PAINT MAKING IS REVOLUTIONIZED BY NEW PROCESS

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

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

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

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

Invention of Wilson H. Rowley.

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

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

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

Product Is Superior.

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

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

"Our Buttons." 5/6

Are you proud of dear Detroit?
Are you glad you're living here?
Does your heart beat for our city.
Do you hold her beauties dear?
Do you count it home and love it,
Every inch of it? Then note:
Show your love to every stranger,
Wear her button on your coat.

If the city you were born in
Has a place within your heart,
Or the city you've adopted
In your life now plays a part;
If away from her, my brother,
Comes a lump into your throat,
And you long to see her temples,
Wear her button on your coat.

Do you travel over waters
Do you travel ever land?
Are you oft alone with strangers
On a distant foreign strand?
Would you like a tie to bind you
To your home when so remote,
Just a link 'twixt home and homeless,
Wear her button on your coat.

Yes, we have the fairest city
In this land of freedom bright;
And we have the fairest woman.
We have men of truth and might.
And we have the finest river,
On which graceful vessels float.
Are you proud of her? Then, brother,
Wear her button on your coat.

BE BRUSHED UP

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

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

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

"'In Detroit—Life is worth Living.'"

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

Park Commissioner Breitmeyer was authorized to borrow $19,000 on the appropriation for the ensuing fiscal year, to enable him to proceed with the resurfacing of the boulevard system on which a total of $28,669 is to be expended.

The petition from the Detroit Federation of Labor in behalf of the journeymen barbers, requesting that action be taken to compel the observance of the Sunday barber shop closing law, was referred to the ordinance committee.

ELECTRIC MOTTO "ABSURD"

Would Soon Make Life Cease to Be "Worth Living."

To the Editor: Permit me to enter my protest against the proposal of the Acme White Lead & Color Works, made in your Sunday edition and also by circular letter, to the effect that an electric sign bearing the inscription: "In Detroit—Life is worth living," be displayed upon the city hall each evening.

For several years the city hall bore the word "Welcome" without any appreciable effect upon the growth of the city or the happiness of its inhabitants. Finally, persistent opposition succeeded in having it discontinued.

The aim of those who are operating under the slogan "In Detroit—Life is worth living" is to aid in the growth and development of Detroit. If this motto is forced upon Detroit citizens at every turn of the road, life will soon cease to be worth living, and nothing will stigmatize Detroit more successfully as a small town than to plaster the city hall with this beautiful and absurd motto

CITIZEN

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