abgelaufene Rechnungsjahr unterbreitet.

Infolge des Krieges, so heißt es in demselben, war das Geschäft anfangs des Jahres schlecht, aber die Verhältnisse besserten sich und der Gesamtumsatz war während des Jahres bedeutend größer als im Vorjahre. Materialmangel und hohe Preise affizierten das Geschäft und die Profite und eine Besserung wird erst erwartet, wenn durch Friedensschluss normale Verhältnisse eintreten.

Die Erträge betragen 1.476.800,00, nach Absetzen der Erwerbskosten, 1.161.176,80, also 315.625,50. Der Betrag der ausstehenden Bonds wurde während des Jahres um 25.200,00 reduziert und beläuft sich jetzt auf 88.800,00; der Reservefonds zur Einlösung derselben, der in 1914 geschaffen wurde, betrug jetzt 249.590,38. Der Gewinn für das vergangene Jahr betrug 315.625,50, gegen 331.321,52 im Vorjahre, obwohl die Bilanz zum 30. November 1915 mit 5.706.635,66 gegen 5.574.316,29 im Vorjahre einen Zuwachs von 132.319,37 zeigt.

Die Bilanz zum 30. November 1915 zeigt: Kasse und Guthaben 410.741,54; Forderungen aus Lieferungen und Leistungen 326.978,09; Warenvorräte 1.299.390,73; sonstige Vermögensgegenstände 16.375,00; zusammen 5.706.635,66. Gegenüber der Bilanz zum 30. November 1914, die einen Gesamtwert von 5.574.316,29 aufwies, ergibt sich ein Plus von 132.319,37.

0007-SWP-043196

Paint-Sellers Gather—The district sales managers and officers of the American White Lead & Color Works opened their semi-annual convention this morning and Tuesday morning they will be joined by about 125 salesmen from all parts of the United States. The meetings are being held in the convention hall of the factory with General Sales Manager F. H. Conant presiding. Sessions will be held morning and afternoon during the week for the discussion of trade conditions and important matters pertaining to the improvement and expansion of the business.

0007-SWP-043197

0007-SWP-000126353

LOS ANGELES MANUFACTURERS AND JOBBERS TO IMPROVE TRADE RELATIONS.

A general movement, which was crystallized at a dinner of the leading manufacturers and jobbers of Los Angeles on December 30, promised to bring very important benefits, not only to the manufacturing and jobbing end of the industry, but to dealers and master painters as well, and has the possibility of far-reaching results in putting the paint trade in still better relations with the public, says Frank Reed in *Pacific Point, Wall Paper, Picture and Art Goods Trade*.

The gathering was so complete as to be thoroughly representative of the industry, and in the discussion of business matters which occurred it was so apparent that each member was taking a broad-minded view of the entire situation affecting the needs of the industry, was so inclined to take a friendly attitude toward the opinions and interests of "the other fellow" and to place the main object of harmony and co-operation above all minor personal considerations that the correspondent of *Pacific* paint trade has no hesitation in saying that it was one of the most promising of any of the great number of meetings and conventions of business men for the purpose of promoting beneficial co-operation which he has had the privilege of attending.

Naturally the subject of credit and improving the credit situation came up for primary attention. A tentative program was outlined by H. G. White of the Acme White Lead & Color Works, and M. B. McNulty, Manager of the Matthews Paint Company. In the course of a discussion every member of the gathering participated in a free and frank exchange of information and opinion. The result of the thought bestowed upon this phase of the business was a consensus of opinion that a large and bad debt exceeding one-half of 1 per cent is discreditable to the paint trade in comparison with other industries, that it is injurious to the manufacturer and jobber, and in many cases positively disastrous to the small dealer and the master painter. If credit is too easily obtained it places temptation in a man's way which invites him to business ruin where more rigid supervision of credit would enable the manufacturer or jobber to sustain the man of good ability and character who gets into temporary difficulties and lead him back to prosperity.

As for the intentional "dead beat" it is sufficient to say that at last things are lined up so that he will get what is coming to him and get it promptly. A system has been devised which will spread a net for our present "dead beats" in a way that will have the Bertillon system and finger print detection lashed to the mast for efficiency. This system, in its preliminary stages will get into effect very promptly, and already there is a movement on foot among those who have been encouraged by past lenient conditions in the industry to be a little careless in their accounts to get square in the trade without a moment's delay, as they appreciate that the effect of impaired credit under the new conditions will not be pleasant for them. It is believed that a definite separation of the real "dead beat" from the legitimate and successful members of the industry will work lasting benefits to the latter and that they will be the first to feel the benefits and lend every legitimate aid to the business-like handling of the financial phases of the paint trade.

An informal arbitration committee was chosen as follows: H. G. White, Charles Winkelman, Ed Hardley, J. F. Brininstool and M. B. McNulty.

It is the general belief throughout all the industry that the dawn of better times is approaching and that there will be a gradual improvement in trade. The paint trade naturally wishes and expects to derive its share of profits from better business conditions. The Los Angeles manufacturers and jobbers are showing an ability to co-operate in work for the improvement of trade conditions which is bound to be a factor later on in making the revival in the paint trade a profitable certainty for those engaged in all branches of the industry.

The Acme White Lead and Color Works, Birmingham, Ala., have a very fetching and timely window, having taken for their slogan "Preparedness," of which the papers are full at present. Their large window is given over to a panorama representing the troops of the warring nations. The floor is covered with sand and gravel, and is divided into two parts by a lake and winding river. (Formed of pieces of mirror imbedded in the sand). On these waters are shown toy battle-ships and submarines—which may be secured from any toy store. On one side are seen troops of the German and Austrian soldiers—little tin soldiers several inches high—and planted in their midst are the flags of their respective countries. On the other are the troops of the allies, also with their battle flags, horses, cannon, etc. The window is arched over with blue paper to represent the dome of the sky, and suspended from it by wires, high over the heads of the opposing forces, are several miniature aeroplanes. At one side of the window is a large sign:

The Nation's Preparedness—Acme Paints and a row of the cans of paint is set all around the base of the panorama. Another window offers suggestions for the decoration of various rooms in the house. In the background are shown panels of various colors. One of brown, with a border of purple grapes, has a card saying: "Dining room, restaurant or cafe." One of olive green, "Library or living room;" old rose, "Bed room or sitting room;" from each of these panels run white tapes to cans of paint of those respective colors placed in the front of the window. The window is bordered with garlands of gay hued autumn leaves sprinkled with diamond dust, while the floor is strewn with cans of paint, varnish and oils, together with brushes of every size and grade.

RAPID RISE WITH ACME CO.

The rise of an \$8-a-week bookkeeper to the position of executive head of one of the largest paint manufacturing concerns in the country was brought about in the recent election of R. H. Stephens as a director of the Acme White Lead & Color Works, Detroit.

Mr. Stephens, then 21, entered the employ of the Acme Works in 1897 as bookkeeper and developed unusual ability as an accountant. He took charge of the auditing department and in that capacity conducted the firm's financial affairs in such a manner that he was made assistant treasurer in 1915. Then followed his election on January 14 as a director with the title and duties of assistant treasurer and manager.

He is the youngest member of the Acme Works board of directors. His rise has covered a period of 18 years.

The Acme White Lead and Color Works, of Detroit, maintains a fellowship in the University of Michigan, with a value of \$500, for the study of problems connected with the manufacture of paints and varnishes. The holder of the fellowship for 1916-1917 is Ralph E. Christman.

A. H. Bray has been appointed manager of the Dallas, Texas, branch of the Acme White Lead and Color Works, Detroit, Mich.

DETROIT PAINT CLUB NOTES.

(Special to PAINT, OIL AND DRUG REVIEW.)

Mr. J. K. Hatt, manager of the Central Paint & Glass Company is confined to his bed with a severe cold.

0007-SWP-043198

PACIFIC COAST PAINT PRICES.

It looks as though a paint oil famine would exist upon the Coast within thirty days. It will be absolutely necessary for some drastic action on the part of the transportation companies, or this event is inevitable.

This declaration was made by H. G. White, manager of the Acme White Lead & Oil Works, in a talk before the Los Angeles division of the International Sales Managers' Association at the Hotel Clark last week.

Mr. White, in discussing "How Paint Has Been Affected by the Present War," said:

"The paint situation today is affected by war conditions primarily, but also by reason of the increased demand, as against an impossibility of increased production in a comparative time. The general resumption of prosperity has brought about a condition in the manufacturing and producing field which cannot possibly be met with the equipment in existence.

The change in the policy of tire manufacturers, who have turned from white tires, containing zinc, to tires containing lamp black or carbon, has resulted in an advance in the price of all carbon blacks from 40 to 60 per cent, and at the same time has overtaxed manufacturers. This, you will note, is the result of taking from one line of business unusual quantities of a formerly well-regulated supply and disturbing normal markets by reason of a newly developed consumption.

"These same conditions occur throughout the various commodities. Oils, which are necessary in all paint material and which amount approximately to 50 per cent of the product, have been diverted to other than usual uses. In addition, the paint trade is particularly affected by the very short domestic crop and the exceedingly difficult conditions incident to maritime shipments.

"Aluminum, one of the articles in the paint consideration, has been absorbed in other channels until the price has risen more than 100 per cent. For the same reason, all metals and oils, and, in fact, all materials incident to the paint trade, have advanced by a greater or less extent.

"The things, however, which are most noticeable and which are attracting the most attention, are the colors and dyes, most of which are foreign-made and, therefore, impossible to secure.

"Paintmakers' reds generally are synthetic colors derived from coal tar bases. They are closely associated with benzol, para-nitrilines, etc., which products now are going into explosives. The yellows depend upon their foundation for potashes and sodas, which you will recognize as first cousins to gun-powder.

"Umbers come from Turkey, siennas from Italy and the best ochres from France, and as a result of the war the supply of these practically is exhausted. With the increased freight charges there is small wonder that the prices of paint materials have doubled and trebled.

"This market was particularly affected by the closing of the Panama Canal. We now are confronting such a car shortage that deliveries of goods purchased are indefinite, and we fear we will not be able to secure continuous supplies necessary for our actual operations. Our concern has a cargo of dry colors in transit which has been on the way from eastern Pennsylvania since November 11 last.

"It looks as though a paint oil famine would exist upon the Coast within thirty days. It will be absolutely necessary for some drastic action on the part of the transportation companies, or this event is inevitable.

"The public in general and the manufacturers universally are unprepared to the situation, and it is my belief that we will just ourselves to conditions existent more rapidly than has been done before and with less friction.

"Southern California seems to be the last point in the country to be benefited by the general business improvement, but it is evident that the change is close at hand. I predict the greatest business improvement we ever have experienced within the next ninety days."

ACME SHOWS GOOD YEAR.

Although during the early months of the year there was a reduction in volume of business done by the Acme White Lead & Color works, due to conditions created by the European war, the improvement which came late enabled the company to show an increase in business for the year, in comparison with 1914, says President William L. Davies, in the annual report sent out to stockholders.

"The scarcity and higher prices prevailing for raw materials continue to disturb conditions and materially affect profits in our industry," President Davies says, adding that the company's directors believe it was wise to continue a conservative policy, husbanding financial resources and aggressively pushing for business.

Net Profits \$315,625.50.

The company's income statement for the year ending November 30 shows net profits from operation amounting to \$315,625.50, after deduction of operating expenses and allowance for depreciation.

A balance of \$678,985.38 was available for dividends and reserves, in comparison with \$469,147.53 at the end of the preceding year. Dividends on preferred stock at 6 per cent were \$64,554 and \$159,991.09 was appropriated to be added to reserve for redemption of the company's outstanding bonds, leaving \$454,420.27 as net surplus for the year.

The balance sheet shows totals of \$5,706,695.68, compared with \$5,574,830.29 a year ago. Current and working assets aggregated \$2,631,118.45, against \$2,514,868.88 in 1914, the gain being chiefly in the item of cash, which is \$410,741.63, against \$231,932.82 in 1914, although accounts and notes receivable, \$820,576.09, also show an increase over \$745,570.48 the year before. Inventories were \$1,399,500.73, against \$1,528,965.58.

Fixed assets, including plants and real estate are appraised at \$3,022,274.07, against \$3,019,718.12 in 1914.

Current and accrued liabilities are given as \$224,890.38, the reduction in contrast to \$256,997.71 in 1914 being principally in notes payable, \$39,830, in comparison to \$120,172.50 the previous year. Accounts payable were \$98,960.57, against \$74,231.21, and accrued liabilities were \$86,099.81, against \$62,594.

Capital liabilities show no change in outstanding capital stock, comprising \$1,075,900 or 6 per cent cumulative preferred and \$2,000,000 of common.

Surplus and reserves, \$981,105.30, compares with \$791,932.58 in 1914. The company's business is described as in normal volume, with the outlook for 1916 much more favorable than a year ago.

PAINT COMPANY PROSPERS.

Business of The Acme White Lead & Color Works, Detroit, is reported to have shown a steady increase in volume for each month of the current year. From unofficial sources it is intimated the business of the company to May 1 shows a gain of about 50 per cent in volume over its best previous year, without any additional capital expenditures. The executive management of the company, anticipating a shortage of material, some time ago made provision for the company's requirements to an extent that has enabled it to handle its increased business satisfactorily. Those in touch with the company's affairs believe it will show for the current year a very substantial increase in profits over any previous similar period.

0007-SWP-043199

0007-SWP-000126355

DRUGS, OILS AND PAINTS

Further Investigation of the Anomalous Dispersion of China Wood Oil.

By Dr. C. D. HOLLEY.

In the February issue of *DRUGS, OILS AND PAINTS*, the writer presented certain data obtained in the laboratories of the Acme White Lead and Color Works on the Anomalous Dispersion of China wood oil as furnishing a rapid method for determining the purity of this oil as well as ascertaining the percentage of adulteration in impure oils.

Unfortunately, several typographical errors appeared, which somewhat impaired the clearness of the article. In Tables I, IV and V the phrase "by rotation" should be changed to read "by weight." Also in Table VI, numbers 10 and 11, the phrase "with linsed" should read "with China wood."

All of the vegetable and animal oils so far examined gave "turning points" with a standard sample of China wood oil within the limits of 14 to 17, that is, when 14 per cent. to 17 per cent., depending on the particular oil in question, was added to China wood oil it caused the inverted (anomalous) spectrum to return to its normal position. Petroleum products also came within the above limits when the comparison was made by volume instead of by weight.

Rosin and the products derived therefrom, however, proved to be notable exceptions, as they gave abnormally high turning points and, as stated in the preceding article, the writer believed these products should receive further investigation. This phase of the subject has now been examined and the results obtained are herewith presented.

VOLATILE OILS FROM OLEO-RESINS.

The examination of the various distillates obtained in the naval stores industry gave results in accord with those obtained with the vegetable oils and were in close agreement with each other.

TABLE I.
Turpentine and Pine Oils.

No.	Product	Sp. Gr. 25°C.	Acid No.	Turn. Point 25°C.
1.	Gum Spirits	0.869	Trace	14.0% by weight
2.	Yellow Pine Oil	0.855	0.5	14.7
3.	Red Pine Oil	0.858	0.5	15.1

Making the comparison on the basis of volume instead of weight, the "turning point" of spirits of turpentine becomes 15 per cent. instead of 14 per cent.

ROSIN OILS.

In the preceding article a "turning point" of 24 was given for rosin oil, however, as rosin oils vary greatly in constitution, it was assumed that the turning point would fluctuate somewhat, approaching the normal point with very low acid oils and increasing to nearly that of rosin (31) with highly acid rosin oils. Five rosin oils from different sources were obtained and examined.

TABLE II.
Rosin Oils.

No.	Specific Gravity 25°C.	Acid Number	Turning Point 25°C.
1.	0.985	71.9	22.9% by weight
2.	0.990	71.3	22.8
3.	0.990	74.5	23.0
4.	0.996	34.1	21.7
5.	0.991	51.3	24.0

Number 5 was a kidney oil of medium body, the other oils were of rather heavy body, except No. 4, which was of medium body.

These oils are not as sensitive in influencing the turning point as the vegetable oils, additions of 1 per cent. having less effect than one-half of 1 per cent. of the oils previously examined. It is evident from a study of the above table that there are other factors which influence the turning point more powerfully than the acid value. To determine this more definitely, rosin oil No. 2, having an acid value of 71.3, was treated with enough alkali to remove the bulk of the acid, and the resulting soap removed by careful washing, the resulting oil had a specific gravity of 0.943 at 25°C. and an acid value of 10.0 and gave a turning point of 21.0 as against the original turning point of 22.6. If, however, the comparison be made by volume, we obtain 20.8 as against 21.5 or an agreement practically within the limits of experimental error, showing that the removal of the acid did not materially affect the turning point.

DAMAR AND ESTER GUM.

The acid values and turning points of these gums were determined in conjunction with another sample of W. W. rosin.

TABLE III.
Damar and Ester Gum.

No.	Product	Acid No.	Turning Point 25°C.
1.	Batavia Damar	22.8	23.9
2.	Singapore Damar	22.5	23.5
3.	Batavia Gum	71.9	23.9
4.	W. W. Rosin	100.0	25.5

The spectrum of the Singapore damar was rather indistinct and the above turning point should be considered only as approximate. It is to be noted that the conversion of rosin into an ester gum having only one-half the original acid value produced only an insignificant change in the turning point.

ALBANY, ORE.

G. N. Malm, factory man from the Acme White Lead & Color Works, made a visit to Albany for the purpose of demonstrating the qualities of the company's products. Hulbert-Olging Hardware Company carry a complete line of Acme products.

Comments of the Trade.

T. R. Brisley, manager of the Acme White Lead & Color Works, Portland, Oregon, writes as follows, upon receipt of the 1916 "Clean Up and Paint Up" book. "I think that a general distribution of this book among paint dealers and paint salesmen would have a tendency to educate us all to the deep merits of the 'Clean Up and Paint Up' campaign and eventually arouse more genuine interest in the movement."

A. H. Sconberg, of the Acme White Lead & Color Works, Salt Lake City, writes: "I am highly pleased with the effective arrangement and general contents of the 1916 campaign book. I have written to a good number of my friends urging them to get into the game and will do anything I can to further the cause."

E. B. Sovereign, sales manager of the Pittsburgh branch of the Acme White Lead & Color Works, recently gave a lecture on the manufacture of paints, varnishes and finishes before the faculty and students of the Carnegie Tech Trades Schools.

Neal to Head Truck Company. Thomas Neal, of the Acme White Lead & Color Works, Detroit, and vice-president of the General Motors Company, will be president of the Signal-Commerce Motor Truck Company, organized for the purpose of consolidating the Signal Motor Truck Company and the Commerce Motor Car Co. The new company will offer a complete line of trucks ranging from three-fourths of a ton to five tons' capacity.

Meeting of Southern California Paint Club.

The annual outing and election of the Southern California Paint, Oil and Varnish Association was held at Venice, July 29. Annual reports were presented by President H. G. White, Acme White Lead and Color Works; Secretary A. J. Tweedy, of the Tweedy Company; Treasurer M. B. McNulty, Mathews Paint Company. Membership in the club was applied for in behalf of the E. G. Judah Company, represented by Mr. William Hunter. Newly elected officers for the coming year are:

President, A. J. Tweedy, the Tweedy Company; vice-president, C. H. Winkelman, Bass-Hueter Paint Company; secretary, T. F. F. Hartnell, Patten Paint Company; treasurer, M. B. McNulty, Mathews Paint Company; executive secretary, Frank Reed, Pacific Paint, Wall Paper & Art Goods Trade; member National Board of Control, H. G. White.



In Pittsburg's Business World



Mr. E. B. Sovereign, who is sales manager of the Acme White Lead & Color Works, was born in Erie, Pa. His boyhood days were spent in Lower California. He has the education of an art school graduate and has followed up his education by his business experience in various positions with the Orchard City, Calif., and with Dodge Bros. Co. He has been in the paint business for over 10 years.

Mr. N. A. Runyan, manager in charge of the Cincinnati branch of the Acme White Lead & Color Co., is pointing with pride to the fact that the annual visit of inspectors of the Ohio Fire Prevention Association, which is made in Cincinnati following the Paint-up and Clean-up campaign, found his place in first class condition and that he received a clean bill of health.

Mr. Albert E. Cole, of the Acme White Lead & Color Works, East Boston, reports that the good old town in which he lives, and which he loves so well, and for which he has done so much, Salem, is fast building up after the great fire, and quite attractively and satisfactorily. Mr. Cole, being of a rather practical turn of mind and not given to platitudes, did not state that Salem is rising, phoenix-like, from the ashes, for which we tender him our heartfelt thanks.

Manager, N. A. Runyan, of the Acme White Lead & Color Co., has been actively engaged of late, with his force, in rounding up the ample business in sight, as retailers are buying in better volume than for some time. Mr. Runyan was in Eastern Kentucky recently, and is now covering West, Kentucky and Indiana.

PAINT PICNIC.

The Pittsburgh Branch of the Acme White Lead & Color Works held its first annual basket picnic on Saturday, July 1. This picnic was composed of all the employees of the Pittsburgh Branch, including the sales force, office force and shipping room force and their families. The usual baseball games, foot races, etc., were enjoyed to the limit.

One of the recent additions to the Acme White Lead & Color Works sales force on the Pacific coast is Mr. Billings, formerly connected with the same concern in Chicago. Mr. Billings says the Pacific Coast "looks good to him."

N. A. Runyan, manager of the Cincinnati branch of the Acme White Lead & Color Co., has been covering his territory out of Cincinnati, including Western Kentucky and Southern Indiana, and reports that jobbers in the sections which he has visited have ordered in handsome quantities for spring business. Prosperity is very much in evidence everywhere, Mr. Runyan says, and his customers are getting their share of it.

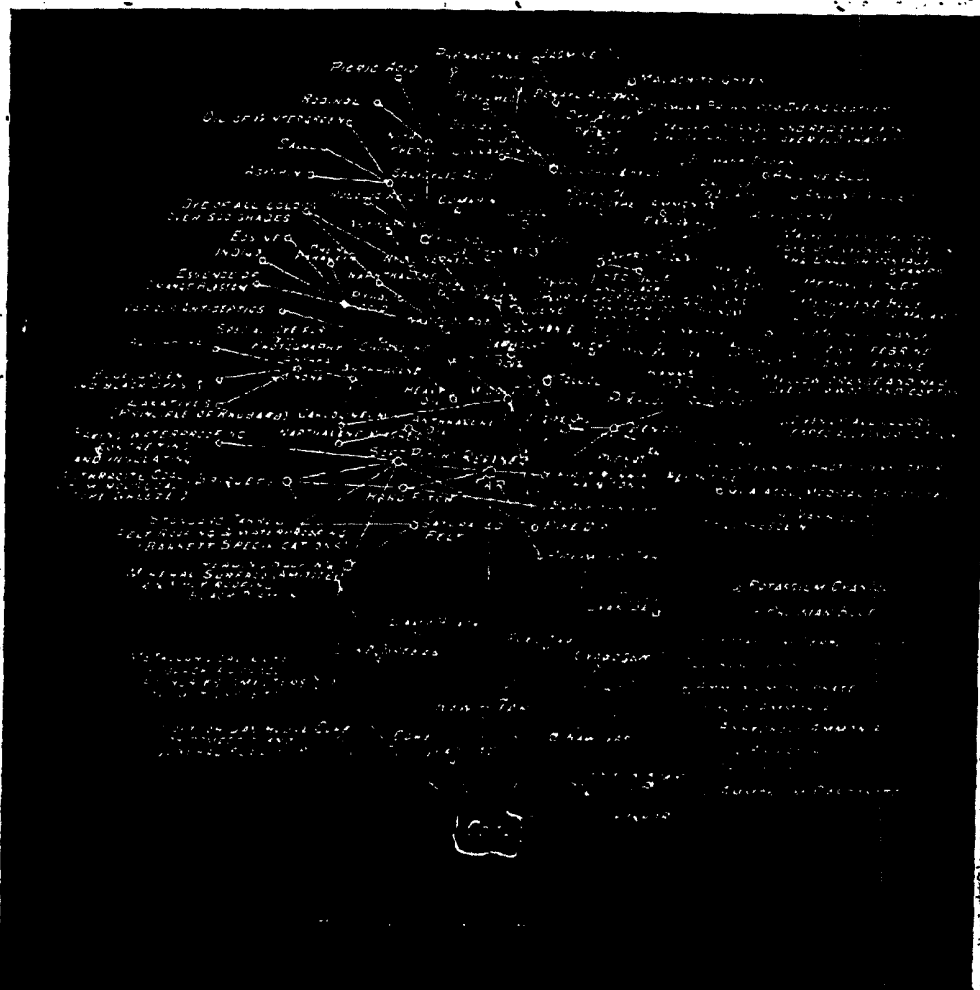
The Sherwin-Williams Co. has finally decided to have a downtown establishment in Cincinnati, and last week leased the south half of the Southeast corner of Sixth and Main Streets, for a five-year term. The location is an excellent one, and the neighborhood is liked by paint concerns, as the Acme White Lead & Color Co. and the Wilson Paint & Glass Co. are in the same block, with Richmond Bros. around the corner and two Foy stores within a block.

0007-SWP-043201

Coal Tar Tree

An Analysis of Coal Tar in English for the Layman

The foregoing illustration was prepared by John C. Austin of Los Angeles and forwarded to us by H. G. White, manager of the Los Angeles branch of the Acme White Lead Color Co. It will be found to be very comprehensive and at the same time comparatively simple and easy to understand. Instead of giving all the difficult technical names, easily understood general expressions are used indicating the colors and uses of the chemical derivative. The white lines indicate the logical method of derivation and the relation of the different products to each other and the chart also shows the actual commercial uses of many of the products.



0007-SWP-043202

Composition of Chinese Wood Oil.

By Dr. C. D. HOLLEY and J. P. ROSENTHAL.

Chinese wood oil is composed essentially of the glycerides of elaeomargaric and oleic acids. The glyceride of oleic acid exhibits normal dispersion only and in admixture with the elaeomargaric glyceride acts solely as a diluent. Therefore the "turning point," that is the point when the dispersion ceases to be anomalous and becomes normal, as discussed in the preceding articles, depends on the amount of olein present in the oil, it being assumed that the oil is pure.

Cloez¹ was the first to investigate the ratio of oleic and elaeomargaric acids in the fatty acids of Chinese wood oil, reporting 24 per cent. oleic and 72 elaeomargaric acids. Kametaka² found 14 per cent. olein and 86 per cent. elaeomargaric glyceride. Fahrion³ concluded that the fatty acids of wood oil contain 10 per cent. olein, 2 to 3 per cent. saturated fatty acid glycerides and the balance elaeomargaric glyceride.

Ware and Schumann⁴ from the results obtained by the potassium soap and light break methods, as well as from crystallizing out the elaeomargaric acid, concluded that the percentage of elaeomargaric glyceride

1. Comp. rend. 81 (1875) 82 (1876).
2. J. Coll. Sci. Tokyo 25 (1908), Art. 4 1-4.
3. Parb. Ztg. 12 (1912), 2418-2420.
4. J. Ind. and Agr. Chem. 2 (1913), 286, 3 (1914).

present in raw Chinese wood oil varies from 90 per cent. for the darker to 94 per cent. for the light-colored oil. The standard oil used in their investigation had a turning point of 15.5, and was reported on as containing 10 per cent. olein.

Shipments of Chinese wood oil from importers, who purchase from first hands in the primary markets and test each lot before accepting, have during 1913, 1914 and 1915 given very uniformly 15.5 for the turning point. This may be explained by the fact that the various lots as purchased were settled and aged together in large tanks and any existing individual differences disappeared in the resulting blend. It is also possible that climatic conditions were very similar, and therefore the oil as obtained did not vary appreciably in composition. It is to be understood that shipments during the years above referred to were obtained essentially from nuts grown during the preceding years.

During the last two to three months shipments have ceased to show this uniformity of composition. Their behavior in the varnish kettle has shown them to be, either distinctly below average or far superior to any Chinese wood oil received during recent years. Likewise their turning points have shown marked variations from the normal of 15.5, and varied consistently in accordance with the behavior of the oil in the

Of eight shipments recently examined three gave turning points varying from 12 to 15, and in each case a high acid value was also obtained, varying from 6 to 7. The five remaining shipments gave abnormally high turning points, four being between 20.5 and 21 and one 19. Each of the five shipments had a low acid value, varying between 1.5 and 2.1.

The action in the varnish kettle of each of the three shipments above referred to was decidedly unsatisfactory. They were very slow in developing the desired "body," and difficulty was experienced in obtaining a uniformly standard "body." The writers do not believe that the unsatisfactory behavior of these oils can be accounted for wholly by the small percentage of adulteration (0.5 per cent. to 3 per cent.), considered to be present, but is also partially due to the high acid values. That high acid values exercise a strong influence on the heat treatment of the oil may be seen from the following table, Schumann having ascertained that the free acid present in Chinese wood oil is essentially oleic acid.

TABLE I—BROWNE TEST WITH CHINESE WOOD OIL (TURNING POINT 21) IN ADMIXTURES.

No.	Composition.	Time.
1.	Chinese wood oil, T. P. 21	8 m. 23 sec.
2.	" " " " + 10% oleic acid.	11 m. 47 sec.
3.	" " " " + 10% olein.	9 m. 53 sec.
4.	" " " " + 10% soya oil.	10 m. 9 sec.
5.	" " " " + 15% soya oil.	10 m. 35 sec.

It should be noted that one of the abnormally high turning point oils was used in these experiments. The apparatus and procedure were in accordance with that prescribed by the Am. Soc. for Test. Materials and was checked against the pure sample tested by the Sub-Committee III in 1915, the writers obtaining 17 m. against the average of 10 m. and 49 sec. reported by the committee. The sample containing 10 per cent. commercially pure oleic acid required nearly 2 m. longer to gel than did the mixture containing 10 per cent. commercially pure olein. Further experimentation has shown that at lower temperature the retarding effect of a much smaller percentage of oleic acid is very pronounced.

The writers believe that Chinese wood oils having an acid value exceeding four should receive an especially careful examination and if accompanied by a turning point of less than 15.5, will be found to be very slow in the kettle and therefore unsatisfactory. The time required to gel by the Browne test with the three unsatisfactory oils indicated a much greater adulteration than was found to be present, due presumably to the retarding action of the free fatty acids.

Olein and oleic acid affect the turning point to a somewhat greater extent than the vegetable oils as may be noted from the following table.

TABLE II—TURNING POINT OF CHINESE WOOD OIL (STANDARD) WITH OLEIC ACID AND OLEIN.

No.	Kind of Oil.	T. P. by Weight.	T. P. by Volume.
1.	Linseed oil	15.5	15.6
2.	Olein	13.1	13.4
3.	Oleic acid	12.0	12.6

Low acid Chinese wood oils giving a turning point of 21 against 15.5 for the usual commercially pure oil must therefore contain approximately 5 per cent. less of olein; that is, their indicated composition is 95 per cent. elaeomargaric glyceride and 5 per cent. olein as against 90 per cent. and 10 per cent. for the average oil. As would naturally be expected, these high turning point oils are exceedingly rapid in their action in the kettle, and more than the usual amount of care must be exercised in their manipulation, but properly handled they produce varnishes of superior quality.

It is at once evident that such oils permit extensive adulteration without its being detected by the usual heat tests. For instance, table I shows that 15 per cent. soya bean oil can be added, and the gel point be well within the limit of time of 12 m. as provided in the Am. Soc. for Test. Mat. Specification for Purity of Raw Chinese Wood Oil.

The fallacy of the Browne test for determining extensive adulteration is again shown in Table III with a Chinese wood oil having a turning point of 19.

TABLE III—BROWNE TEST WITH CHINESE WOOD OIL, T. P. 19.

No.	Kind of Oil.	Time.
1.	Chinese wood oil, standard (T. P. 15.5)	11 m. 10 sec.
2.	Chinese wood oil T. P. 19	10 m. 0 sec.
3.	Chinese wood oil (T. P. 19 + 10% linseed oil)	11 m. 45 sec.
4.	Chinese wood oil (T. P. 19 + 15% linseed oil)	13 m. 30 sec.

The writers do not undertake to explain this recent influx of high turning point Chinese wood oils. It is, of course, possible that the oil obtained from the nuts grown last year may, because of the abnormal climatic conditions that prevailed, be of superior quality, but whatever hypothesis may be advanced the varnish trade should investigate systematically this phenomenon and revise the specifications in such directions as may be necessary in order to take full advantage of present and future opportunities for securing pure oil of the highest quality.

0007-SWP-043203

TWO MOTOR TRUCK COMPANIES UNITE

Makers of Signal and Commerce Cars Form New Corporation.

Thomas Neal and W. E. Parker Are to Be Active in Concern; Output is to Be Extended.

The Signal-Commerce Motor Truck company, manufacturer of the Signal motor truck, have been merged into the Signal-Commerce Motor Truck company. The new company is incorporated in New York state with 600,000 shares of no-par value. The stock will be underwritten by 15 members of the Detroit Stock Exchange who think the proposition will be over-subscribed. The Signal-Commerce Motor Truck company is wholly a Detroit corporation and its officers will be Detroit men. Thomas Neal, formerly president and later chairman of the board of directors of the General Motors company, and now vice-president of that company, will be chairman of the new corporation's board and will direct its policies. Some of the other directors will be Myron Neal of the Acme White Lead & Color Works, W. E. Parker, of the Mexican Crude Rubber company, Arthur H. Eahl, Thomas J. Bosquet of the Astor Insurance company, and W. K. Hoskins of Chicago. Several other men prominent in Detroit banking or automobile circles, also are to be directors.

Output of the company will be extended. The combination brings together two organizations manufacturing a complete line of trucks. From a small light delivery truck of less than a ton to heavy duty trucks of five tons. Each company is said to have shown a substantial profit during the last 12 months.

It is the intention to make material additions to the plants now owned by the Signal Motor Truck company and to remove the manufacturing business of the Commerce company from Mackia and Solway avenues to the Signal company's plant at 515 Commonwealth avenue. Capitalization of the Signal Motor Truck company was in the neighborhood of \$1,000,000 and that of the Commerce Motor Truck company \$1,250,000.

Details of the report that other motor truck companies would be included in the combination is made by Emmet L. Sprague, investment broker, who also says the report that the two organizations had been merged into a \$1,000,000 concern is incorrect. Mr. Sprague says it is understood the stock of the Signal-Commerce Motor Truck company will be offered for subscription on a when and as it is issued.

It is understood that the corporation will be an S corporation and the Signal Motor Truck company will be increased to 1,000,000 shares. The corporation is to extend the output to include light delivery trucks, and heavy duty trucks.

NEAL IS HONORED AGAIN

Detroit Is New Vice-President of General Motors.

Thomas Neal, Detroit business man who succeeded W. C. Durant as president of the General Motors company in 1919, when eastern bankers took over management of the corporation and was held of the company several years, is again filling an executive position. Mr. Neal was elected vice-president recently to fill the vacancy created by the retirement from the directorate of Henry W. Clark, president of the First & Old Detroit National bank, of Detroit, who was the last representative of the banking interests to withdraw from the General Motors board. After retiring as president about two years ago, Mr. Neal continued his connection with the company as a director and as chairman of its board and the executive committee.

7-29-16

NEAL LEAVES DIRECTORATE

Thomas Neal has retired as a director and vice-president of the General Motors company, which leaves him free to give more careful attention to the affairs of the recently organized Signal-Commerce Motor Truck company, of which he is president. Richard H. Collins, of Flint, sales manager of the Buick Motor company, has been elected a director of the General Motors company to succeed Mr. Neal. W. C. Durant, president of the General Motors company, while in Detroit Friday, announced that E. Verlinson, has been made general manager of the Olds Motor works, of Lansing, a subsidiary of the General Motors company.

12-26-16

MRS. CATHERINE DAVIES DIES ON HER BIRTHDAY

Complications arising from a fall in which she suffered a fractured hip, resulted in the death Monday of Mrs. Catherine Davies, 323 Iroquois avenue. Mrs. Davies was just 31 years old, passing away on her birthday, Dec. 26. Born on the island of Anguilla, North Wales, Mrs. Davies came to Detroit in 1875 and resided here to her death. She is survived by one daughter, Mrs. Thomas Neal, and two sons, Daniel Davies of Columbus, O., and William L. Davies, president of the Acme White Lead & Color works. Burial will be from the residence, 323 Iroquois avenue, Wednesday afternoon.

12-26-16

DAVIES—December 21, 1916, at her home, 323 Iroquois avenue, Catherine Davies, daughter of Mrs. Thomas Neal, died at 10:30 a.m. Burial will be from the residence, 323 Iroquois avenue, Wednesday afternoon.

Acme Hood and Fender Enamel

The Acme White Lead and Color Works, Detroit, Mich., has recently developed an air-drying enamel for use on automobile hoods and fenders. It can be used advantageously, the company states, in refinishing marred spots on axles, brake drums, spring clips and similar surfaces.

This enamel is designed to be used by the automobile owner himself. It is entirely practical, the company states, for the almost inexperienced man to secure good results in refinishing hoods and fenders, or in retouching marred spots, even though he does not feel competent to attempt the fine finishing of the body.

Acme auto hood and fender enamel is put up in easy-opening cans in 1-qt., 1-pt. and 1/2-pt. sizes. Each can bears complete directions for use. The enamel is furnished in black only.

Detroit Times
12-18-16

ACME EMPLOYEES RELIEF BOARD NAMES OFFICERS

In the annual election of the Employees' Relief association of the Acme White Lead & Color works, the following officers were elected: President, M. K. Averill; vice-president, Ivor James; secretary and treasurer, G. R. Larkins; directors, R. J. Irwin, John Rhode, R. M. Nelson, J. L. DeLorma, Bryon Neal.

The officers have been formally installed. A. E. Cole, general manager of the Boston factory of the Acme, delivered an interesting address on Boston's industrial conditions at the installation ceremonies. Mr. W. Neal, secretary and treasurer of the Acme White Lead & Color works, spoke briefly on general financial conditions.

Detroit Journal
12-18-16

AVERRILL HEADS ASSOCIATION. The Employees' Relief association of the Acme White Lead & Color works has elected M. K. Averill president for the next year. Other officers are: Vice-president, Ivor James; secretary and treasurer, G. R. Larkins; directors, R. J. Irwin, John Rhode, R. M. Nelson, J. L. DeLorma, Bryon Neal.

0007-SWP-043204

The Acceptability of Linseed Oil.*

By C. D. HOLLER.

The Specifications for the Purity of Raw Linseed Oil (Serial Designation: D 1-13),** as adopted by the American Society for Testing Materials, relate to the purity of the oil only and are not intended to cover the question of quality, as this phase has not as yet received the final consideration of the linseed oil committee. The writer believes that the further investigation of this problem is not only highly desirable, but very necessary, as the question of quality is at the bottom of nearly all the trouble the paint manufacturer has in securing acceptable linseed oil for use in paints for public service corporations and the various railroad systems. The thoroughness with which these corporate interests examine their

paint purchases is increasing yearly, and the gap between what the paint manufacturer is obliged to accept as raw linseed oil and what the various corporations will permit to go into the paint used by them is increasing each year.

The basis of this trouble is the condition of the oil as received by the paint manufacturer and contracting painter, as regards lack of age and the frequent presence of large quantities of "foots." A large producer of linseed oil recently admitted to the writer that his normal procedure was to ship the oil as soon as it left the filter

presses, no time being allowed for settling or aging and a comparison of oils from several producers indicates that this manufacturer was not alone in following this practice.

The writer does not wish to be understood as stating that serviceable paint for many purposes cannot be made from oil containing appreciable amounts of "foots," for he knows that such paints are made daily. What the writer particularly wishes to emphasize is, that the paint manufacturer is not permitted to sell such paints to the leading railroad, public service and other corporations, who purchase according to specifications.

The following specification requirements are typical of an almost innumerable number that the paint manufacturer is called upon to meet. The New York, New Haven and Hartford Railroad Company requires that the oil used in their paints must "have a pale yellow color . . . be well clarified by settling and age . . . must not contain more than 1 per cent. of "foots." Similarly, the Southern Pacific Railroad Company requires "oil of a pale yellow color, well clarified by settling and age . . . must contain less than 1 per cent. of "foots" by volume when 100 c.c. is allowed to settle in a graduated cylinder for 24 hours at room temperature." The Baltimore and Ohio Railroad Company's specifications require that the "oil must contain less than 1 per cent. "foots."

The Atchison, Topeka and Santa Fe are more stringent in their requirements: "the linseed oil must be pure raw linseed oil free from "foots." The Pennsylvania Lines require that the oil must be "as free as possible from "foots and well clarified by settling and age." The Michigan Central requires among many other things that the oil used "shall be drawn from settling tanks in such manner that the "foots and other albuminous matter contained in it shall not exceed 1 per cent."

The Navy Department requires that the oil used shall "be well-settled linseed oil, perfectly clear, and not show any deposit of "foots when heated for one-half hour to a temperature of 103 to 105 deg. C." Likewise the purchase specifications of the Quartermaster Corps, U. S. Army, require that the oil used must be perfectly clear at 60 deg. F. and not show any deposit of "foots when heated to 212 deg. F.

The city of New York specifications state that the oil used in the paints purchased shall be heated to 65 deg. C. and allowed to stand in a graduated cylinder for 24 hours at a temperature not lower than 20 deg. C. and that not over 2 per cent. of the material shall separate out. The city of Pittsburgh adheres to the Navy Department specifications as given above.

A large producer of white lead in oil, in order to meet the requirements of the trade, has found it advisable to supply his own oil put up in sealed packages and lay particular emphasis in their circulars that this "linseed oil is clear, bright, well

settled and free from "foots."

Not only is the paint manufacturer barred from "foots in corporation paints, but the recent investigations of Gardner on house paints are causing various state paint and oil officials to regard the question of "foots in a serious manner, as indicated by the following excerpt from the Oil Report for 1915, Pennsylvania Department of Agriculture, Bulletin 274, page 10: "According to H. A. Gardner, excessive amounts of mucilaginous and albuminous matter contained in linseed oil, commonly called "foots," is unfit for painting purposes, as these "foots usually contain micro-organisms which . . . affect the life of the paints

using oil containing an appreciable amount of in which such oils are used." Also the experiences of several of the prominent contracting painters with "foots oils" lend further weight to the seriousness of the situation and the necessity of seeking a suitable means that will bring the oil producer, the paint manufacturer and the paint user together on a basis of common agreement.

The receipt of several shipments during the past year of raw oil containing abnormally large quantities of "foots, with the factory and sales troubles resulting therefrom, caused the writer to seek a suitable method of comparing the relative amounts of "foots in different raw oils. Nothing was found in the chemical literature that was of material assistance, and the measurement schemes, as given in the various specifications already referred to, were not sufficiently definite to be satisfactory. Finally the following procedure of treatment of the oil with phosphoric acid was developed, and gave results of practical value for comparing the "foots present in various oils and especially for determining whether the oil was aged sufficiently to stand inspection in specification paints:

One hundred cubic centimeters of the linseed oil, well shaken, are introduced into a short small-neck 500-c.c. flask, brought to a temperature of 30 deg. C., 100 to 105 c.c. syrupy phosphoric acid (sp. gr. 1.710 to 1.5 deg. C., equal to 85 per cent. acid) previously brought to 30 deg. C. are added and the mixture thoroughly agitated for 1 minute, allowed to stand for 1 minute and 150 c.c. of petroleum naphtha (sp. gr. 0.755 to 0.758) added and the contents of the flask again agitated for 1 minute. The flask is then connected by a short rubber tube (approximately 2 inches long) to a flask of 110 c.c. capacity, the neck of which is graduated to 10 p.c. in tenths, and the larger flask supported in an inverted position. The phosphoric acid collects in the lower or graduated flask, the "foots forming a definite layer on top of the acid in the graduated neck. The temperature should be maintained between 30 and 35 deg. C. A preliminary reading may be made at the end of 1 hour and the final readings at the end of 3 hours and after standing overnight.

At the prescribed temperature and with the stated strength of acid, the "foots easily collect in a compact mass. Lower temperatures and weaker concentrations of the acid cause trouble in the separation and retard the gathering of the "foots into compact masses. Under uniform conditions of operation, an oil direct from the filter press will give a volume reading of 3 per cent. and upwards, while a tanked oil, suitably aged, gives only 0.1 to 0.3 per cent.

Table I gives a comparison of aged and unaged oils.

Table II gives results of tests on oil shipments as received. Using lampblack as the pigment two paints of brushing consistency were prepared, one the vehicle. The paints were brushed as evenly with oil No. 9 and the other a well-aged oil for as possible on sheets of carefully cleaned glass and allowed to dry at room temperature. The paint made with the aged oil required 7 days to dry, while the paint made with oil No. 9 took 9 days.

Table III shows the effect of aging on the volume of "foots. After having been aged at room temperature (70 deg. F.); as stated, oils Nos. 1, 3 and 6 were chilled to -15 deg. C. for several hours. When brought to room temperature again they were perfectly clear and remained clear after having been heated to 103 deg. C.

There may be raw oils that are difficult to classify by means of this test, but no such oils have been obtained so far by the writer, and those already examined represent numerous shipments from all of the leading crushers.

The writer regards this as a comparative method only for determining whether a raw linseed oil is well clarified and suitably aged or not, and for the detection of abnormal quantities of "foots and a relative means of numerically expressing the amount present. The problem of just where to draw the line of demarcation as to the amount of "foots allowable, is one that demands

careful and extended investigation and cannot be answered in this paper, which aims to deal with the subject in a preliminary way only and to point out the difficulties that confront the paint manufacturer in marketing his products.

TABLE I.—COMPARISON OF AGED AND UNAGED LINSEED OILS.

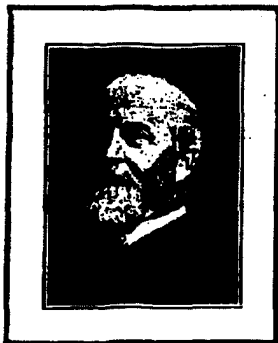
Oil No.	Kind of Oil	Volume of "Foots," Percent in 3 hr.	Volume of "Foots," Percent Overnight.
1.	Direct from filter press	4.8	2.5
2.	"	4.5	2.2
3.	Aged 4 weeks at 70 deg. F.	0.2	0.2
4.	"	0.1	0.1
5.	"	0.1	0.1
6.	"	0.2	0.2
7.	"	0.1	0.1
8.	3 months	0.1	0.1
9.	"	0.1	0.1
10.	"	0.1	0.1

TABLE II.—TESTS OF OIL SHIPMENTS AS RECEIVED.

Oil No.	Kind of Oil	Volume of "Foots," Percent in 3 hr.	Volume of "Foots," Percent Overnight.
1.	Raw Linseed Oil	1.8	0.8
2.	"	2.5	1.2
3.	"	2.8	1.5
4.	"	0.4	0.2
5.	"	0.5	0.2
6.	"	1.1	0.5
7.	"	2.2	1.2
8.	"	1.2	0.5
9.	"	1.4	0.7
10.	"	1.2	0.5

TABLE III.—EFFECT OF AGING ON VOLUME OF "FOOTS.

Oil No.	Time of Aging at Approximately 70 deg. F.	Volume of "Foots," Percent in 3 hr.	Volume of "Foots," Percent after Aging.
1.	2 weeks	1.8	0.5
2.	"	2.5	0.8
3.	"	2.8	1.0
4.	"	0.4	0.2
5.	"	0.5	0.2
6.	"	1.1	0.5
7.	"	2.2	1.2
8.	"	1.2	0.5
9.	"	1.4	0.7
10.	"	1.2	0.5



H. KIRKE WHITE
Born May 26, 1889
Died September 23, 1916

IN MEMORIAM

Mr. H. Kirke White, whose death occurred Saturday, September 23rd, was associated with our company practically since its inception.

The end came quietly but rather unexpectedly after a full rounded life, much of which contributed to the founding of the present Detroit's industrial development.

Mr. White was, until two years ago, vice president and a director of the Acme White Lead and Color Works, at which time he retired from active business life. Of his large and varied connections none held for him a closer interest than our company which he often referred to as having first discovered "in a little dingy room out Grand River Avenue many years ago." His kindly counsel and wise judgment influenced in no small way the policies of our company which have made for its growth and progress. Our loss is distinct and keenly felt. We have taken leave of more than a business associate. He was our advisor, a real friend.

Our officers, who were to him "his boys," the Sales Department and the Employees of the company extend formally their sympathy to the bereaved family, and take this opportunity of indicating their sentiment on the occasion of the passing of one who has done so much for them as he whom we pause to respectfully remember at this time, Mr. H. Kirke White.

Henry K. White, who from 1886 to 1913 was vice-president of the Acme White Lead & Color Works, died suddenly in Detroit on September 23 while on a visit to his old home town. Although not taking any active part in the affairs of the company in the last few years, he has always retained his interest.

NEW PAINT FACTORY IN KANSAS.

Wichita has been selected as the home of the only paint factory in the southwest. The Kansas Paint & Color Company, a corporation with a capitalization of \$50,000, has been organized and the first meeting of directors was held November 29. The factory will begin operation about Jan. 15, 1917.

Eugene Waugh, brother of M. J. Waugh, and A. L. Salter, for many years salesmen for the Lincoln Paint & Color Company of Lincoln, Neb., were responsible in a large degree for the organization of the concern. Mr. Waugh was made president of the company and Mr. Salter, vice-president. C. P. Hale, freight agent for the Missouri Pacific, was elected secretary and treasurer. George W. Robinson, president of the Security State bank, and M. E. Hiltner, a chemist of Minneapolis, are on the board of directors.

A five year lease has been taken on the building at 317 West Douglas Avenue. The factory will be located there. An addition of two stories, eighty feet in length is to be added to the building. Mr. Waugh has announced that the latest paint manufacturing machinery has been purchased from the J. H. Day Company of Cincinnati. A full line of paints and paint specialties are to be manufactured.

The plant will be under the supervision of Mr. Hiltner who will move to Wichita about Jan. 1. At present he is superintending the construction of a cyanide plant at Deadwood, S. D., for the Harriman interests. He is rated as one of the foremost chemists of the country.

Prompt action by employees prevented what might have been a serious fire in the Lincoln Paint & Color Co.'s plant in Lincoln, Nebraska, last week.

The Central Paint and Glass Co., Detroit, Mich., had a decidedly catchy varnish window. In front, on a highly varnished board, stood some half worn shoes—men's women's and children's. A sign above them declared, in large letters:

THE FAMILY SHOES

Will have a hard job destroying the beauty of varnished finish

The window was draped in black, and in the centre of the background was a large board, highly varnished, with a sign:

A Gallon Will Cover Four Hundred Fifty Square Feet, One Coat

On either side of this board were piled up pyramids of the varnish, while on a line stretched across the window were fastened a number of paint brushes of different sizes.

0007-SWP-043206

0007-SWP-000126362

Drugs Oil and Paint
Aug 9 1916

THE ANNUAL OUTING and election of the Southern California Paint, Oil and Varnish Association was held at Venice on July 29th. Annual reports were presented by President H. G. White, Acme White Lead and Color Works; Secretary A. J. Tweedy; Treasurer M. B. McNulty, Matthews Paint Company. The following officers were elected: President, A. J. Tweedy; vice-president, C. H. Winkelman, Bass-Huetter Paint Company; secretary, T. F. F. Hartnell, Patten Paint Company; treasurer, M. B. McNulty, Matthews Paint Company. Executive secretary, Frank Reed, Pacific Wall Paper and Art Goods Trade. Member National Board of Control, H. G. White, Acme White Lead and Color Works; delegates to National Convention, A. J. Tweedy, M. B. McNulty.

The club is now starting on its third year, which promises to be one of continued progress. During its initial two years the club has had a very strenuous career and many times it seemed as if it was fighting a losing game, but thanks to the loyalty of some of the members and their faith in the work of the National Association, the membership has stood its ground. Constructive activities have been carried through and others begun which promise to make the present the most successful year in its history. This year's list of officers, like those of last year, are representative of leading concerns and with the list of new members and the program outlined by the various committees there is no reason why the membership cannot be doubled within the next few months. The report of Frank Waldo, chairman of the Membership Committee, read by Mr. Tweedy, presented special analysis of the Pacific Coast and Southern California conditions and stated the important conclusion that manufacturers and jobbers in this territory must work under a policy of live and let live that is broader than anything of the sort worked out by our trade in eastern territory.

American Paint Journal
2-5-17

A. A. Farrel of the Acme White Lead Co., Detroit, was in Kansas City, calling on the trade. He said prospects for a big spring business were very good.

WILL MAKE PAINT HERE

Kansas Paint & Color Company
 Chartered for \$50,000 and
 Leases Schwartz Building

Wichita has been selected as the home of the only paint factory in the southwest. The Kansas Paint & Color Company, a corporation with a capitalization of \$50,000, has been organized and the first meeting of directors was held yesterday. The charter was received Tuesday. The factory will begin operation about Jan. 15, 1917.

Eugene Waugh and A. L. Salter, for many years salesmen for the Lincoln Paint & Color Company of Lincoln, Neb., were responsible in a large degree for the organization of the concern. Mr. Waugh was made president of the company and Mr. Salter, vice-president. C. P. Hale, freight agent for the Missouri Pacific, was elected secretary and treasurer. George W. Robinson, president of the Security State bank, and M. E. Hiltner, a chemist of Minneapolis, are on the board of directors.

A five-year lease has been taken on the F. J. Schwartz building at 217 West Douglas avenue. The factory will be located there. An addition of two stories, thirty feet in length is to be added to the building. A new plate glass front also will be installed. Twenty-five people will be employed. Mr. Waugh said last night that the latest paint manufacturing machinery has been purchased from the J. H. Day company of Cincinnati. A full line of paints and paint specialties are to be manufactured.

The plant will be under the supervision of Mr. Hiltner who will move to Wichita about Jan. 1. At present he is superintending the construction of a granite plant at Deadwood, S. D., for the Harriman interests. He is rated as one of the foremost chemists of the country.

"It is a mystery to me why a paint factory is not established in Wichita," said Mr. Waugh. "There is not one in Kansas. Neither is there such a factory in Oklahoma or Texas. Therefore, we believe Wichita offers great opportunities at this time. Our territory will embrace all of Kansas, Oklahoma, New Mexico, Colorado and Color Works, Missouri, Nebraska, Iowa and Wisconsin."

Wichita Journal
12-26-16

MRS. CATHERINE DAVIES.

Mrs. Catherine Davies, 218 Inwood avenue, died Monday in her home on the 31st anniversary of her birth. Some time ago Mrs. Davies fell fracturing her hip. She never recovered from the accident. Mrs. Davies was born on the island of Anglesey, North Wales, and came to Detroit in 1871, living here until death. She was married by one husband, Mrs. Thomas Neal and two sons, Daniel Davies, of Columbus, O., and William L. Davies, president of the Acme White Lead and Color Works. Funeral services will be held in the cathedral at Mrs. Thomas Neal, 28 Broadway, at 2 o'clock Wednesday afternoon.

Wichita Journal
12-1-17

ACME EARNS \$1,148,365

Directors Aim to Increase Asset Value of Common Stock

Thomas Neal, vice president and chairman of the finance committee of the Acme White Lead & Color Works, states in a statement of contribution to the annual report of the directors for the year ending November 29, 1916: "To determine the asset value of the common stock and place the company on an even basis, it is proposed that it may establish a permanent dividend policy for all time in the form of the directors. The net earnings for the year are given as \$1,148,365.50 from which a reserve of \$150,000.00 was appropriated to adjust the merchandise inventory to a pre-war basis, leaving a balance of \$997,365.50."

Mr. Neal's supplementary statement places the book value of the company's common stock at \$17.50 per share. The company's balance sheet shows totals of \$1,017,182.00, with current and working assets of \$1,740,460.57; current and accrued liabilities of \$141,733.41 and reserves and surplus aggregating \$1,235,229.62.

Wichita Journal
12-31-16

ACME WHITE LEAD CO. EARNINGS \$1,148,365

Net earnings of the Acme White Lead & Color Works for the year ended Nov. 29 were \$1,148,365.50, according to the annual report just issued. The company has \$1,017,182.00 six per cent cumulative preferred stock and \$1,000,000 common. Of the net earnings a reserve of \$150,000.00 to adjust inventory to a pre-war basis was established, leaving \$997,365.50 for bond interest, preferred dividends, reserves and surplus.

Wichita Journal
1-2-17

In addition to the two per cent dividend declared by the Detroit Iron & Steel Co., payable Jan. 15, an extra dividend of four per cent will be paid on the common stock at the same time. The annual meeting of stockholders of the Acme White Lead & Color Works will be held January 15 at the company's office in Detroit.

Wichita Journal
4-12-17

VARNISH THORN WORN AND SHABBY PLACES

—Adv.
 "Has someone," asks E. A. from Old Monroe, "written a parody on 'Brighten the Corner'?"

0007-SWP-043207

MATINEE

Cranberry Bog Theater

At BOOMPRISE SUBS

Walter Russel Presents

"AN UNMASQUE"

Featuring Doc Gilman's Eye-Openers

Book by Alex. MacPherson

Music by W. H. Murphy

September 14th, 1916

3.45 P. M.

Dramatis Personæ

In the Order of their Disappearance

George G. Booz

Bloomfield Barbour

Henry B. Packard

Madame Swimmer

A Perfect Stranger

Limousine Hussars

Coryphees

E. D. Stair

Jeremiah Dwyer

Henry Ford

George William Moore

Emory W. Clark

Algernon, Chester,

Harold and Percival

Maud, Ruth, Pearl, Neva,

Violet and Queenie

SMOKE IF YOU LIKE

Remember the Mann Act!

Special Dances Arranged by Eber W. Cottrell

Stage Mason

Electrician

Shoes

Costumes

Wigs

Cosmetics

Tights

Saxophones

Albert A. Albrecht

Alex. Dow

by Morgan & Wright

by Detroit Oak Belting Co.

by A. Hair

by Acme White Lead & Color Works

by Walker, Stroh & Goebel

by American Blower Co.

Mr. E. B. Temple, manager of the San Francisco branch of the Acme White Lead and Color Works, together with Ray Farrell and Wm. A. Stark, two of his assistants, are motoring around Southern California for a few days. They have just returned from visiting the San Diego Exposition, and are now spending a few days at Long Beach before commencing the return trip.

What might have resulted in a very disastrous fire occurred in the local factory of the Acme White Lead and Color Works. Fire started on the fourth floor of the building, but the sprinkling system soon had the blaze under control, and only nominal damage was done which was fully covered by insurance.

9-10-16

Mr. R. H. Stephens, assistant treasurer, and C. S. Neal, Superintendent of the Acme White Lead and Color Works, are taking a few weeks off from the busy times they are having in Detroit, visiting the various plants on the coast. Mr. Neal says that Southern California does not receive the proper advertisement as a summer resort.

0007-SWP-043208

Druggists' Paint
Nov. 1916

Prussian Blue.

By C. D. HOLLAY and J. P. ROSSARS.
 In the February issue, 1916, of DRUGS, OILS AND PAINTS, J. E. Heckel published an improved method of determining the iron content of Prussian blue. Having occasion to examine several Prussian and Chinese blues made by different manufacturers, this method was given precedence and was found very satisfactory. In comparison with the older method, it was found that chlorate oxidized blues offered no difficulty by either method. Chrome oxidized blues, however, yielded to the treatment prescribed by Heckel much more satisfactorily than by the older method.

In some instances it was found advisable to make trial reductions with the stannous chloride before making the reduction on which the analysis was based, as the color change from pale yellow to pale green is very difficult to observe. The solution should therefore be as concentrated as possible when the stannous chloride is added, in order to make the end point easier to observe.

The following analyses may be of interest, showing the variations which occur in the iron content of Prussian and Chinese blues as produced by different manufacturers.

Table No. 1, Prussian Blue.

No.	Per cent. Iron.
1	34.7
2	33.4
3	37.1

No. 3 was a soda blue, the other two were potash blues.

Table No. 2, Chinese Blue.

No.	Per cent. Iron.
1	38.0
2	36.4
3	37.7
4	37.4

The first three were potash and the fourth soda blues.

Both soda blues did not reduce to a clear green color; a trace of yellow remaining, making it impossible to determine the proper amount of stannous chloride to be added. To overcome this difficulty a trial sample was treated as prescribed by Heckel up to the point where the stannous chloride was to be added, and 25 cc. of the usual clearing solution (manganese sulphate, phosphoric and sulphuric acids) then added instead, which served to destroy the yellow color due to iron. Using this solution as a guide for determining the color end point, another sample was reduced by stannous chloride in the usual manner.

Sheet Trade Press
1-17-17

ACME COLOR WORKS GAINS IN BUSINESS

Reserve of \$760,431.70 Is Created to Adjust Inventory to Pre-War Basis.

To increase the asset value of the common stock and place the company on a sound footing that it may establish a permanent dividend policy for all time is the aim of the directors, says Thomas Neal, vice-president and chairman of the Finance Committee in a supplementary contribution to the annual report of the directors of the Acme White Lead & Color Works for the year ending November 30, 1916.

The company's net earnings for the year are given as \$1,755,353.95, from which a reserve of \$760,431.70 was appropriated to adjust the merchandise inventory to a pre-war basis, leaving a balance of \$237,321.25 for interest on bonds, dividends on preferred stock, reserves and surplus.

With the surplus of \$451,420.25 carried over from November 30, 1915, the balance is increased to \$688,741.50. Deduction for bond interest was \$85,135 and \$99,275, representing cost of bonds purchased and retired, was transferred from reserve, increasing the balance to \$504,331.25. From this was appropriated \$44,844 for dividends on the preferred stock, \$111,000 for reserve for redemption of bonds, \$75,000 for reserve for retirement of the preferred stock and \$66,400 for general reserve, leaving a balance of \$207,032.25 on November 30, 1916.

In his supplementary statement, Mr. Neal places the book value of the company's common stock at \$27.35 per share, and says if the reserve of \$760,431.70 for inventory adjustment were added in arriving at the book value of the common stock would be increased to \$71. The company's business increased approximately 25 per cent during the year. Of the company's bonds outstanding, Mr. Neal says it has contributed to place the company in a sound financial condition during the period of money stringency and remains outstanding \$1,425,000, against which is a reserve of \$110,000.

The company's balance sheet shows totals of \$6,037,548.83, with current and working assets of \$2,700,000, current and accrued liabilities of \$31,124.1, and reserves and surplus aggregating \$3,236,424.72.

Sheet Trade Press
1-17-17

ACME EMPLOYEES' DANCE Paint Works Relief Association Gives Complimentary Event

Employees of the Acme White Lead & Color Works were entertained Saturday evening at a complimentary dance given under the auspices of the Acme Employees' Relief Association. The dance program was complete with 11 numbers and several extras and for those who did not care for dancing a progressive poker party was arranged. Eleven hundred tickets were distributed among the Acme employees who filled the ball room of the Odd Fellows Temple, 1000 Broadway, and Brush Building, 1000 Broadway, and Brush Building, 1000 Broadway.

Sheet Trade Press
2-17-17

ACME EMPLOYEES' DANCE Paint Works Relief Association Gives Complimentary Event

Employees of the Acme White Lead & Color Works were entertained Saturday evening at a complimentary dance given under the auspices of the Acme Employees' Relief Association. The dance program was complete with 11 numbers and several extras and for those who did not care for dancing a progressive poker party was arranged. Eleven hundred tickets were distributed among the Acme employees who filled the ball room of the Odd Fellows Temple, 1000 Broadway, and Brush Building, 1000 Broadway, and Brush Building, 1000 Broadway.

0007-SWP-043209

Paint & Wall Paper Review
1-16-17

ACME COMPANY EARNINGS.

Thomas Neal, vice president and chairman of the finance committee of the Acme White Lead and Color Works, states in a supplementary contribution to the annual report of the directors for the year ending November 30, 1916: "To increase the asset value of the common stock and place the company on so sound a footing that it may establish a permanent dividend policy for all time is the aim of the directors."

The net earnings of the company for the year are given as \$1,148,365.95, from which a reserve of \$760,431.70 was appropriated to adjust the merchandise inventory to a pre-war basis, leaving a balance of \$387,934.25.

Mr. Neal's supplementary statement places the book value of the company's common stock at \$37.50.

The company's balance sheet shows totals of \$6,027,843.03, with current and working assets of \$2,740,409.97; current and accrued liabilities of \$241,783.41 and reserves and surplus aggregating \$1,385,359.62.

1-24-17

LINCOLN PAINT CO. HOLDS CONVENTION.

The Lincoln Paint and Color Company held its annual salesmen's convention in Lincoln Thursday to Saturday, January 4-6. Over thirty of its traveling representatives were present from all parts of the west.

Plans were outlined by General Manager A. S. Dougall, for a large extension of the company's business for the coming year. A number of new men have been added to the force, new territories will be invaded and the Lincoln brand established in many new fields. This company has just closed one of the most successful years in its history, showing a large increase in volume over previous years.

The program covered discussions of sales methods, advertising, practical demonstrations and many subjects of interest. The meeting closed with a banquet at the Lincoln hotel.

Acme White Lead & Color Works
December 1916

A fair increase of business was secured the past year by the Acme W. L. & Color Works, and anticipate a better year in 1917.

Paint & Wall Paper Review
1-16-17

Among the paint men of prominence who are visiting Southern California at this time are Mr. McMurtry, of the McMurtry Manufacturing Co., Denver; Stone Neal, of the Acme White Lead & Color Works; Mr. Carpenter, of the National Lead Co., St. Louis; Mr. Kohler, of Kohler-McLister Paint Co., Denver. There are others too numerous to mention.

0007-SWP-043210

Drugs, Oil and Paint
January, 1917

Handbook
1917

Chinese Wood Oil

By Dr. C. D. Holley and J. P. Roberts.

The writers have had occasion during 1916 to test numerous samples of Chinese wood oil submitted by various concerns who were either using or contemplated using the shipments from which the samples were taken. The number of adulterated samples found was unusually large, indicating a much larger quantity of adulterated oil on the market than formerly. This may be accounted for by the prevailing high price and scarcity.

Samples and shipments that were acceptable were found to be very uniform in quality, giving "turning points," i. e., showing an abnormal dispersion, of 20 to 21, which is considerably higher than for the three preceding years. This feature has been discussed in our earlier articles, but whether the superiority of this oil in 1916 was due to nature, or to a more careful selection by the importers who were aware that a rapid, accurate test was now available to the discriminating buyers, is a debatable question. These high "turning point" oils properly handled have been found in practice to be far superior to the lower "turning point" oils of the three years previous. Knowing the "turning point" and the acid value, the behavior of the oil in the varnish kettle can be calculated with considerable accuracy, which is a highly important consideration with the varnish manufacturer.

The "turning point" method as worked out by the writers for determining the purity of Chinese wood oil is therefore much more satisfactory from a practical standpoint than the Browne or other heat tests. In fact, the writers have shown that 15 per cent. adulteration can be added to Chinese wood oils they have examined, and still be within the acceptable limits of the Heating Test (Browne's method) as adopted by the American Society for Testing Materials under Specification D, 12-16, for Purity of Raw Tung Oil.

The improved quality of the oils received last year (1916) and the development of an adequate method of analysis, i. e., of putting a numerical value on the variations in quality, raised the question as to the existence of still better grades of Chinese wood oils, that is, oils having "turning points" in excess of 21 and approaching the turning point of the pure eleostearic glyceride, which, according to the writer's investigations, lies between 25 and 25.5 at 25°C.

Through the courtesy of E. E. Ware several samples of oil were obtained directly from the primary Chinese merchants themselves, in the local districts where the oil was produced and under conditions that obtained any chance of willful adulteration. The oils were put up in sealed tins. The following table gives the results obtained with these oils.

Table No. 1		
No.	Acid Value.	Turning Point 35° C.
1	7.3	23.6
2	2.5	20.3
3	3.7	23.9
4	7.6	22.3
5	1.4	24.9
6	6.6	22.3
Average		23.0

With one exception (No. 2) these oils were of higher quality than any hitherto examined by the writers. No. 5 with a "turning point" of 24.9, was very close to the theoretical purity. The various practical tests to which these oils were subjected indicated that they were of exceedingly superior character for varnish making.

A comparison of three of these oils, with an average 1916 oil and average 1913 to 1915 oil by a slightly modified Browne heat test is given in following table:

Table No. 2			
No.	Oil.	Turning Point.	Acid Value.
1	1913-15	15.8	2.0
2	1916	20.5	2.3
3	Special	23.6	7.3
4	Special	23.9	3.7
5	Special	20.5	2.5

This heat test was practically the same as the Browne test, the quantities of oil used, the size of the tubes and the degree of immersion being the same, but with a bath containing eight quarts of oil, maintained at a uniform heat of 232°C throughout the test.

The tests again confirm the data presented in the writer's earlier articles, that with the acid value remaining constant, the time required for gel formation varies inversely as the turning point, and with the turning point remaining constant, the time varies directly as the acid value. It is therefore evident from the above and from a large number of other practical tests that the behavior of Chinese wood oil in the varnish kettle depends to a considerable extent on the acid value and to a greater extent on the turning point.

From the data presented herewith, together with the facts stated in our previous articles, and from numerous personal communications, it is evident that discriminating buyers now receive a much better grade of Chinese wood oil than formerly; that still better grades exist, and that the approved methods of testing, as per the specifications adopted by the American Society for Testing Materials above referred to, are inadequate, as they permit the classification of an oil as pure when of very inferior quality, or permit extensive adulteration, on the basis of oil now being received and oil known to exist in commercial quantities.

Acme 1917 Selling Plan

The Acme White Lead & Color Works, Detroit, Mich., has recently sent out a pamphlet describing the 1917 spring paint selling helps for dealers in Acme "Quality" paints, enamels, stains and varnishes.

The first link in the chain of advertising consists of an attractive window trim lithographed in striking colors, together with a folding display card. Link No. 2 is a large cloth banner 12 ft. long and 3 ft. wide printed in bright and attractive colors. It can be used across the doorway or along the shelving. The third link is a painter's cap which carries the dealer's name in a prominent position. Link No. 4 is an attractive mailing card that is sent out over the merchant's own name to a selected list of prospective paint buyers furnished by the merchant. A special form is furnished to the merchant on which these names can be written. Then following link No. 4 is a second mailing card that is sent to the prospective paint buyer about 10 days after the first one. Link No. 6 is a series of attractive newspaper advertisements. Link No. 7 consists of a series of four lantern slides, link No. 8 of a metal sign lithographed in four colors, link No. 9 a gummed sticker giving the merchant's name and address in connection with the Acme "Quality" trademark.

One page of this pamphlet tells how to plan an advertising and selling campaign with the 1917 spring paint selling helps and the last page tells how to order these sales assistants. The company has provided a book of coupons showing and describing each one of the features. The coupons are in duplicate and one copy is to be retained by the merchant as a memorandum. The merchant is required to sign each coupon for each feature that he desires. This is an excellent plan that works to the advantage of both the manufacturer and the merchant. The manufacturer is relieved of the expense of sending costly advertising matter that will not be used, and the merchant receives only such material that he can use to advantage.

Another valuable selling help is the "Acme Painting Guide Book." The purpose of this book is to give general instructions in as simple and understandable a manner as possible covering the uses of the various finishes. This permits the dealer to pass on to the intended user the information that is necessary to make the application of the various products an entire success. It is a text book which dealers are urged to place in a convenient position for ready reference. By referring to it a great many of the innumerable questions that are asked regarding the proper methods and material can be answered promptly. It contains 72 pages and is beautifully illustrated and printed.

0007-SWP-043211

Paint. Cl. & News Review
March 1917

Commercial Linseed Oil

What Determines Its Quality—
Methods of Testing

By Clifford D. Holley, Ph. D.

Before the International Association Master Painters' Convention, New Haven, 1917

I have been asked to discuss commercial linseed oil, a subject familiar to all of you.

You have been buying linseed oil for a great many years and the big question is, are you getting the kind of oil you should get?

The people who know the most about linseed oil are naturally the ones who produce it. *They know what linseed oil should be.*

This is proven by an advertisement I saw recently in one of our leading trade papers. After naming the brand of oil this advertisement proceeds to state:

This linseed oil is "Pure"—"Well Settled"—"Free from Foots."

"The kind you ought to buy."

Gentlemen, I have never seen a more comprehensive or clearer statement of what linseed oil should be, than is contained in these brief phrases and remember they were made by the manufacturer, the man who knows.

Again, permit me to quote from a pamphlet issued by another linseed oil manufacturer who makes a specialty of selling his oil in sealed packages. This "*linseed oil is clear, bright, well-settled and free from foots.*"

Having ascertained the standard set up by the oil manufacturers themselves, let us see what the careful, discriminating buyers of linseed oil, such as the public service corporations and the various railroad systems have to say.

New York, New Haven & Hartford Railroad requires that the oil used in their paints must "have a pale yellow color—be well clarified by settling and age—must not contain more than 1 percent of foots."

The Atchison, Topeka & Santa Fe are more stringent in their requirements; "the linseed oil must be pure raw linseed oil free from foots." The Pennsylvania lines require that the oil must be "as free as possible from foots and well clarified by settling and age." The Michigan Central requires among many other things that the oil used shall be drawn from settling tanks in such manner that the foots and other albuminous matter contained in it shall not exceed 1 percent.

The Navy Department requires that the oil used shall "be well-settled linseed oil, perfectly clear, and not show any deposit of foots when heated for one-half hour to a temperature of 103 to 105 deg. C." Likewise the purchase specifications of the Quartermaster Corps, U. S. Army, require that the oil used must be perfectly clear at 60 deg. F. and not show any deposit of foots when heated to 215 deg. F.

The Department of Commerce, Light House Service requires that the "oil must be absolutely pure. It must be thoroughly settled, light in color, free from suspended matter at 60 deg. F. and have the properties of a well aged oil."

Gentlemen, under what specifications do you buy the oil you use? According to my experience, the oil manufacturer says here it is, take it or leave it. If you tell him you want linseed oil according to the specifications I have quoted, he will laugh at you.

The paint manufacturer with well equipped laboratories and experienced chemists, is in a better position to obtain a more uniform and satisfactory grade of oil than the master painter and yet the company with which I am connected was obliged to install 350,000 gallons of additional linseed oil tankage 3 years ago in order to properly settle and age their oil and free it from foots and I judge other paint companies have done the same.

The expense of testing and handling linseed oil, the cost of installing a large and expensive storage equipment, the interest on the investment represented by the oil in storage and the loss resulting from the removal of the foots, very materially increases the cost of the oil used by the paint manufacturer and it is therefore unfair

to compare the cost of the oil used in the high grade mixed paints on the same basis with the oil ordinarily used by the master painter in preparing his paint from white lead in oil.

Doubtless the linseed oil manufacturer will tell you there is no difference between the oil he sells the paint manufacturer in tank cars and the oil he sells or jobs in barrels which is what the painter uses.

I will cite you an instance which came under my own observation during the past year. Another paint company had a contract with one of the prominent linseed oil companies to furnish them in tank car lots. Because of delayed shipments, this company was allowed to draw on this same oil company's local warehouse for oil in barrels. The tank car shipments were of average quality as to the amount of foots present and well inside the accepted limits as to acid value. The oil in barrels was so heavily loaded with foots and

so high in acid that this company did not dare use it except in their cheapest goods. This did not happen once, but several times.

The gap between what the paint manufacturer and master painter are obliged to accept as raw linseed oil and what the various corporations will permit to go into the paint used by them is increasing each year.

The basis of this trouble is the condition of the oil as received by the paint manufacturer and contracting painter, as regards lack of age, the frequent presence of large quantities of foots, which may or may not be infected, and other impurities which impair the value of the oil.

Some months ago I asked a very good friend of mine who is actively engaged in the manufacture of linseed oil, the following questions:

1. What causes dark colored oil?
2. Why are there more foots in linseed oil now than there formerly were?

3. What other causes tended to produce poor oil?
His reply to the first question was that dark colored oils and oils that had an abnormal yellow staining power, as may be sometimes observed in white paints freshly applied, are produced by overheating the meal before the oil is pressed, causing an excess of coloring matter to pass into the oil; also from pressing flax-seed containing black or blighted seeds caused by the improper handling of the flax before threshing, and from seed that has been harvested when green or immature, in which case a distinct greenish color was usually observable.

His experience led him to believe that any increase in the amount of foots was due to an attempt to squeeze more than the normal amount of oil out of the press cake and shipping the oil before it was properly settled and aged. This latter feature was confirmed by another large oil producer, who admitted that his usual procedure was to ship the oil as soon as it left the filter press, no time being allowed for settling or aging, and according to the tests I have made this manufacturer was not alone in following this practice.

My friend hesitated somewhat at the third question, as to the other causes of poor oil, stating that he did not wish to be misunderstood, as he was not prepared to say how universal the following practice was or give any intimation as to who might be doing it, but various oil companies bought screenings and in addition to their own, pressed them and according to his information, added the impure oil thus obtained to their regular run of oil and ground as much of the pressed screenings into their linseed meal as they could and barely keep within the guarantee under which they sold their meal. He stated that such a procedure was usually very profitable to the oil manufacturer as screenings were worth from \$1 to \$1.5 net ton and the meal \$30 to \$40 per ton. My own investigations and the analyses I have seen of the linseed oil meal, indicate that this is not an uncommon practice.

Furthermore, the presence of pigeon grass and other similar seeds which contain a considerable percentage of a wax-like substance is detrimental, as this so-called wax is soluble in the hot oil and may not separate until after the final filtering, when the oil is shipped.

I clearly recall attempting to make a clear toned chrome green paint with an oil which subsequent examination showed contained this wax and a leopard never had more spots on it than came out on this paint after it was applied.

The recent investigations of Gardner on house paints are causing various state paint and oil officials to regard the question of foots in a serious manner, as indicated by the following excerpt from the Oil report for 1915, Pennsylvania Dept. of Agriculture, Bulletin 374, page 10: "According to H. A. Gardner, excessive amounts of mucilaginous and albuminous matter contained in linseed oil, commonly called foots, is unfit for painting purposes, as these foots usually contain micro-organisms which affect the life of paints in which such oils are used." Also the experiences of several of the prominent master painters with foot oils lent further weight to the seriousness of the situation and the necessity of seeking a suitable means that will bring the oil producer, the paint manufacturer and the master painter together on a basis of common agreement.

Last September in the *Journal of Industrial and Engineering Chemistry*, Gardner states, "sufficient tankage is not always available to the oil crusher and therefore the raw oil is often marketed immediately after it has been produced. In the writer's opinion (that is Gardner's) such oil is not fit for use in high grade paints and paint grinders should demand a better product."

0007-SWP-043212

Paint, Oil and Drug Review
March 1917

I heartily agree with Gardner, for I have had samples submitted to me by numerous concerns who buy in considerable quantities, during the past two years, which if truly representative of the shipments from which they were taken, should never have been used in any paint.

The progressive paint manufacturer realizes the seriousness of the situation and endeavors to store his oil so that it will be properly settled and aged and freed from foots before using it in his paints. In other words he does what the oil manufacturer should have done but did not do.

Gentlemen, when you want a first class linseed oil, where are you going to get it? Can you depend on the claims of those who market linseed oil in sealed packages and in barrels for the trade? Some of the poorest oil I ever examined I took from the original packages which I had purchased from local dealers to determine how such oils compared with what we were using in our mixed paints.

The receipt of several shipments, a little over a year ago, of raw oil containing abnormally large quantities of foots, caused the writer to seek a suitable method of comparing the relative amounts of foots in different raw oils. Nothing was found in the chemical literature that was of material assistance, and the measurement schemes, as given in the various specifications already referred to, were not sufficiently definite to be satisfactory. Finally, I developed a scheme of treating the oil with phosphoric acid which gave results of practical value for comparing the foots present in various oils and especially for determining whether the oil was aged sufficiently to stand inspection in specification paints, and for use in our house paints.

This method has been published in various trade papers devoted to the paint industry so I will not take the time to describe it except to say that the foots are collected and measured according to the volume occupied.

Some of the results obtained, however, may be of interest. Average linseed oil, fresh from the filter press gives a volume reading of 4 to 5 per cent of foots. The same oil after standing for 3 months at usual room temperature shows less than 0.25 percent and after 3 months, is seldom over 0.1 percent of foots. Some time ago I tested three shipments which gave 4.3 percent, 4.6 percent and 3.6 percent of foots, indicating that the oil had been shipped as soon as it was pressed. During the past summer, of 15 successive shipments, 4 showed 0.25 percent or less, 3 had over 1 percent and the remaining 8 were between 0.25 and 1 percent foots. Last winter the results obtained were considerably higher, over half of the shipments being between 1 and 3 percent. Samples which I received from barrels and sealed packages as handled by the jobbers and retail trade tested 4 to 6 percent by the same test.

I do not wish to be understood as saying that a satisfactory wearing paint has not been made from oil containing appreciable amounts of foots, for I know such paints have been made. I do not claim that the use of a pure, well-settled and aged oil, free from foots and therefore not liable to infection, will solve all your paint troubles, but I do claim and I am certain that the old maxim, "the better the oil, the better the job," was never more true than today. If you expect to do good work and give satisfaction to your customers, you must use good oil. To obtain good oil you will have to adopt a suitable and practical standard, safeguard it with specifications, then arrange with one or more linseed oil manufacturers to produce the kind of oil you require and have an accredited laboratory certify that the oil meets your standard. Such oil will cost you more money but I do not see how you can afford to continue using linseed oil inferior to that used by the paint manufacturer. I have shown that the oil manufacturer knows how to make good oil. I have presented evidence that you are not consistently getting good oil. I have pointed out that the paint manufacturer because of his facilities is getting a better oil and has hopes of further improvement because he is constantly demanding it and is presenting the evidence to back his claims.

Gentlemen, you have a powerful and energetic organization, you know what you want and I can see no good reason that will prevent you from getting the kind of oil you desire, provided you make your demands sufficiently emphatic, and set the machinery of your organization to work on the problem in such a manner as will assure the desired results.

Paint, Oil and Drug Review
October 31, 1917

Paint, Oil and Drug Review
12-31-17

OBITUARY.

Herman G. White.

The Acme White Lead & Color Co. has paid the following tribute to the late Herman G. White, who has been their representative in California for some years.

Our sales organization will be grieved to learn of the death of H. G. White, until recently manager of the sales department of the Acme White Lead and Color Works, Los Angeles, Cal.

Mr. White passed away on the morning of October 19th at his late residence, 1748 Vine Street, Hollywood, Cal. Although in very uncertain health for practically the entire past year, news of his demise shocked his many friends. Mr.

White was born at Piqua, Ohio, July 22, 1874. After completing his collegiate training he chose salesmanship as a field fitting his qualifications. He held several important positions in this work before aligning himself with the Acme White Lead and Color Works as sales representative in an eastern territory with headquarters at Syracuse, N. Y. His association with us dates from January 1, 1907. Possessed of a compelling personality, boundless energy and good judgment, Mr. White early proved himself equipped with the requisite managerial qualities, and after controlling a Michigan territory for a short time, he was chosen as manager of our Toledo branch. Mr. White gradually perfected a selling system at this Ohio point that enabled it to take its place among our leading branches. The personnel of his selling staff at Toledo is practically intact today, a tribute to his ability to select productive men. His last promotion was to the supervision of sales at Los Angeles, shortly following which appointment his health failed and he was compelled to relinquish active duties, although maintaining his connection with the organization and until the end showing a keen interest in his former associations.

Beloved by all, Hi Gloss, as he was familiarly and affectionately known, was the leader in any movement that he became identified with. He was among the best-informed paint men of the United States, and was in considerable demand as a speaker at various trade gatherings and local meetings. He was an officer in the Los Angeles Sales Executives Club, a member of the Paint and Varnish Association at that point, and a former member of the Paint, Oil and Varnish Club and the Builders' Exchange of Toledo.

Our company, deploring the loss of one who was devoted to its ideals, loyal to its policies, and ever the friend of those with whom he worked, extend their sympathy and condolence to his sorrowing family.

0007-SWP-043213

Domestic Chinese Wood Oil

By C. D. HOLLEY and J. P. ROBERTS

In a recent number of *Drugs, Oils and Paints*, the writers presented the results of their investigations with Chinese wood oils obtained direct from the producing sections of China and before they had a chance to pass through the customary mercantile channels. These oils were superior in quality to any commercial shipments previously examined as judged by practical tests and from their anomalous dispersions, i. e., by the "Turning Point" method as developed by the writers. The "Turning Points" obtained are herewith reproduced for comparison with domestic produced oils from nuts harvested last fall (1916).

Table I.
Chinese Wood Oils Obtained by Special Representative.

Number	Turning Point. 25° C.
1	23.6
2	20.5
3	21.9
4	22.3
5	24.9
6	22.0
Average	22.5

The domestic samples of Chinese wood oil reported on in this investigation were obtained from nuts grown in four states, viz.: Alabama, Florida, Georgia and California. The meats after the removal of the shells, were ground, heated 80° C., with nearly complete exclusion of air and the oil immediately expressed with a hydraulic press, developing 9500 pounds per square inch. Approximately 32 per cent. by weight of oil was obtained in each case. The oils were uniformly pale and did not solidify at room temperature as did two samples of domestic oil, examined about a year ago. These two samples were shipped in 4 oz. sample bottles and evidently had received considerable exposure to light (prior to their receipt and examination by the writers), sufficient to form enough "light break" to cause the oil to solidify at room temperature and therefore materially lower the Turning Point. The writers have exposed standard samples of Chinese wood oil in similar bottles to the action of light until the contents were completely solidified and found that the Turning Point had dropped about 5 units. Therefore the Turning Points of the domestic oils reported on in our earlier articles were originally several units higher.

Free Press July 27-1917

Employees of the White Lead & Color Works company have given \$2,500 for the Detroit fund and a like amount through state branches.

0007-SWP-043214

In this investigation the freshly expelled oils were thoroughly clarified in a centrifuge and put up in black bottles to avoid possibility of formation of "light break."

Shipments that were considered acceptable over a three-year period, prior to the development of the Turning Point method for judging the purity of Chinese wood oil gave a "Turning Point" of 18.5, corresponding to an elaeomargaric glyceride content of about 90 per cent. During the past year the "Turning Point" has been between 20 and 21, averaging 20.7, indicating an elaeomargaric glyceride content of 95 per cent. approximately. As closely as the writers have been able to determine 100 per cent. elaeomargaric glyceride, i. e., Chinese wood oil free from natural olein and foreign oils, has a Turning Point of 25 to 25.5.

Bearing this data in mind as well as the data contained in Table I, the results obtained with the domestic produced oils, as given in Table II present some very interesting considerations.

Table II.
Domestic Chinese Wood Oils From 1916 Crop of Nuts.

No.	Source	Color	Specific Grav.	Turning Point 25° C.	Val.
1	Georgia Exp. Sta.	Very Pale	0.908	22.4	0.49
2	Fairhope, Ala.	"	0.902	22.0	0.57
3	Ala. Bd. of Horticulture	"	0.903	22.0	0.79
4	Tallahassee, Fla.	"	0.902	23.0	0.60
5	Univ. of Califor.	"	0.908	23.0	0.46
6	P. Road, River side, Cal.	"	0.905	23.0	0.50

Excluding the California oils, the average Turning Point of the remaining four oils is 22.6, corresponding closely to the average of 23, obtained in Table I, which the writers believe is the maximum possible for commercial shipments. Practical tests indicate that these four oils are of exactly the same value and character as the genuine Chinese wood oils of Table I and therefore superior to any commercial shipments so far examined by the writers.

The two California oils are certainly abnormal. Not only do they possess low specific gravities and low Turning Points but they are entirely outside of the accepted limits of the Browne heat test, requiring nearly 15 minutes for the gel formation to take place, behaving similarly to oils adulterated 10 to 15 per cent.

To prevent the possibility of any mistake having been made, a second lot of nuts was pressed. The oil obtained corresponded in all respects to that obtained from the first pressing.

These two oils unquestionably would be unsatisfactory for commercial usage and would be considered, when judged by the usual laboratory and practical tests, as heavily adulterated.

Correspondence as to the conditions under which these nuts were grown elicited the following information:

to cause the oil to solidify at room temperature and therefore materially lower the Turning Point. The writers have exposed standard samples of Chinese wood oil in similar bottles to the action of light until the contents were completely solidified and found that the Turning Point had dropped about 5 units. Therefore the Turning Points of the domestic oils reported on in our earlier articles were originally several units higher.

In this investigation the freshly expelled oils were thoroughly clarified in a centrifuge and put up in black bottles to avoid possibility of formation of "light break."

Shipments that were considered acceptable over a three-year period, prior to the development of the Turning Point method for judging the purity of Chinese wood oil gave a "Turning Point" of 18.5, corresponding to an elaeomargaric glyceride content of about 90 per cent. During the past year the "Turning Point" has been between 20 and 21, averaging 20.7, indicating an elaeomargaric glyceride content of 95 per cent. approximately. As closely as the writers have been able to determine 100 per cent. elaeomargaric glyceride, i. e., Chinese wood oil free from natural olein and foreign oils, has a Turning Point of 25 to 25.5.

Bearing this data in mind as well as the data contained in Table I, the results obtained with the domestic produced oils, as given in Table II present some very interesting considerations.

Table II.
Domestic Chinese Wood Oils From 1916 Crop of Nuts.

No.	Source	Color	Specific Grav.	Turning Point 25° C.	Val.
1	Georgia Exp. Sta.	Very Pale	0.908	22.4	0.49
2	Fairhope, Ala.	"	0.902	22.0	0.57
3	Ala. Bd. of Horticulture	"	0.903	22.0	0.79
4	Tallahassee, Fla.	"	0.902	23.0	0.60
5	Univ. of Califor.	"	0.908	23.0	0.46
6	P. Road, River side, Cal.	"	0.905	23.0	0.50

Excluding the California oils, the average Turning Point of the remaining four oils is 22.6, corresponding closely to the average of 23, obtained in Table I, which the writers believe is the maximum possible for commercial shipments.

Acme White Lead & Color Works

The Acme White Lead & Color Works was incorporated in 1901 in Michigan. Its principal products are white lead, zinc white, red lead, lead pigments, etc. The plants are located at Hamtramck, Mich., East Detroit, Mich., Lincoln, Mich., East Detroit, Mich., and Los Angeles, Cal., and cover a total floor area of approximately 1,000,000 sq. ft. Marketing branches are located at about 15 of the largest cities throughout the country.

The company has outstanding assets of 10,000,000 of common stock, the par value of which shares being 100. In addition, there is a bonded debt of \$1,000,000 of bonds, due annually from July 1, 1921, to 1924, inclusive. Great sales for the year ended November 30, 1923, are reported as \$1,000,000, or an increase of about 15% over the previous year. Net profits reported for the year ended November 30, 1923, totaled \$1,500,000, from which there was set up a special reserve of \$750,000 to offset the depreciation inventory to a reserve fund, involving a net income of \$750,000 available for cash dividends and the five percent of stock. After allowance for interest on the funded debt, not profits applicable to the common stock were \$1,000,000, or about five times the preferred dividend requirement, leaving an amount available for the common dividend of \$1,000,000, or 10% of the common stock. The common stock has a par value of \$100, and the preferred stock has been regularly paid, but no dividend has been paid on the common stock since 1911, when the 10% rate was discontinued. The preferred stock paid in the Detroit Stock Exchange in 1923 was at 140, high at 150, and the common low at 140, high at 150.

The H. B. G. January 1915

The Acme White Lead and Color Works of Detroit installed an employees' restaurant twenty years ago and though only twelve persons were served at the opening of the restaurant, its popularity has increased since then by leaps and bounds. Owing to its reputation for food quality and its service, callers from other industries are frequent. The Company in writing to the Detroit Branch says, "It is needless to say that National Biscuit Company products are kept well to the front in our lunch-room because of their quality."



James Bond, Jr., 38 years old, died on December 19, at his home in New Orleans and was buried in Greenwood cemetery with Masonic services. Mr. Bond was for over ten years salesman for the Acme White Lead & Color Co. in and around New Orleans and had a host of friends in the paint business.

"WHY I PUSH NATIONALLY ADVERTISED GOODS"

"I am reminded of the aged but illustrative incident of the darkey peasant vendor at the circus who, in an enterprising way, lustily and incessantly proclaimed the superiority of his freshly roasted product, neatly and cleanly wrapped, with a solemn warning as to the inability of the visitor to properly enjoy the sights without them—while his less enterprising competitor alongside took advantage of the market created by echoing 'Heah, too'. Aside from the fact that most retailers prefer not to be identified with an 'echo', let me ask 'Why should the retailer push the unadvertised kind?' The advertised kind are (1) as reasonable in cost, (2) the chances are very much in favor of their being better goods than the unadvertised kind and (3) there is more money in pushing them. In stocking an advertised line of paints and varnishes I am relieved of the necessity of selling the consumer, as he is sold before he comes to me. I am relieved of the personal responsibility as to the quality of the goods—the manufacturer has vouched for them publicly in standard mediums. The education of the householder or farmer in the economic advantages of keeping buildings, barns, etc., well painted is something my equipment and capital would never permit me doing; as a consequence of the propaganda for painting regularly at the proper season, the consumers in my territory depend upon me for their supply of paints and finishes. The interest that most national advertisers take in the features that link up with their national advertising is also

an item for the retailer to consider when the non-advertiser makes an appeal to him. Their window trims, their consumer letters, the local newspaper advertising, billboard publicity, etc., all fit in with the general promotion plan and I am given a complete campaign under my own name that brings my store to the attention of the public as the headquarters for that particular brand in my territory and in a way that I could not think of doing under any other of these publicity carries with it not only the value of preserving the exterior of the building, but it hammers away at the little things, 'touch up' work, the interior of the home, and the large and ever increasing number for those specialties on which

in many cases 40 to 50 percent. As this latter class of goods is purchased largely by women who have their minds made up from the reasons set forth in the advertising they have read, I have been merchandising long enough to know that I would have slight chance of changing any woman's views by offering a brand other than the one 'she saw in the magazine'. There are, in addition to the few reasons I have given, many others that might be mentioned as to why the retailer should push the advertised brand. Simmered down, however, they can be told in two short words that mean success to the dealer, i. e., it pays."—Carl Graham, of the Carl Graham Paint & Wall Paper Co., Wichita, Kan., in American Paint and Oil Dealer.

J. H. Hatt.

The death of J. H. Hatt, manager of the Central Paint & Varnish Co., Detroit, occurred in that city on Thursday, March 7.

Mr. Hatt but a few weeks previous had returned from his vacation which he annually took during the months of January and February, and which had been spent this year in southern California. Apparently renewed and refreshed in strength, he entered upon his duties on his return with the vigor that had resulted in his attaining the position which he filled so capably to the time of his death.

He was stricken shortly after the completion of his day's duties, and while still in the neighborhood of his place of business, passing away after reaching his home.

Services were held at his late residence, 256 Euclid Avenue, West, Detroit, interment at Wauseon, Ohio, his birthplace.

Few men in the trade were better known and none more beloved than Jake H. Hatt. Originally at the head of a successful hardware business at Wauseon, Mr. Hatt became so interested in the paint branch of his business, that he entered the employ of the Peninsular Paint and Varnish Company, Detroit in 1903. With this latter company he made a brilliant record, and many friends. About ten years ago the most important recognition of his ability was accorded him in his appointment as manager of the city branch of the Acme White Lead and Color Works, known as the Central Paint and Varnish Company.

He was a member of the Detroit Paint and Varnish Club, the Rotary Club, The Red Run Golf Club, the Elks Fraternity, Detroit Matinee Club, and was an associate member of the Master Painters' Association of Detroit.

0007-SWP-043215

American Paint and Oil Dealer

August 1917

Put the Painter On Your Selling Staff

Some Views On REAL Co-Operation
With the Painter by G. N. Malm, of
Malm Bros. & Co., Lindsborg, Kansas.



THE success of any business depends greatly on volume; on the consumption of goods sold. The large volume alone makes the

small margin possible. The small output on a large profit is with us no more.

This means that all the consumers must be reckoned with, and we have found in our retail paint business that the bulk of the goods we sell is used by the painter, whether we sell to him direct or to his customer. We take pleasure in catering to the painter for his trade, as we think it worth to have—and to hold. And to hold it co-operation is absolutely necessary. Don't expect anyone to turn

you favor without proper reciprocation on your part. Human nature hasn't changed—not yet.

In co-operating with a painter the first requisite is: Get your painter! If there is not a good painter in your town or locality, see that one gets there. How? Ask the traveling salesman to look out for one. Put an ad in the trade papers, stating exact conditions and facts. Don't promise and don't exaggerate, but get your painter.

Having painter or painters in your town, you should have them in your store. Make it their headquarters; their place of business as well as your own. Be friends, real friends. This does not mean that you should treat the painter in a condescending, patronizing way, but make his interests your own. See that he prospers as well as you. Live and let live, with a little accent on the let.

What are his interests? He wants work and lots of it. Being his friend, you should serve him. Get him jobs, contracts that keep him busy and fill his bread basket. Not any kind of jobs at throat-cutting prices, but put him next to the good ones you know of. You hear of prospects every day. Keep him posted. Talk well of him to your customers. Help him along. Skillfully worked, you will in this way make him as valuable a salesman as any of your elect.

But we have found it absolutely necessary to give the painter what he wants—the material necessary for good work. We have found it to our interest as well as to the interest of the painters' buying from us to stick to one firm. When trouble comes, as it will in any paint business, it is always adjusted to satisfaction, and the painters have educated themselves up to these goods and know all about them, until they won't have anything else.

The painter is in a better position to learn all about a certain material, and generally he will tell it without modification. He'll not call the spade an agricultural implement and you get the benefit of his findings. Then we are able to keep posted on every article we handle. He knows his trade and you know your business. Put the two "knows" under one harness and see them pull.

Co-operate is RIGHT.

July 22, 1917
The Acme White Lead and Color Works defeated the other nine 15 to 12 at Rob-Lo Bat.

The Press
Aug-26-1917

Lieutenant Davies
Wed. Miss Chapman
Lieutenant Lawrence Davies, son of W. C. Davies, president of the Acme Paint Works of Detroit, and Miss Doris Chapman, only daughter of Mrs. Minnie R. Chapman of Rochester, were married at high noon Tuesday by Rev. E. R. Boech. Lieutenant Davies' room in Battle Creek training camp to prepare for aviation service about August 31.

Oct. Paint & Oil Dealer
August 27, 1917
American Paint Journal
Oct 29, 1917

Adrian D. Joyce, general sales manager of the Sherwin-Williams Company, of Cleveland, left last week for Washington to take part in a conference of a committee of paint manufacturers with army and navy officials, the conference to consider the standardization of paints and colors for equipment, etc. Other members of the committee include Thomas Neal, Acme White Lead and Colors Works, Detroit; E. W. Heath, Heath & Milligan, Chicago; W. H. Phillips Devos & Reynolds Co., Inc., Ernest T. Trigg, of John Lucas & Co., and C. S. Kennedy of Iowa Brothers Co., Dayton, O.

"HI GLOSS" PASSES ON

HERMAN G. WHITE, manager of the sales department of the Acme White Lead & Color Works, Los Angeles, Cal., passed away Oct. 19 at his home in Hollywood, Cal.

Mr. White was born at Fiqua, O., July 22, 1874. After completing his collegiate training he chose salesmanship as a field fitting his qualifications. He held several important positions in this work before aligning himself with the Acme White Lead & Color Works as sales representative in an Eastern territory, with headquarters at Syracuse, N. Y., on Jan. 1, 1907. Possessed of a compelling personality, boundless energy and good judgment, Mr. White early proved himself equipped with the requisite managerial qualities, and after controlling a Michigan territory for a short time he was chosen as manager of the Toledo branch. The personnel of his selling staff at Toledo is practically intact today, a tribute to his ability to select productive men. His last promotion was to the supervision of sales at Los Angeles, shortly following which appointment his health failed and he was compelled to relinquish active duties, although maintaining his connection with the organization, and until the end showing a keen interest in his former associations.

Beloved by all, Hi Gloss, as he was familiarly and affectionately known, was the leader in any movement that he became identified with. He was among the best-informed paint men of the United States, and was in considerable demand as a speaker at various trade gatherings and local meetings. He was an officer in the Los Angeles Sales Executives' Club, a member of the Paint and Varnish Association at that point and a former member of the Paint, Oil and Varnish Club and the Builders' Exchange of Toledo.

0007-SWP-043216