

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY

ACME
QUALITY

PAINTS, ENAMELS



COLORS, VARNISHES

ACME
QUALITY

DETROIT, MICH

VOL. I.

JANUARY 2, 1904.

NO. 32



F. R. DOUGALL, SALES MANAGER

The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.

Mixed Paints in the General Store.

Paints as an article of sale by general stores, hardware dealers and others, have come into increasing popularity within the past ten years. They now afford the general storekeeper an opportunity for profit, which years ago was unknown to him, because the paint manufacturers of those days did not cater to the general store trade. At the present time all kinds of goods are adapted to the general store trade, which has assumed vast proportions.

No article has grown in popularity more rapidly among this class of merchants than has ready mixed paints. A decade or so ago few general storekeepers sold ready mixed paint or any other kind of paint. Why? Because at that time the only paint they could buy was sold in rough packages and in soiled barrels that as often leaked as not. The customer was not attracted to that class of goods. They were not put up in convenient form for him to use. No wonder the sale of mixed paints was limited.

Now, all is different. The advancement made in the manufacture and marketing of paints within recent years has been notable. In fact, the ready mixed paint that the retailer now buys is on a par with the cleanest, most showy and most easily handled goods that he carries on his

shelves. For this reason, and because of the increase in general prosperity, people are now painting more generally than ever before, and the consumption of paint is increasing rapidly, which is a further encouragement to the general dealer to handle ready mixed paints.—*Paint, Oil and Drug Review.*



A. D. HOAGG

We are just in receipt of a carload order, comprising New Era Paint, Rapid Seller Specialties, New Era Varnishes, \$5.00 and \$10.00 Assortments, etc., taken by our Mr. A. D. Hoagg from our distributors, Sickels, Preston & Nutting Co., Davenport, Iowa. Keep it up, boys.

New Era Interior Flat White.

For finishing flat, or without any gloss. Is also desirable to use as a foundation or ground for New Era Interior High-Gloss White, or Neal's Enamel, Snow White. It is the best paint for this purpose ever presented. For first, or priming coat on new work, it is desirable to add, say, one pint of raw linseed oil to each gallon.

There is a tremendous demand for a Flat Finishing White for hotels, apartment houses, theatres, etc. "Take Hold and Lift."

We wish all our representatives and our distributors' representatives the compliments of the season. May they live long and prosper.

Our Southern Representatives Take Notice.

THE WORST IS OVER.

HENRY CLEWS' VIEW OF THE FINANCIAL SITUATION.

WEST SEEMS TO BE ENJOYING UNINTERRUPTED PROSPERITY.

New York, Dec. 19.—Henry Clews, in his weekly review of the stock market, says:

The upward movement in stocks received somewhat of a check this week from free realizing sales and from unsettled conditions in the steel trade. No change, however, could be detected in the undertone of the market, which has plainly improved owing to the conviction that the worst of liquidation is over and that prices must recover from the abnormally low level induced by that liquidation. A very fair recovery had already taken place, but the pace seemed too rapid to last and was confined to only a few stocks. There has been in consequence a good deal of profit-taking, also a disposition to invest in stocks, which thus far have not proportionately shared in the advance.

Affairs in the steel trade have been an important factor, not merely because of United States steel securities, but largely because of the great importance of that material in the industrial situation. Iron and steel are still the best business barometer, this industry more than any other being influenced by new enterprise and growth. As the country develops the demand for iron and steel expands also, and fortunately there are no indications of this growth being arrested; on the contrary, there is every indication that that growth is to continue for some time to come. The

WHITE CITY NEWS

chief obstacle has been that in 1902 and 1903 we were going ahead too fast. Nothing could check that record-breaking pace except prohibitive prices; hence the extraordinary high levels of prices, profits and wages. There is still a large demand for iron and steel products at a price, but not at recent figures.

Steel Trade Waiting.

There are still many important enterprises projected that will be deferred until the steel market settles down to a more normal basis. In New York city, for instance, many millions of iron and steel will be used during the next four or five years for improved transportation facilities. The same is true also in other large cities. American railroads must, too, continue heavy purchasers of steel for their modernization, which is still incomplete. A new railroad across the continent is projected in Canada, and other great works such as the Panama and Erie canals must be completed, which will impose a continued demand upon our constructive energies. There is plenty of business in sight for the steel trade, provided prices are not too high, and as soon as values become settled and nearer normal we are likely to witness a revival of activity in the steel trade, without, however, the abnormal and unwholesome profits that fostered the boom culminating a year ago. One reassuring feature is the evident willingness of labor to accept its share of reaction in this important industry. Wages had been unusually high, and it was impossible to reduce costs without imposing a share upon labor, which had enjoyed exceptional advantages. A moderate decline in wages seems likely to be accepted without the friction and hindrance that were feared, which promises well for the future. As soon as materials and wages in the iron trade get upon a reasonable level the more stable will business conditions be.

General business is fairly active for the season. Clearing house returns and railroad earnings show only slight reactionary tendencies, generally explained in the first case by lessened speculation and in the latter by smaller iron shipments. The west seems to be enjoying uninterrupted prosperity, and the South is particularly exuberant over the high price of cotton and the consequent prosperity of planters. The burden of dear cotton falls with special severity upon the mills, some of which may be forced into temporary curtailment, but the South as a whole is likely to have more money to spend in 1904 than ever before.

Salesmen In Convention.

Being requested by your worthy Sales Manager, Mr. F. R. Dougall, to write a short paper on the recent meeting of salesmen, I shall comply with his request and make it short.

On Monday and Tuesday, December the 21st and 22nd, there was held in the library a meeting of about 15 or 20 of the well groomed and good natured representatives of the Acme White Lead and Color Works, besides 5 or 6 new representatives. The main object of the meeting was to give the new men some idea of Acme Quality goods and Acme Quality ways and means of doing business.

Mr. Davies opened with an address of welcome, and in the course of some well-directed remarks, laid especial stress on the importance of representatives having not only a thorough knowledge of our various lines of goods, but the prices, both list and net, on the tongue's end. This in my mind being one of the greatest factors in the work of a salesman, as it gives the customer, whether he be old or new, the confidence that he is dealing with a man who is up-to-date and representing a concern whose products are in constant demand. To look up your catalog for every item would seem to imply a poor market.

Mr. Neal gave a lengthy address on our facilities for doing business, giving a history of the concern from its birth, 20 years ago, until today, and setting forth the details of each department in such a manner as to impress not only the novice, but old timer, with the magnitude of the Acme White Lead and Color Works.

Mr. A. M. Woodward gave in his usual fluent style a minute account of the ways and means adopted by the Acme in advertising and promoting the sales of Acme Quality goods. This address called for a good many talks by the representatives on the importance of seeing that advertising matter is properly distributed and displayed. Herein lies a wide field in which a salesman has ample opportunities to display intelligence and judgment, as advertising, judiciously used, not only adds to the reputation and knowledge of the goods, but also creates such a demand for same that half the battle is fought for our representative and his usefulness to his firm enhanced. In connection with shipping advertising matter to a customer it is up to the salesman to see that same is displayed and not committed, as a great deal of it is, to some place where the public fail to see it, or else to its last resting place under the counter, doing no good whatever.

Making promises to either old or prospective customers was another item

which commanded attention. Always realize that promises made by representatives are practically made by the firm, as they depend on their traveling representatives to act for them, placing them as it were in the position of limited partners, consequently it behooves the salesman to be careful in his promises, and once a promise is made be sure that same is fulfilled in a thoroughly satisfactory manner.

Tuesday was given over to practical demonstrations of Acme goods by Mr. Frank Neal, superintendent of the Experimental department, during the course of which many items of interest were explained, especially facts, etc., in connection with our fine and up-to-date varnish department.

Commencing with a display of the various gums used in the manufacture of New Era varnishes, their origin, composition and uses, Mr. Neal led his listeners right down the line, explaining the manufacture and use to which each varnish should be put, treating the subject in such a masterly manner as to receive the thanks of old and new alike.

A tour of the plant under the guidance of Mr. F. R. Dougall and Mr. F. Neal, who were thus enabled to show the men how our products were handled, commencing at the crude material until the finished article was ready for the consumer, was the concluding part of the program, and each and all felt that in going out all over the country pushing the line that they were selling goods which were without doubt "Acme Quality."

S. L. MCC

Troy, N. Y., December 24, 1903.

It becomes our sad task to announce to our friends the sudden death of our esteemed salesman, HORACE G. VELSEY, which occurred on the morning of Wednesday, December the twenty-third.

For more than twenty years he has represented our house as traveling salesman in northern New York and Vermont, and during these years of faithful service he has, by his integrity of character and diligent attention to his work, won the respect and confidence of all those with whom he came in contact, as has many times been made evident by the kind words spoken of him that have come to us from all sides.

Through his death we feel keenly the loss of a man whom we regarded as a friend, as well as a trusted employee, and we wish in these few lines, to show our appreciation of his worth, and pay a tribute of respect to his memory.

JOHN L. THOMPSON, SONS & CO.

ED. NOTE—The White City loses a very good friend, one who has shown his friendly feeling towards the Acme White Lead and Color Works upon more than one occasion.

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY



PAINTS, ENAMELS



COLORS, VARNISHES



DETROIT, MICH

VOL. 1.

JANUARY 9 1904

NO. 33



F. H. DOUGALL, SALES MANAGER

The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.



I. D. WILSON

We are in receipt of a large car-load order of paint sent in by our Mr. I. D. Wilson, from our distributors, Burhans & Black Co., of Syracuse N. Y.

In looking for new fields you might be able to interest some of the wholesale carpet and curtain houses in Davies' Varro-Floor-Stain. While the matter was taken up with the leading carpet house here without any success, there are, however, a goodly number of the retail stores that carry oil cloth and floor varnishes, and there are no doubt a number of the wholesale houses that could be made to see the possibilities of trade in this line. In connection with this Mazolene would work in very nicely.

J. J. M.



ALF. R. KELLY

Alf. has just sent us in another large order from our distributors, the W. E. Little Paint Co., of Los Angeles, Cal. The W. E. Little Paint Co. never orders in less than car-load lots. This order looks as though it may take a couple of cars to hold it.

To Our Representatives.



We have just perfected a *new red* for our line of Wagon and Implement Paints. It is the handsomest red you ever saw. The tone is very brilliant. You can safely test these goods against any line of competitive carriage paint and win out every time. Those of our boys who have been in Detroit during the holidays have pronounced it A A 1. Those of you who have not as yet seen the goods had better send in for a demonstrating can of the goods *at once* and be prepared to give the trade a practical demonstration of the desirability of Acme Wagon and Implement Red.

Orland, Ind., Dec. 24, 1903.
Acme White Lead and Color Works,
Detroit, Mich.

We considered our paint department a dead letter until two years ago, when we were persuaded to put in the *New Era* Paint. Now we have the paint trade of the town. Our experience has proven that it is a paint that can be sold year after year with satisfaction to the consumer and profit to the dealer. Our past season's business has been very satisfactory, and we expect a good one next year. We hope you are in similar circumstances.

Very truly yours,

W. J. CASE.



E. R. HOAG

Another car-load order from Ed. This one is to be shipped our distributors, the Bard Hardware Co., of Reading, Pa. The Bard Hardware Co. is among our most enthusiastic distributors and is building up a fine business on *New Era*.

Bad Axe, Mich., Dec. 24, 1903.
Acme White Lead and Color Works.
Detroit, Mich.

Gentlemen:—In wishing you the compliments of the season we wish to thank you kindly for the attentions given us the past year, which have helped us to so materially build up a nice paint trade.

Very truly yours,

THE WRIGHT-FREMONT CO., LTD

WHITE CITY NEWS

I wish to say a few words in reference to the two-day convention held last week at the factory. In my opinion some very good points were brought out at this meeting. I believe that we got in closer touch with each other and talked more real practical methods than at the larger convention held a year ago. One reason for this, the talks were made upon the spur of the moment in answer to questions brought up from time to time by the new, as well as the old salesmen. Mr. Davies, I think, brought out a very important point, viz., do not use your catalog, and advised each and every man to get the contents of our catalog at his tongue's end, and when asked for quotations not to be compelled to refer to the catalog at all in quoting a customer. It certainly shows that you are not familiar with your line, or are not selling much of the goods in question when you have to refer to a catalog to find out a price. In fact, it is hardly necessary, if you know your line as you ought to, to refer to your catalog at all, except when by yourself, to note any change in price, size of package, etc.

Another important point was discussed in reference to placing on the jobbers' shelves goods that there is but a limited demand for. Be careful in stocking them up with goods for which you know there would be but little or no sale, as these goods only increase the stock to be carried by the jobbers, which go to make up some of the goods which are not readily turned over.

It was also brought out that it is not a good plan to solicit business from the retail dealer for goods that you know not to be in stock with the distributor, as the order will be what is termed "back ordered," and is sometimes never shipped at all. Consequently the retail dealer only gets half of the goods he actually buys. Of course every salesman should use his best efforts to have the distributor carry as complete a stock as possible, to be able to fill all orders promptly in goods for which there is a good demand. In a great many cases our distributors are not prepared to fill orders as promptly as we would like, but if the same amount of money was tied up in salable goods, instead of goods for which there was little or no demand, the results would be much more satisfactory to all parties concerned. It is a good plan, every time you get into a distributor's office, to check up your order book against the goods that have actually been shipped out, as per order sent in to the distributor, to find out whether any goods are being held up. This information can always be obtained

from some of the office aggregation, the billing clerk, stock-keeper or some person in touch with the business enough to know what goods are being shipped out.

I was very much pleased with the test of Acme Paint and Varnish Remover. This piece of goods is certainly a "top-notch," as the test proved it to be in every sense of the word what its name implies—Paint and Varnish Remover—from the fact that we took a board with three coats of New Era that had been painted a year or so, and one application of the remover, left on for one minute, put the paint in condition to be easily removed, and with putty knife or scraper clean down to the wood, leaving same in perfect condition for repainting, and did not burn up or soak the wood or leave it in an unfit state for repainting, as some of the removers which I have seen tested have done. If the boys carry a can of these goods with a brush (it does not injure the brush or hands) to apply on some painted surface in a dealer's store, the results ought to be an order for the goods. Our Davies' Varno-Floor-Stain was the next thing shown up to be the real thing for floors, and is not affected by hot water. Mr. Frank Neal had a pail of boiling water in which he dipped the pieces of wood finished with the floor stain, and after being submerged five or six minutes were taken out, looking bright and new. These goods bear a very favorable comparison with any line of similar goods on the market, and show to be much clearer in color and tone than any samples I have seen.

You will no doubt hear from some of the other boys on the points brought out at this convention and from the talks made on New Era Paint and our line of varnishes. We seem to have a very complete line of high-class goods with which to go out and commence the season of 1904, which should result in very much increased business. I, myself, was interested in the several talks made by the salesmen present, and picked up a good many points from our little school of instruction, as it was called, and I believe each one present was highly benefited by the short session of a few of the salesmen who were got together in such a hurry, and I hope that the new men that are starting out were profited, which I believe they were, as there certainly were some good points brought out in the methods of placing the goods on the market, and that we all will go out with increased enthusiasm and blood in our eyes, determined to get our share of the business for 1904.
H. H. H.

Our General Distributors.

Arkansas	Whitlow-Williams Drug Co.,	Fayetteville
California	W. E. Little Paint Co., Tenbrook & Co., W. E. Little Paint Co.,	Los Angeles Sacramento San Diego
Florida	The S. B. Hubbard Co., Tampa Hardware Co.	Jacksonville Tampa
Georgia	N. L. Willet Drug Co.,	Augusta
Illinois	Geo. E. Watson Co., Colburn, Birks & Co.,	Chicago Peoria
Indiana	The Evansville Paint & Varnish Co., Ltd.,	Evansville
Iowa	Sickles, Preston & Nutting Co., W. H. Torbert, J. W. Ederly & Co., Hornick, Hess & More,	Davenport Dubuque Ottumwa Sioux City
Kansas	A. B. Whiting Paint & Glass Co.,	Topeka
Kentucky	Robinson Bros. & Co.,	Louisville
Maryland	Carlin & Fulton,	Baltimore
Massachusetts	E. & F. King & Co.,	Boston
Minnesota	Hackett, Walther, Gates & Co.,	St. Paul
Montana	A. M. Holter Hdw Co.,	Helena
New York	Buffalo Glass Co., Sickles & Nutting Co., Burlans & Black Co., Jno. L. Thompson, Sons & Co.,	Buffalo New York City Syracuse Troy
North Carolina	Burwell & Dunn Co.	Charlotte
Ohio	Smith Bros. Hdw. Co.,	Columbus
Oklahoma Territory	Alexander Drug Co.,	Oklahoma City
Oregon	F. E. Beach & Co.,	Portland
Pennsylvania	H. B. Semple & Sons, Moyer Bros., Hardware Co., Phelps-Straw & Co.,	Easton Bloomsburg Hanover Pittsburg Reading Wilkes-Barre
South Carolina	Murray Drug Co.,	Columbia
Tennessee	Fritts & Wiehl, Benedict, Warren & Davidson Co., Strother Drug Co.,	Chattanooga Memphis Bristol
Texas	Houston Drug Co., Greiner-Kelly Drug Co.,	Houston Sherman
Utah	G. F. Culmer & Bro.,	Salt Lake
Virginia	Barker-Jennings Hdw Co.,	Lynchburg
Washington	A. S. Johnson & Co., Spokane Drug Co.,	Tacoma Spokane
West Virginia	The Kanawha Drug Co., The Williams & Davison Co., W. H. Chapman & Sons,	Charleston Clarksburg Wheeling

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY



PAINTS, ENAMELS



COLORS, VARNISHES



DETROIT, MICH.

VOL. 1.

JANUARY 16, 1904.

NO. 34



F. R. DOUGALL, SALES MANAGER

The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.

That "Convention."

Some of our boys may be wondering, based on reports appearing in recent issues of the WHITE CITY NEWS, why they were not invited to attend the "convention" last month.

Just to make it plain, we wish to explain that the convention actually consisted of a comparatively small class of new salesmen who were, with the assistance of some of our older representatives living in or near Detroit, initiated into the mysteries of the proper way to present an "Acme Quality" line of goods in Acme Quality style, in order to enable them to produce the usual result based upon such a strong combination.

It wasn't one of the same kind of events that we had last year and in previous years. No lights on the city hall; no speeches from Kelly; no recitations from Frank, with "the smile that won't come off" accompaniment; no straw hat for Woodward; no violin solo from our elongated assistant general manager, and no receptions at the Cadillac. No speech of welcome from our president, and no talk on timely topics from our general manager. Hart's voice failed to lead the refrain in popular songs of Acmeville; Kelly's husky tones did not fill the convention hall as he ruled upon knotty problems of parliamentary law that had

been carefully studied out the previous night.

The boys didn't dance with our girls at the annual reception, and were sorely missed. We all missed them. We hope that events will be so shaped that at the end of 1904 a general convention will be deemed essential to the best interests of Acmeville, and that at that time the reunion will be all the happier and all the more profitable because it has been deferred. It may be necessary to cut out some of the frills that are really unnecessary, and lead to "that tired feeling." If we have the convention we hope for such good hard work at our business sessions that the pleasures of these conventions and the getting together in a social way of those on the road and at home who are responsible for the progress of Acmeville, will be heightened by the knowledge we have, individually and collectively, contributed everything possible to the end of making these reunions both profitable and pleasant.

A Happy New Year to you all, and may we all meet at the end of 1904.

A M W



DAN DAVIES

We are in receipt of a car-load order, comprising New Era Paint and our various other "Acme Quality" lines, taken by Dan from our distributors, the A. B. Whiting Paint & Glass Co., Topeka, Kansas. Come on, boys.

Couldn't Land a Man With a Boil.

How many of our representatives recall their first attempt to sell goods? The event is generally a prized heirloom brought forth upon occasions by the old-stager from its resting place in the archives of memory, for his own and the delectation of kindred spirits who may be swapping fairy tales in the hotel corridor.

The following epistle from one of our latest fledglings is explanatory, and stamps him as a man of resource, who will make his mark in the calling he has chosen. The offer to apply varnish remover upon the boil was a master stroke. We can forgive him for not selling his first man under such conditions, and inasmuch as he sold the first man he tackled who was in good physical condition, he need have no fear of failure:

Altona, Pa., Jan. 10, 1904

Mr. A. M. Woodward

Sir—Well, I promised to let you know what I did with the first man I called on. Well, I didn't get an order. This first man I called on had a big boil on his neck—a fine start, a man with a boil. I told all I could think of about New Era, then I put Floor Stain on an axe handle and went all through the line, then he let go of his boil long enough to tell me he had ordered his stock from Lawrence. Then I tried to get him to let me put some paint and varnish remover on his boil. He wouldn't do that. But I got the next man, a small one, but it was an order—a \$5 assortment of Top Dressing. I didn't do as well as I hoped to last week, but I am learning to talk and that is something, a good deal. I spend all of my spare time studying, for I find I know very little, and that there is lots to learn about paint, and the more I know the easier it is to convince and the more confidence I have in myself. Hope this reaches you and the rest of the Acme enjoying the best of good health I am,

Yours truly,

E. G. PEARCE.

We are just in receipt of a car-load order through our Mr. S. L. McCombe, taken from our distributors, Messrs. Colburn, Birks & Company, Peoria, Ill., comprising New Era Paint and the various other "Acme Quality" brands handled by them.

It begins to look as if our anticipations for an exceptionally good season during 1904 will be more than realized.

Who will be next?



There is no use in talking, boys, but we have the best paint and varnish remover on the market, and any man who cannot sell a customer a bill of these goods after demonstrating to him what the goods will do, had better get out of the paint business, for if he can't sell goods that will back him up like these goods will, he has missed his vocation. Now, the way to sell these goods is to demonstrate to a customer what the goods will do. Nothing more, nothing less. Those of you who do not carry a can of these goods for demonstrating purposes had better send in for a can at once and get busy.

Experiments On White Lead and Zinc Paints.

Apropos of the proposed substitution of paints having zinc white or other zinc compounds as a base, for white lead paints, M. J. Breton, a French scientist, has lately made a series of experiments upon the relative merits of different paints. He submitted a series of paints whose base was white lead or oxide of zinc to different actions and attacked them by strong reactive agents. From these experiments he brings out the following facts: White lead resists the action of certain acids better than its substitutes, but on the other hand it is quite inferior under the action of heat, of sudden changes of temperature, also of hydro-sulphurous emanations and certain strong oxidizing agents such as hypochlorite of soda. Besides, the white lead paints are much less adherent to the surfaces to which they are applied and have a marked tendency to blow up. The addition of sulphate of barium to white lead, while it diminishes its covering power considerably, does not seem to render the paint any less resistant. The addition of siccativ to zinc oxide in the proportion needed to give these paints a drying quality which is equal to that of the white lead paints, does not diminish the resistance of the paint and appears, on the contrary, at least in certain cases, to increase its solidity. The white lead forms a simple mixture with linseed oil, and not a combination,

and the mixture is less homogeneous than that which is formed by oxide of zinc.

By a series of different methods which give very concordant results, Mr. Breton compared the covering power of white lead and zinc oxide. He found that for an equal weight the spreading capacity of the zinc oxide is nearly double that of the white lead. For equal volumes, the covering power of zinc oxide is superior to that of the white lead, but as for equal quantities the first of these bodies forms a much less fluid mixture with the oil, it is necessary in practice to make the zinc paint thicker in order to obtain the same result. He shows that fresh white lead paint gives off emanations containing lead and which may in some cases bring about serious consequences to persons who are obliged to breathe them. This series of experiments forms a new argument in favor of substituting zinc for lead paints, which is so much to be desired from a hygienic standpoint, and presents so many advantages from a technical point of view.

—*Scientific American.*

Mixed Paint Prices.

Uncontrolled and unreasonable competition in the paint trade has always led inevitably to one of two results—degradation of product or financial ruin. The buyer always demands lower prices, and any excuse or no excuse is sufficient to furnish a reason for such demand. Usually he has managed to secure his object—apparently, that is. We say apparently, because as a rule, when he gets lower prices, in the end he gets lower goods. This is the explanation of emulsion paints, of goods on which the manufacturer's real name does not appear, and of the oceans of trash which are sold annually over the counters of country drug and hardware stores.

This year the argument for lower prices is based upon the lower price of linseed oil, the petitioners conveniently forgetting the fact that when oil was selling at eighty cents a gallon prices were not advanced. They also ignore the fact that practically everything else that goes into the producing of paint, from labor to lumber, is higher than it was a year ago.

The leading manufacturers, in view of the facts with which they are painfully familiar, have, we believe, wisely decided to maintain last year's prices in their forthcoming lists. The real matter for surprise is that any of them should have contemplated doing otherwise. From the point of view of a "mere theorist" there has always been too intense competition in price and too little in quality. It has always been, we believe, and always will be possible to

sell high-grade goods on their merit, at a remunerative price, against anything that can be simply offered on the ground of low price.

To illustrate, we know one manufacturer who makes several grades of paint, but one in particular which is the final fruit of long experiment on a large scale and of applied experience. This paint is sold at a price which, we think, is in advance of anything else on the market. It is offered on its merits, is pushed as "the best and most economical," among the people that want the worth of their money, but are willing to pay for value received. And it sells! That is the significant fact—it sells. We are convinced that trade can be done on these lines by the right people with the right goods.—*Drugs, Oils and Paints.*

A Nice Plum For the Manufacturing Trade Department.

La Crosse, Wis., Dec. 19, 1903.

Mr. M. Taylor, Peoria, Ills.

Dear Sir:—The writer is very sorry to receive letter of the 16th stating you would not be able to be here on account of illness. Hope you will be all right in a short time.

We are running a special train consisting of 28 cars of our goods from La Crosse to Bloomington, Ill. They will reach Peoria on the 23rd about 6 p. m. The writer will not be with the shipment, but our Mr. A. Hirshheimer and Mr. Clarke will be there, and if you feel well enough to go we will be glad to have you accompany the train from Peoria to Bloomington.

Practically all the goods in this trainload were painted with your Devil's Red and Bull Frog Green.

You can get all the glory out of this you can.

Yours truly,
LA CROSSE PLOW COMPANY

The Manufacturing Trade Department reports specifications for full car shipments and contracts for year's supply received during the month of December from the following:

The Walter A. Wood Mowing and Reaping Machine Co., Hossick Falls, N. Y.

Wilder P. Clarke, Winchendon, Mass.
Midland Manufacturing Co., Torkio, Mo.

Rock Island Plow Co., Rock Island, Ill.
Moline Plow Co., Moline, Ill.
Racine Sattley Co., Springfield, Ill.
Rhea Theilens Implement Co., Peoria, Ill.

Jenks & Muir Manufacturing Co., Detroit, Mich.

Buckeye Churn Co., Sidney, Ohio.
Heineke & Co., Springfield, Ill.

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY

ACME
QUALITY

PAINTS, ENAMELS



COLORS, VARNISHES

ACME
QUALITY

DETROIT, MICH.

VOL. I.

JANUARY 23, 1904.

NO. 35



F. R. DOUGALL, SALES MANAGER

The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.



R. M. BILLINGS.

We are in receipt of a car-load order sent us by Mr. R. M. Billings from our distributors, Benedict, Warren & Davidson Co., of Memphis, Tenn. They report that they are going to sell more paints and varnishes this year than ever.

Ashland, Ohio, Dec. 29, 1903.
Acme White Lead and Color Works,
Detroit, Mich.

The pleasant relationship commercially that exists between us prompts an individual acknowledgment of your business methods and the sustaining of your representative, and harmonizes with the way you have filled all specifications with which we have favored you through him or at his instance in contract.

Wishing you a glad New Year, I am,
Yours, very truly,
F. E. MYERS.



A. W. MARTIN.

We are just in receipt of a car-load order for New Era and Acme Quality brands taken by our Mr. A. W. Martin from our distributors, Messrs. F. E. Beach & Company, Portland, Oregon.

We can handle all the business you can send us promptly.

The other day I entered Acme Paint and Varnish Remover in a race with a remover called Var-Ni-Go, manufactured by A. S. Boyle & Co., of Cincinnati. We applied it to the panel of a door with four coats, two of paint and two of varnish, about 15 years old. He applied Var-Ni-Go with a brush, I used my hand. To use race talk, there was nothing to it, he hadn't got away from the post when I was coming down the stretch. Var-Ni-Go wouldn't touch the varnish, so I applied a coat of Acme and took Var-Ni-Go, varnish and paint off. I took the purse, an order for two gallons in one's.

E. G. P.

We are in receipt of a car-load order from our distributors, E. & F. King & Co., of Boston, Mass. This order was sent in by our District Sales Manager, Mr. E. J. Carlyle. We are hearing complaints from our Factory Manager to the effect that he has not quite enough of these kind of orders.

Come On, Boys.

The business is rolling into us in streams from all directions. Our men are now nicely started, and taking their calibre into consideration, and the number that we have on the rail, we have a right to look for a large volume of business.

Most of our men have made a splendid start in the spring campaign of 1904, but we are sorry to state that there are several who are a little slow in striking their gait.

We hope that there will be no exceptions to the rule from now on, and that you all will be getting your full quota of business soon.



CAPT. W. D. NEAL.

Our special marine trade representative has sent us in an order for a car-load of marine paints from The Buffalo Ship Chandlery & Supply Co., of Buffalo, N. Y.

Linseed oil has advanced quite strongly the past week. We felt positive that oil would go up just as soon as the market felt the demand for spring business. We feel positive that this is only a preliminary advance, and that we can look for a rising market from now on. Now is the time to push New Era Paint. We predict the largest consumption of prepared paints in the history of the country, and our men should "Take Hold and Lift," in order not to be left at the post in the struggle for the prize. We are making the best paint in the world. We should have the largest volume of business on same. It is up to our representatives.



I. D. WILSON.

We wish that we could report that all had made as good a start as Mr. I. D. Wilson. Mr. Wilson started off about the 4th day of January, and by the 14th he had secured business from the retail trade amounting to approximately thirty-five (35) thousand pounds.

This is a very nice start indeed, and we hope that the balance of our representatives will fall into line, and show us the biggest season's business that we ever saw.

Paints.

I take great pleasure in presenting to you a subject which I consider of vital importance to all dealers in hardware, and submit the same to your personal consideration.

Competition in the hardware business today, we must admit, is very active, and in order for us to continue to realize the same profit we did in the past it will necessitate changing channels and methods of doing business. This condition has no doubt presented itself to a great many and has proven a difficult problem to solve. I have given it considerable thought, and, in fact, I have made some experiments, and can see but one way out of the difficulty, and that is, to increase our sales without materially increasing our expenses. This condition can be brought about to a certain extent by adding to our stock kindred lines, such as mixed paints, varnishes, brushes, etc. These goods, we may safely say, rightfully belong to the hardware business, being requirements of the builder. It seems to me that the retail hardware stock, in order to be fully up to date, should consist of everything used by the builder that can be conveniently carried in stock, in which event the contractor or owner who is buying hardware supplies for building can also buy his requirements in the paint line without going elsewhere. The existing circumstances have not come upon us suddenly, but have been working in that direction for a number of years.

Several years ago the question of handling paints was presented to me, at which

time I felt I did not have the room or experience to handle a line of that kind, but on the earnest solicitation of a paint salesman I decided to give it a trial, and added a line of mixed paints to my stock. The result was that I found I had plenty of room, as it does not require a great deal of space. The investment was not a large one, and I was able to increase my sales considerably without any material increase in my expenses, and at the end of the season, when I come to close my books, I found that I had made a nice profit in addition to my usual profit on hardware.

This, no doubt, has been the experience of others, and I think it worthy of the consideration of every hardware dealer who is not handling a line of paints. There are, however, a great many paints on the market today which would not be a profitable investment for anyone, and a little precaution is necessary in deciding on the brand of paint to handle, so that when you do sell a bill of these goods you know that the result is going to be perfectly satisfactory, and the same customer will return to you when in the market for more goods, in addition to which, so long as the building painted with goods bought of you remains in good condition, it is a constant advertisement, and inquiries for paints from new trade will no doubt result in sales of other lines which you carry.—*Iron and Steel.*



S. H. HART.

Mr. Hart has landed a new distributor at Toledo, O., Merrell & Co. Their first order consisted of a large car about 50,000 lbs. Come on, boys.

We are in receipt of a contract from The Anderson Company, Little Falls, Minn., manufacturers of bob-sleds and wagon boxes, covering year's supply of goods, dipping paints, reducers and varnishes; also specifications for a large order to be shipped immediately. This is the third consecutive year, and their factory is equipped with Acme Dipping Tanks, track and trolleys.

An Original Ditty.

Mr. Pettet Robinson, of Robinson Bros. & Co., Louisville, Ky., composed the following and delivered it at the December meeting of Ti-Ki Club No. 8, held on December 30th last. Following the Ti-Ki meeting Messrs. Robinson Bros. & Co. tendered their house and traveling staff a banquet, an annual event of several years standing, which was thoroughly enjoyed by all:

R. B. & Co.'s Trusty Few.

Our band are few, but true and tried,
In R. B. C. we are allied
To make our house the very best.
And will we win? Well, I guess, yes!

Our traveling men are all the show,
They sell the goods and out they go
On railroad trains, on steamboats few,
For a boat which will move, it looks pretty blue.

Well, let us look at the lives of some,
Whose deeds of glory must be sung
There's McAfee, illustrious knight,
In manly form he is not slight,
His love for food it is immense,
If soup is served he is incensed.

Plummer we have with his stories bold,
And loud are the laughs when they are told.
G. N. Rock, that stolid man,
He and Mac are penmen grand.

"'Tis Saturday night," we've heard proclaimed
By Mr. Joe, the "king" well named.
For system and order he can't be beat,
Yet alas, his desk is the rats retreat.

Now Harry Pfingst, of change sheet fame,
Has trouble enough to be insane.
His skill in reading is unsurpassed,
In his copy and the original there's no contrast.

When Saturday comes the Massie boys
Bring into the house so many joys.
As they tell a tale with eyes of tears,
Of goods left off, don't draw no fears.

But poor Mr. Charles and his pal, Mr. Cliff,
Think it not wise for accounts to drift
So when days of grace are very few,
They call for the money P. D. Q.

Dear Davie Wolf we can't forget,
Like him there never ever was yet.
At selling jobs he is the best,
And swears they all will stand the test.

I've heard reports of a string of cars,
So many, they'll reach from earth to Mars
Mr. Alec, 'tis he has done this rash act,
He orders in bunches and that's a fact.

To the rest of Ti-Ki's here's wishing good cheer,
May they not think omitting their names queer
For I've said too much now, I fear starting a row,
So I bid you good night with this little bow.

Unless you push yourself forward others will push you back. If you never try to do more than you have always done, you will never know how much you can do. Success will only smile on him who proves himself brave.—*Salesmanship.*

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY



PAINTS, ENAMELS  COLORS, VARNISHES



DETROIT, MICH

VOL. 1.

JANUARY 30, 1904.

NO. 36

A New Baby in the "Acme Quality" Family.

We have christened it "Porch Furniture Enamel" because its mission in life is to brighten and beautify articles used for furnishing the porch, veranda and lawn. It is made to bear up bravely under the severest tests of rain and shine, and will turn up smiling and happy under conditions of exposure that would ruin the constitution of ordinary finishes used in the same manner.

The label tells you what the goods are for, and when you stop to reflect upon the magnitude of the "porch furniture fad" that has developed within the past year or so, it will take you about two seconds to make up your mind that it is "a good one."

Put up in quarts, pints and half-pints — just the sizes everybody wants to fix up last year's furniture, or to transform some old piece of stow-away woodenware with seating capacity into an up-to-date article to display upon the front veranda next summer; just what is needed to make the children's lawn swing "a thing of beauty and a joy forever," and something the householder can't get along without when it comes to finishing the lawn settee that is to repose invitingly on the shady side of the fence in the hot and sultry days of July and August.

The Settee Green imparts a finish that is so cool and inviting that you forget it is

possible for the thermometer to hover in the region of 100 degrees, and the Chair Red is such a bright, beautiful, *permanent* and attractive color that no one thinks of connecting it with "a warm time"—evil minded persons whose thoughts might drift in that direction recognize at a glance its properties as a counter irritant to the hottest rays of Old Sol.

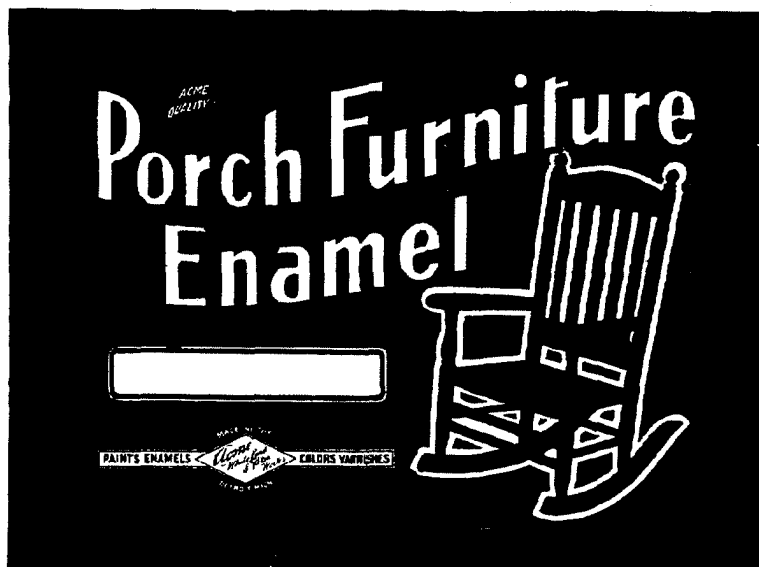
TO CAP THE CLIMAX.

We have decided to let you offer this case as a \$5.00 assortment. You know what that means. The gross amount of the case is \$9.00. Forty per cent. discount means \$5.40 to the dealer. You sell it for \$5.00 and he gets not far from 10 per cent. extra *without charge*.

Tell the boys of our jobbing friends that this line is to be considered as one of the items upon which sales count in the spring prize contest, and all they have to do is to simply write Porch Furniture Enamel on the notices they send us—we will see that the amount is counted to their credit all right.

It seems to us you will have to do considerable hunting for the dealer who will not invest to the extent of a \$5.00 bill in an assortment of this kind, that he must recognize at a glance is a good thing for him, because it's good for

his customers. You have only to present it right to get results. Show your label and show card and the colors. The label itself will sell the goods when they are displayed—and then that profit of 80 per cent. on the investment for this assortment. The last argument ought to be the finishing stroke for any man who was really trying to hold out against your arguments. If there is anything more you want to know about these goods, just ask questions. We are through, except watching for results, and we don't think there's any doubt about them.



It's put up in easy-to-open packages, with a label that makes everybody want it, and a show card to reinforce this impression, that simply renders it necessary for the dealer to display the goods—his customers will do the rest. Here's the line, list prices, and assortment:

	Qts	Pts.	½ Pts.	Qts	Pts.	½ Pts.
Chair Red	75	45	25	1	4	3
Settee Green	75	45	25	1	4	5
Rolling Black	75	45	25	-	2	2

Discount to retail trade 40 per cent.

That's 80 per cent. profit to the dealer on his investment. That ought to be good enough to satisfy, and it is.



Acme Paint and Varnish Remover.

I find that in several instances paint firms are selling a so-called paint and varnish remover, and I have satisfied myself that not a single one of them is anywhere near equal to ours. I called on a large contractor recently, and after talking lead, colors, etc., I told him I had the best paint and varnish remover on the market. He started to laugh, and when he got through, stated that every paint salesman calling on him claimed the same thing, but that samples submitted and tested did not substantiate their statements, with but one exception, and that even in that case one of the tests made had proven too much for the remover he thought was the best on the market. I then took my demonstrating can from my pocket and told him I wanted to show him what ours would do. He directed my attention to a board on a wall paper strip, pointing to a very delicate spot, and said, "there is where I tried my remover and it was one of the things it will not touch, as it is shellac, and is too hard a test for any remover." He was about to get something for me to demonstrate on when I asked him to let me try our remover on it. He did, and inside of a minute I had the bare wood staring him in the face. He then said, you have told me the truth and when I get rid of this stuff I will order your remover. And in the mean time I would like to have you send me a catalogue of your full line of paints and varnishes.

H. P.

A Few Suggestions.

Many men go out on their trips half ready, having relied upon someone else to supply them with samples, price lists, or information, taking it for granted that the other fellow would do the work right, too indolent or shortsighted themselves to give this important matter careful personal attention.

A man who is continually making mistakes when he takes orders causes both his house and his customers an endless amount of trouble and loss.

Once out on the road a salesman absolutely "stands on his own bottom." He

must be in a position to act independently, promptly and correctly.

A salesman may be compared to a mechanic who requires certain tools for the performance of his work. A good mechanic with poor tools can do better than a poor mechanic with good tools.

A salesman should take pride in doing well with the tools and material supplied him by his house.

His line of goods and the prices are the material from which a salesman constructs trade, and his genius is displayed by the excellence of his work, not by sitting around in a hotel, mourning over inadequate equipment.

With a plain old barlow knife as their only tool, some men can produce most wonderful and intricate carvings of wood. The fewer advantages the salesman possesses in goods and prices the more proud he may be of successful accomplishment.

In this day and age no salesman is restricted to the employment of one method of accomplishing things; we are surrounded by an exhaustless ocean of ideas; we have only to draw as we need, unhindered, limited only by our power or diligence ideas move the world of commerce.

Some salesman never seem to have "ideas" of their own for advancing business; they have "ideas" in abundance of the kind that retard business, however. They can always "tell" when the other fellow is "wrong," but cannot find or suggest a practical remedy.

The ideas that employers want are the practical ideas, the ideas that show profits. A salesman whose "ideas" convince him that he can sell "lots of stuff" if "goods and prices are right" simply has an idea which means "he can sell goods if the orders are ready and waiting for him to copy them into his book."

A salesman who will take time to sit down and do a little real "thinking" and planning will sell more goods and make more money than the man who works like an automaton.

When a man enters the employ of another as salesman, it is expected that he will make all honorable efforts to secure business and that he will earnestly endeavor to advance the interests of his house by the use of his intelligence.

When in the employ of another, absolute loyalty to one's employer is demanded. This means also loyalty to the goods one sells.

Without employers there could be no employees; both are necessary parts to the productive whole.

A man who quarrels with his bread and butter is not wise.

Silver Lake, Ind., Jan. 20, 1904.

I wish to endorse your high grade paint by giving you my experience with same for the past year. I am an old practical painter and have used many different kinds of mixed paints, as well as pure lead. During the past year I have painted some houses with New Era Paint which I have formerly painted with lead, and have seen the difference in both the number of gallons required and the finish. I want to say that I can take New Era White and trim any strictly pure lead job that was ever spread, and show several shades difference in color. There is no question but that New Era will cover at least twenty-five per cent. more surface, and do it better, than any pure lead paint or any mixed paint that I have ever used. Again, the colors are true to color and are so strong that they wear and are bright as long as they remain on the house. The evenness with which they are ground and the purity of tone give them extreme time and service as well retention of color; in fact the only objection that I have been able to find is that in using same it requires a very strong trestle or ladder to support them and my workmen whom I employ say that they lift as though they were nailed to the ground. You are at liberty to publish this letter if it will be of any service in giving other practical painters the best paint on earth to use. You can count on me for a friend of New Era.

Yours respectfully,
JOS WALBURN

S. A. Weller, Zanesville, Ohio, one of the largest potters in the Zanesville district, has again closed with us for his entire requirements in Eclipse Potters' Colors and Varnish.

We have just closed contract with the Fairfield Lawn & Swing Co., Brunswick, Me., for their season's requirements in materials of our manufacture. These people have a full equipment of Acme Dipping Tanks and have long been users of Acme products.

F. B. Tait Manufacturing Co., Decatur, Ill., has entered into contract with us for their requirements of paints, etc., for the ensuing year. They are extensive manufacturers of agricultural implements. This is our third successive season with them. A large order for immediate shipment accompanied contract.

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY



PAINTS, ENAMELS



COLORS, VARNISHES



DETROIT, MICH

VOL. I.

FEBRUARY 6, 1904.

NO. 37



F. R. DOUGALL, SALES MANAGER

The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.

Believe in Yourself.

Believe in yourself. That is the way to make other people believe in you, and it is the way to become what you want to be. It is the people who have believed thoroughly in themselves and their missions who have made the world believe in them. Napoleon was a great general because it never occurred to him that he could lose. Luther changed the thought of Europe and the history of the world because he believed so thoroughly that he was right that nothing could daunt him. Columbus gained the support of a queen and found a world because his belief in himself inspired confidence in others.

One of the chief reasons that men fail in life is not for lack of talent or opportunity, but wanting pluck and perseverance, they halt at critical moments in the journey and are lost. Those who have reached the pinnacle of fame or who have accomplished great deeds, have done so by heading for the unknown shore, and, like Columbus, "sailing on," with no thought of turning back or abandoning the pursuit of the object sought to be attained. *Salesmanship.*

The evening mail just brought in your notice regarding Porch Furniture Enamel, and I must say I think it is the "real thing," and see no reason why we shouldn't have a nice sale on the goods.

Wish you would send me about two dozen of the labels, and same number of both the color cards and show cards, such as you sent me, as I wish to write to my trade in Northern New York that I have already seen this year, and will send them each a set and see if I can't get orders from them.

I. D. W.

Since Jan. 4th, I have been giving some attention to Interior Enamels, Paint and Varnish Remover and Varnishes, and find that my sales are increasing from the practical demonstrations which I make to every dealer. I find that my sales are as follows:

Remover, 10; Varnish, 4; Enamel, 6; the last named being over 100 gallons.

I find that by comparing my sales with the same period of last year they are more than doubled. I hope to make this increased ratio for the remainder of the year. Business is A1 in old Indiana.

W. J. S.



S. A. HUNTER.

We are in receipt of another car-load order for New Era and other "Acme Quality" lines from our distributors, Hackett, Walther, Gates Hardware Co., St. Paul, Minn., with which they favored our Mr. S. A. Hunter. We shipped them a large car on January 15th. Our record last month on car-load business was 14 cars. We would like to see this month still better. Come on, boys.

Michigan Seal White Lead in Oil.

We claim, with good reason, that our Michigan Seal brand of white lead cannot be surpassed, if equalled, by any white lead on the market as regards opacity, or body, covering capacity, whiteness, fineness of texture and durability—all important qualifications.

The question has arisen, "How can our claims be substantiated?" and the answer is, "by comparative test." A test of this character should be made with great accuracy and care, and either of the following tests will tell the tale:

TEST NO. 1.

Weigh out four ounces "Michigan Seal" in a clean can (weighing the can first), then add two ounces linseed oil, stirring thoroughly. Then weigh out four ounces of any other well known brand of strictly pure white lead (weighing the can first), and add two ounces linseed oil, stirring equally with the other. Paint a space on black surface with each of the leads, using a clean brush in each case.

TEST NO. 2

Add two ounces linseed oil to each of the cans, stirring thoroughly, and paint two more spaces alongside the first, and same dimensions as the above, using the same brushes for each lead, and applying same as before.

TEST NO. 3

Add two ounces linseed oil to each of the cans, and apply to same dimensions in the same manner as above.

We hope that this information will be of interest and use to you in building business in this most excellent lead.

It Can't Be Beat.

Iowa City, Ia., Jan. 30th, 1904.
Acme White Lead and Color Works,
Detroit, Mich.

Gentlemen:—We have carefully tested your French Crown Tinting Ochre and can truthfully say it is the finest thing of the kind we have ever seen.

Yours truly,

BYRON STILLWELL

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY



PAINTS, ENAMELS



COLORS, VARNISHES



DETROIT, MICH

VOL. 1.

FEBRUARY 13, 1904.

NO. 38



F. R. DOUGALL, SALES MANAGER

The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.

Are You Ready?

The battle for spring business is right in sight. We feel that the White City is represented by an army that is well equipped for the fray from every standpoint. Their banner is "Acme Quality," and it stands for all that should bring commercial success.

We take a back seat for nobody. Wherever paints, enamels, stains and varnishes are used there is a place for "Acme Quality" goods and they are entitled to a conspicuous position.

There is nothing better and very few just as good when it comes to goods in our line for general use.

No dealer has ever yet made a mistake in offering a line backed by the White City organization. They have no excuses to offer customers for failure to fulfill requirements. Quality is right, package is right, advertising is right, and so is their profit. Tying up to an Acme Quality line means that they can assure their trade they offer the best obtainable for each and every purpose for which the various lines are offered.

The salesmen of our jobbing friends can offer the goods with complete confidence in our ability and willingness to back up every claim, and without any hesitation due to a fear that they may possibly "queer" a good customer who depends largely upon their judgment and recommendation for the goods they stock. It is

to our interest, as well as the salesmen's, to establish and maintain confidence and good will, which we realize can only be done with honest goods, honest treatment, and a vigorous and helpful business policy.

Are you ready for the spring fray? Those \$5 and \$10 assortments mean a lot to the salesmen who recognize the fact that the time is here when dealers are looking for the right line of goods with which to meet the spring demand for articles in our line that are demanded so extensively after the winter season, and especially when house-cleaning time comes.

Tell them that now is the time to place their order, and have the goods nicely displayed with pertinent advertising matter ready for the very first calls that are sure to come thick and fast in a short time.

What dealer will deliberately refuse to stock a \$10 assorted case of goods he knows are right and are bound to sell—especially if we give him the special encouragement of an extra quantity without charge amounting to practically 10 per cent. of his order?

It don't require much talking or urging on the salesman's part—just a statement of facts.

The contestants among our jobbers' salesmen in the spring campaign are already placing orders freely, being well prepared, and an early start is half the battle. We are awarding special prizes as fast as they are earned.

Don't forget the special proposition on \$5 assortments of Porch Furniture Enamel—good only until March 31st. It is liberal enough to bring good results, but so liberal that we could not stand it for a longer period. We are assuming the expense in the manner explained in the special proposition in order to get this line quickly before dealers in all parts of the country, and in preference to spending the money in general advertising through ordinary channels.

It is an opportunity at an opportune time that is appreciated by all our jobbers' re-

presentatives. It builds profitable business that must grow.

If there is any salesman who fails to possess selling outfits for our \$5 and \$10 assortments, or for the special Porch Furniture Enamel proposition, it is only necessary to ask us, and all details will be sent him in care of his house.



S. H. HART

We are just in receipt of a telegram from our district sales manager, Mr. S. H. Hart, stating that he had landed a new concern for a car-load of New Era Paint and Acme Quality Specialties. We are glad to note this, because every new customer is one more step gained in the right direction. We would be glad to receive more telegrams of the same description.

We have just been honored with a visit from Mr. E. H. Bowman, secretary of the A. B. Whiting Paint & Glass Co., Topeka, Kan. Mr. Bowman was very enthusiastic over the outlook for the distribution of Acme Quality goods in the state of Kansas this year. He states the outlook for business was never better, and that the A. B. Whiting Paint & Glass Co. had laid their plans to take care of a largely increased volume of business this year. He expressed himself as being highly pleased with what he saw of the up-to-date factory facilities and organization of the White City.



C. H. BETHGE.

Above is one of our star representatives, but we had the hardest time getting a photo from him of any man ever in our employ, but we kept after him until we got it, and here it is. If we were as good looking we would be having photos taken all the time. Mr. Bethge travels in Oklahoma Territory and manages to place many stocks of New Era and Acme Quality goods each season.

Correspondence.

The distribution of mail received daily would be greatly facilitated if our representatives would kindly observe the following and be guided accordingly:

You are provided with correspondence blanks designed for the purpose of keeping us fully advised covering different items of interest, coming under your observation, and for giving us information pertaining to matters we have occasion to refer to your attention. There is a prominent notation on the top of this blank which provides that a separate sheet should be used for each subject referred to. Notwithstanding this fact, the cases in which our instructions are carried out are very rare indeed.

If more than one subject is referred to in the same letter it frequently happens that the letter concerns more than one department, and it either is necessary to mutilate such letters, or entail delay, before everyone concerned has had an opportunity of noting your remarks.

It takes but very little longer to comply with our wishes, and we know you would all do so if you only realized what a saving of time would be effected.

We would like you to make it a point to always mention on correspondence sent to us, whose letter you are responding to, and the date of same. The correspondent's initials are all that are required. We are preparing a stock of new blanks and a space will be provided on same for this

purpose, as well as for showing our file number. The file number enables the file clerk to locate previous correspondence at a moment's notice, and relieves the mail clerk from the necessity of looking up and putting file number on the papers. We hope that the boys will help us out in this matter all they possibly can.

H. R. Tibbetts' Paint Co.

As illustrating what push and energy may do in the development of a business in a short time, we cite the case of the career of Mr. W. E. Little. A few years ago he started to handle Acme products in a jobbing way at San Diego, and his success at this point prompted him to open up a wholesale and retail store at Los Angeles, a little over a year ago, still retaining and operating the business at San Diego as before. In one year he developed such a handsome trade on the "Acme Quality" line at these two points, as to attract the attention of the manager of a branch store of a large eastern paint manufacturer with the result that on February 1st the stock and business of the W. E. Little Paint Co., at Los Angeles and San Diego, Cal., was bought out by Mr. H. R. Tibbetts and friends, and with a largely increased stock of paints, colors and varnishes and ample capital and business experience, the trade demanding our product, "Acme Quality" paints, oils and varnishes will be served even better than when the business was conducted under the progressive management of Mr. Little and his able partner, Mr. Wing. It gives us pleasure to mention the fact that Mr. Tibbetts in a few years of conscientious work, rose from delivery boy to manager of wholesale and retail paint store. In his present position at the head of the H. R. Tibbetts' Paint Co., and his popularity and standing with the paint and varnish trade in Southern California, we predict for his company a continuance and enlargement of the success of their predecessors.

They will act as our distributors for Southern California with two large and well equipped stores at Los Angeles and San Diego.

Kempton, Ind., Jan. 27, 1904.

Acme White Lead and Color Works,
Detroit, Mich.,

In regard to varnish, I have used different varnishes as much or more than any other painter my age in this country, and I think I know what I am doing, and I recommend your varnish as the best that I have used at that price.

Yours truly,
JESS M. MERRITT



We wish to impress upon our representatives that we are still offering our special offer to dealers on New Era Varnish. All of you are familiar with this most liberal proposition. Last fall we were more than pleased at the records our various salesmen were making in placing this special offer, but since the turn of the year, we have been rather disagreeably surprised at the small number of orders that we are receiving on this special offer deal. We should, with good reason, expect fully double the number of orders in the spring that we receive in the fall, and we hope that our men will "take hold and lift" and see if we cannot push New Era Varnish to the front at a more rapid pace.

A Word to Our Distributors.

The season is at hand when the greatest demand exists for goods of our manufacture. It's time now to commence distributing as liberally as possible the advertising matter with which you have been provided on our various lines. Especially is this true of those \$5 and \$10 assortment booklets. They explain in detail a proposition that appeals to your customers and by keeping them posted in this manner you will not only secure considerable business as a direct result, but will educate them to look to you for all supplies of this character.

Spring Advertising of \$5.00 and \$10.00 Assortments.

During the months of March, April and May we shall run a full leaf (printed on both sides) special insert in the Hardware Dealers' Magazine. The insert is so worded as to direct inquiries for the goods to the jobber. It is also provided with a corner coupon to be cut off and mailed to us, on receipt of which we furnish complete information, color cards, etc., and advise the inquirer of the jobbers nearest him who are in position to supply the goods. This is all supplemental to the special advertising to be done for the various jobbers who have already favored us with large stock orders.

We feel that no stone has been left unturned in pursuing our policy of assisting jobbers and distributors who interest themselves specially in the Acme Quality line.

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY



PAINTS, ENAMELS



COLORS, VARNISHES



DETROIT, MICH

VOL. I.

FEBRUARY 20, 1904.

NO. 39



F. R. DOUGALL, SALES MANAGER

The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.

Glad to Have Him With Us.

Mr. John H. Munroe, who recently became a member of the White City, has had a long experience in every branch of the varnish business. His experience has been of a most practical character. There is no part of his calling, from the melting kettle to the placing of goods with consumers, in which he has not been directly engaged. It may be truthfully stated of him that he has been brought up in the business. For twenty-one years he was connected with our neighbors, the Detroit White Lead Works, and for the most of



MR. J. H. MUNROE,
Who has just joined our Varnish Department

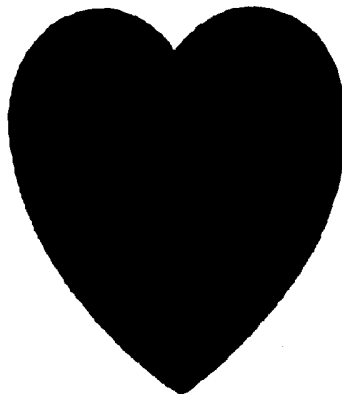
that time had complete charge of their varnish plant.

Mr. Munroe will work particularly in the varnish sales department, but will also act closely with the factory manager in

insuring the manufacture of varnishes that cannot fail to fully meet the varied requirements of the many classes of trade to whom we cater.

We feel that we are to be congratulated in securing his co-operation, and bespeak for him the kindly reception from all our home organization and traveling representatives, which we have no doubt will be extended, especially a man whose personality, as well as ability, win friendship and respect on very short acquaintance.

Our President's Valentine.



"In the spring a young man's fancy
Lightly turns to thoughts of love"

The above quotation was not on Mr. Davies' valentine, and it appears only because for several days past he has been acting in a manner that would justify its use from the standpoint of appropriateness. The thermometer, which has been hovering in the region of zero, would scarcely justify a manner attributed to ardent disciples of cupid, and which is popularly supposed to be encouraged by the advent of the balmy breezes of spring, with their attendant birds, buds and blossoms.

The mystery was solved, however, by the discovery of a valentine addressed to

him—a big bright, beautiful, red, heart-shaped valentine—with words and sentiment as warm and ardent as the brilliant cover in which they were encased, and on which his name was daintily engrossed in the unmistakable script of a lady love. No wonder he has shown symptoms of the spirit which envelopes him. We can only sigh a sigh of untold envy and submit the verses which have been his undoing:

A valentine I send to you,
Oh, William, dear,
(Sours like a breach of promise case)
But do not fear,
This is the thing to do tonight,
You must recall,
And I am bound to do it right,
Or not at all
Do you wonder why I chose you
From them all?
'Tis because I want some varnish
For my hall,
Of all the "Mixtures," your "Mixed
Paints" are best—
There's nothing worth the using
'Mongst the rest
You'll see that I appreciate you
Every time,
So will you let me be
Your valentine?



DAN DAVIES.

Dan just sent us in an order for a cartload of Acme Quality products, taken by him from the Tuttle Paint & Glass Co., of El Paso, Texas. We can take care of more of these kind. "Come on, boys."



THOMAS NEAL

Mr. Thos. Neal, our secretary and general manager, left Detroit this week for an extended trip through the South. He intends to be gone several weeks and will visit most of the important cities in the South. He intends looking over the field very thoroughly. We are enjoying a very handsome business from that section now, but the South is in such a prosperous condition, and is expanding so rapidly, that we feel that our business can be increased very materially. Mr. Neal intends finding out just what is necessary to accomplish this result. He will also pay visits to our various distributors.

Troubles of His Own.

A few of the troubles that the practical varnish finisher has to contend with and overcome; some of his duties and hardships briefly enumerated. Many of these would be conspicuous by their absence if the finisher always used high grade varnishes such as our New Era line.

Blistering.	Loss of lustre.
Brushes, keeping.	Material.
Care of Vehicles.	Minute scratches.
Causes of troubles.	
Cheap Japans and Dryers.	Perishing.
	Pitting.
	Pocking.
	Priming.
	Proper temperature.
	Puckering.
	s and sags.
	Knoughstuff spreading.
	Runs.
	Rus ing.
	swelling.
	hardening.
	of wood.
Fire checks.	
Flaking.	
Flattling.	
Frost chacking.	
Grain showing.	Waiting the floor.
Green, turning.	When to finish.
Insects in varnish room.	Work and working.
	Wrinkling

Many of these terms are unintelligible to the ordinary man, but it is safe to classify same into three general divisions; and to state that the troubles incident to the painting and varnishing department in

any manufactory are due to one or more of the following three causes:

- 1—Poor or inappropriate materials.
- 2—Unskilled, careless or hurried work.
- 3—Agencies of the weather, or atmospheric influences.

Neal's Interior Enamel.

Every dealer handling a line of New Era Paint should also handle Neal's Interior Enamel for inside work. Neal's Interior Enamel should be considered a companion line. It is decidedly to the advantage of the dealer to carry a line of these goods, because they are particularly adapted for finishing interior woodwork, walls and ceilings, when a sanitary, durable and artistic enamel effect is desired.

Furthermore, the margin afforded the dealer is a liberal one, the goods readily netting a profit of at least 40 per cent.

There is no reason why every one of our New Era agents should not handle Neal's Interior Enamel in connection with New Era Paint, and the best of reasons why they should.

Make it your business to see that before close of the season of 1904 this becomes an assured fact. The field is a good one, the enamel is right in every particular, the price is within the reach of all, and if you make up your minds that you will do your utmost to make Neal's Interior Enamel the most sought enamel, and equally as popular as New Era Paint, we are assured that success will attend your efforts.

"Take Hold and Lift."



S. S. McComb

Above is a very good cut of Sam. He joined the forces of Acme representatives last summer. His territory is Central Illinois. Sam has just sent us in a car-load order from Brady Bros. Hardware Co., of Jacksonville, Ill. He is a capable salesman and a man who will make friends wherever he goes, and we predict that he will build up a business on Acme Quality goods to be proud of.



ALF R. KELLY.

We are in receipt of an order sent in by Alf. for three car-loads of Acme Quality goods that he received from our distributors at Los Angeles, Cal., The H. R. Tibbetts Paint Co. These are the kind of shipments we like to make, and we can take care promptly of all you send us. "Take Hold and Lift."

Brown's Example.

"There," said Brown, with a shake of his head, "I've painted the house and the barn and the shed. The fence has been fixed, and the lawn's been mowed. But I do wish the town would fix up that road. It's a shame. I call it, just plain and flat. That we have to drive over roads like that, I'll wait no longer. I'll start today. And fix my part of it, anyway."

Now, Brown was one of those fellows who when they start a thing, just "rush it through." And a week or two after, as Neighbor Jones was driving home with a pair of roans, Brown's road was dry, while his own, next door, was mud to the depth of a foot or more.

"By George," said Jones, "I'll let Brown see that I can build roads as well as he!" Now, Neighbor Smith, who lived below, saw Jones repairing his road, and so he fixed up his, to be "in the game." And Neighbor Robinson did the same. And soon every householder in town was trying his best to "beat out Brown."

And now when the town Committee meets To talk of roads, they call them "streets."

The moral this tale to the reader brings Applies to roads, and other things.

Reforms, like snow-balls, will keep on growing If somebody only sets them going.

—Joe Lincoln, in Farmer's Voice

I sold Sherman & Garnett a \$15.00 assortment of New Era varnishes last fall. Mr. Senms bought some of the extra No. 1 Coach, and says he was very much surprised when painter said only one coat was required on some new work filled with wood filler, and after second coat had been applied he said it beat anything he had ever seen. Mr. Garnett says he will not handle anything but New Era varnishes.

W W

Washington, Iowa

Acme White Lead and Color Works.

Detroit, Mich

Gentlemen—I received twelve and one-half lbs of your French Crown Tinting Ochre and will say that I think it is the best thing in its line I ever tried. It is just as you have claimed it to be. It is the best tinting that I ever used in strength, brilliancy and clearness.

Yours truly,

BEN KEYES

Date _____

Memo from--F. J. SCHULTE

To _____

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY

ACME
QUALITY

PAINTS, ENAMELS



COLORS, VARNISHES

ACME
QUALITY

DETROIT, MICH.

VOL. I.

FEBRUARY 27, 1904.

NO. 40



F. R. DOUGALL, SALES MANAGER

The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.



R. M. BILLINGS

We have just received an order for three car-loads of Acme Quality goods to be shipped to the Gray-Dudley Hardware Co., of Birmingham, Ala. This is nice business, and we can handle more orders of the same character.

A Good Word for French Crown Tinting Ochre.

Burlington, N. J., Feb. 16th, 1904.
Acme White Lead and Color Works,
Detroit, Mich.

Gentlemen - I received your sample of French Crown Tinting Ochre and have given it a thorough trial, and would say it works finely under the brush, and for strength is all right. It is ground finely, and my men say it is as nice a yellow to work in as they have ever used, and some of them are not very young in the business. I would have let you know sooner about it, but work has been so scarce that we have just opened it within the past week.

AUGUSTUS CARTER,
415 South Wood St.

Co-Operation Between Employer and Employee.



ALF R. KELLY

We herewith print an address delivered by our Mr. Alf. R. Kelly before the Pacific Coast Commercial Travellers' Association at one of their meetings in San Francisco recently. We imagine we can hear Alf. with his usual eloquence delivering it:

I shall simply treat of one phase of this subject, namely, the relation existing between the employer and his representative upon the road.

Mutual good-will, esteem and respect is a necessary essential; without this, all else is a sham, a mere seeming, a superficial glaze or veneer, that may crack and break through without a moment's warning, bringing to light all that is mean, all that is low, all that is vulgar and coarse in human nature. With good feeling as the foundation-stone, many little trifles, many little peculiarities of temper, many little faults of manner, are overlooked; allowances are made for mistakes of judgment, and indiscretions not intentional—a smile and a laugh cover many otherwise heart strings, and smooth over any little rufflings of temper.

How many of us in our experience, have met with traveling men whose main business appears to be continually and constantly railing at, and reviling their employer; never a good or kind word to say of them? Not content with confining

these vapid outpourings within the circle of their intimate friends, their gall and venom find an outlet with their customers.

Now, how in the name of common-sense, can they expect to do business, how hold their positions, under these circumstances, under these conditions?

Do they think, do they for a moment in their own minds, believe that a merchant is apt to buy or patronize an establishment, where the very men in their employ, drawing their salaries, their expenses paid by them, are acting, to use vulgarism, as "knockers."

No, this particular species, this particular style of traveling men (and thank heaven they are rare), are short lived; they are continually changing from house to house, continually keeping up the same "knocking" tactics until finally they wind up in an inglorious end, and are no longer heard of, having vanished into "innocuous desuetude."

On the contrary, watch the career of that traveler, whose whole aim, whose whole object, is the interest and advancement of the firm by whom he is employed, working hard, earnestly and conscientiously, always a good, kind and pleasant word for his employers, who is ready to resent as a personal insult, any slur or reflection upon the honesty or integrity of his house, any insinuations as to their methods of carrying on their business; that man, I say, is bound to rise, is bound to make his mark in the commercial world, is bound to have the love, the honor, the respect and the good will of those with whom he comes in contact, both his customers and those by whom he is employed.

He works hand in hand with his employers, their interests are his interests, *their loss his loss, their gain his gain.*

His customers soon learn to appreciate this trait in his character; soon commence to believe that if the employee is such a staunch friend, such a staunch defender, such a staunch champion of his employers, that they must possess some traits, some

WHITE CITY NEWS

characteristics, to earn this grateful feeling, to command this respect, and they in turn become imbued with this feeling, mutual good-will reigns between employer, employee and customer, which results in increase of trade, numerous orders, and as a natural sequence, in an advance of salary to the representative.

This is the traveling man's standpoint. Now let us glance at the other side of the shield, what do we gaze upon?

The same old human nature, with all its faults and frailties; with all its virtues and lovable qualities.

The stern, harsh employer, who, having risen after years of hard work and labor to a proud and prominent position in the commercial world, and having climbed to the pinnacle of wealth and prosperity, looks down from his high monument, with scorn and contempt upon his humble employee, scarcely considering him worthy a thought or glance, looking upon him as a machine, an automation, his paid serf, his emolumented slave, whose whole life, whose service, whose very thoughts, whose very soul belongs to him and him alone, who binds him with the fetters of servitude, and brands him with the paltry salary he reluctantly engages him with. Cross and severe, with never a kind or friendly word, overlooking no fault or mistake, never praising or commending, watching every chance, every opportunity of discovering some little petty wrong, some peccadillo, visiting same upon the poor unfortunate traveler with terrible penalties; rough, gruff and uncouth to those unlucky enough to be in his employ, making life a burden, and a very hell upon earth for them. This is the man who wonders why business has fallen off with him, why it is not as it formerly was, why he cannot retain his traveling men, why his profits keep dwindling and dwindling, why new and younger men, with modern and more progressive ideas of business, pass him on the road to success, what is their secret, why are they constantly advancing and advancing, whilst he, on the contrary, is continually retrograding?

Good traveling men will steer clear of him, and if unfortunately they are compelled by circumstances to remain with him, their heart is not in their work, and they are constantly on the lookout for a house where conditions and surroundings are more agreeable.

That merchant, who on the contrary exercises a kind and humane interest in the welfare of his representatives, is on the road to success, and the secret of that success consists in the fact that he accommodates himself to the spirit of the age, that

he has push and energy, and recognizes the fact that he must gain their good will, their respect, their friendship; that he must, as it were, enter into a pact or partnership with his employees, treat them liberally, treat them as men, treat them as human beings; confer and discuss with them as to the business situation, as to the business conditions; listen respectfully to any advice or suggestions they may have to offer, knowing that often they are in a much better position, coming as they do into direct contact with the trade and customers, to judge of the temper and will of those with whom they trade, than the head of the firm, whose whole time is occupied in looking after the details and management of the business.

This type of employer is eagerly sought after by the best and most successful men on the road, he it is who retains his men and from whom it is impossible to take them away, no matter what flattering offers they may receive; they are pleased and satisfied with their position, recognize that they are well looked after and located, and do not care to change.

In conclusion, the traveling man who has the interest of his firm at heart, who does not look at his position in the mere sordid light of dollars and cents, is the man who is bound to climb to the topmost round of the ladder of success in his profession, and, per contra, that traveler who merely travels for want of something to do, and a salary to draw, is from the very beginning a failure; the sooner he recognizes this fact, the better for all concerned.

So, also, that employer who carefully watches out for the welfare and happiness of his representatives upon the road, is sure to attain the highest business prosperity, whereas the employer who has no care, no thought, no idea of those under him, is certain to record a failure.

ALF R KELLY

Please accept my long delayed thanks for Ground Color and Dark Oak Varno-Floor-Stain. I wish to state that Davies' Varno-Floor-Stain is the best of its kind that ever happened. After finishing the floor up with it, my wife decided that it would be best to paper the rooms so that I could see after the work. While I was away, down town, the paper-hanger came and moved the piano out from the wall so he could work around the walls. My wife was very much distressed, thinking the floor was ruined, however, I am happy to say that aside from the marks made by the weight of the piano on the rollers, no harm resulted. And this is the more to be wondered at as the flooring was pine wood (hard). I examined these marks closely, but found the surface unbroken. Am delighted, to say the least, and shall push the same at all times. Thanking you again, I am,

Respectfully,

C. L. W.



A. M. WOODWARD

The manager of our Promotion and Publicity Department left here last Tuesday evening to attend the convention of the Ohio State Retail Hardware Dealers' Association at Cleveland. He returned Thursday morning looking rather "rocky." He had no sooner taken his seat at his desk when the following telegram was handed him:

Cleveland, O., Feb. 25, 1904

Mr. A. M. Woodward:

Your golashes were found at three o'clock this a.m. and delivered to me in presence of Ed Hoag and Jim Dougall. We refuse to say where they were found.
"BUSTER BROWN"

We wish to caution our representatives in future how they wire into the house after receiving a visit from our worthy Manager of Promotion and Publicity.

They Seem to Suit.

The advertising department wishes to acknowledge the receipt of the following "kindly commendations" from the "boys on the road:"

St. Louis, Mo., Feb. 23, 1904.

New sample card is to hand and I want to say that same is, without a doubt, the finest paint card I have ever seen put out by a paint company since I have been peddling paints, and that is quite a while.

Yours respectfully,

DAN DAVIES.

Mr. A. M. Woodward:

Allow me to extend congratulations on our new color card. Consider this type the nearest I have ever seen in the color card line. In my opinion 'tis perfect. I think 'at swell'. Yours, etc.,

P. C. FRAYSER

Sandwich, Ills., Feb. 22, 1904.

The "new" New Era Paint sample card received today at Leland, Ills., and I must say the general style of it is most attractive. The reading matter is improved, but I cannot say that I think the colors show to as good advantage as in the old card. That is, I think they, as a whole, look much darker than in the old card, but on the whole I like the new card very much.

Very truly yours,

A. D. HOAGG

Oklahoma City, Feb. 21, 1904.

Permit me to congratulate the advertising department in the way, shape, form and coloring our advertising matter of late is gotten out. My customers expressed themselves that they are fine.

Yours respectfully,

P. H. BETHGE

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY

ACME
QUALITY

PAINTS, ENAMELS



COLORS, VARNISHES

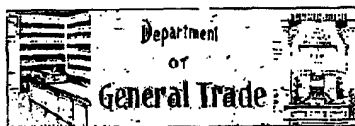
ACME
QUALITY

DETROIT, MICH

VOL. I.

FEBRUARY 27, 1904.

NO. 40



F. R. DOUGALL, SALES MANAGER

The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.



"Coming events cast their shadows before them."

It is a part of the duty of the secret service department of the WHITE CITY NEWS to find out things that will later develop into interesting news items, and to post the boys, specially in order that they may meet such contingencies in the proper spirit and with unfaltering nerve. Keep your eye on the sign of the Skate, 108 Fourth street, Troy. We understand it is to be changed to a pair of Skates.

A Good Word for French Crown Tinting Ochre.

Burlington, N. J., Feb. 16th, 1904.
Acme White Lead and Color Works.
Detroit, Mich.

Gentlemen - I received your sample of French Crown Tinting Ochre and have given it a thorough trial, and would say it works finely under the brush, and for strength is all right. It is ground finely, and my men say it is as nice a yellow to work in as they have ever used, and some of them are not very young in the business. I would have let you know sooner about it, but work has been so scarce that we have just opened it within the past week.

AUGUSTUS CARTER,
415 South Wood St.

Co-Operation Between Employer and Employee.



ALF R. KELLY

We herewith print an address delivered by our Mr. Alf. R. Kelly before the Pacific Coast Commercial Travellers' Association at one of their meetings in San Francisco recently. We imagine we can hear Alf. with his usual eloquence delivering it:

I shall simply treat of one phase of this subject, namely, the relation existing between the employer and his representative upon the road.

Mutual good-will, esteem and respect is a necessary essential; without this, all else is a sham, a mere seeming, a superficial glaze or veneer, that may crack and break through without a moment's warning, bringing to light all that is mean, all that is low, all that is vulgar and coarse in human nature. With good feeling as the foundation-stone, many little trifles, many little peculiarities of temper, many little faults of manner, are overlooked; allowances are made for mistakes of judgment, and indiscretions not intentional—a smile and a laugh cover many otherwise heart strings, and smooth over any little rufflings of temper.

How many of us in our experience, have met with traveling men whose main business appears to be continually and constantly railing at, and reviling their employer; never a good or kind word to say of them? Not content with confining

these vapid outpourings within the circle of their intimate friends, their gall and venom find an outlet with their customers.

Now, how in the name of common-sense, can they expect to do business, how hold their positions, under these circumstances, under these conditions?

Do they think, do they for a moment in their own minds, believe that a merchant is apt to buy or patronize an establishment, where the very men in their employ, drawing their salaries, their expenses paid by them, are acting, to use vulgarism, as "knockers."

No, this particular species, this particular style of traveling men (and thank heaven they are rare), are short lived; they are continually changing from house to house, continually keeping up the same "knocking" tactics until finally they wind up in an inglorious end, and are no longer heard of, having vanished into "innocuous desuetude."

On the contrary, watch the career of that traveler, whose whole aim, whose whole object, is the interest and advancement of the firm by whom he is employed, working hard, earnestly and conscientiously, always a good, kind and pleasant word for his employers, who is ready to resent as a personal insult, any slur or reflection upon the honesty or integrity of his house, any insinuations as to their methods of carrying on their business; that man, I say, is bound to rise, is bound to make his mark in the commercial world, is bound to have the love, the honor, the respect and the good will of those with whom he comes in contact, both his customers and those by whom he is employed.

He works hand in hand with his employers, their interests are his interests, their loss his loss, their gain his gain.

His customers soon learn to appreciate this trait in his character; soon commence to believe that if the employee is such a staunch friend, such a staunch defender, such a staunch champion of his employers, that they must possess some traits, some

WHITE CITY NEWS

characteristics, to earn this grateful feeling, to command this respect, and they in turn become imbued with this feeling, mutual good-will reigns between employer, employee and customer, which results in increase of trade, numerous orders, and as a natural sequence, in an advance of salary to the representative.

This is the traveling man's standpoint. Now let us glance at the other side of the shield, what do we gaze upon?

The same old human nature, with all its faults and frailties; with all its virtues and lovable qualities.

The stern, harsh employer, who, having risen after years of hard work and labor to a proud and prominent position in the commercial world, and having climbed to the pinnacle of wealth and prosperity, looks down from his high monument, with scorn and contempt upon his humble employee, scarcely considering him worthy a thought or glance, looking upon him as a machine, an automation, his paid serf, his emolumented slave, whose whole life, whose service, whose very thoughts, whose very soul belongs to him and him alone, who binds him with the fetters of servitude, and brands him with the paltry salary he reluctantly engages him with. Cross and severe, with never a kind or friendly word, overlooking no fault or mistake, never praising or commending, watching every chance, every opportunity of discovering some little petty wrong, some peccadillo, visiting same upon the poor unfortunate traveler with terrible penalties; rough, gruff and uncouth to those unlucky enough to be in his employ, making life a burden, and a very hell upon earth for them. This is the man who wonders why business has fallen off with him, why it is not as it formerly was, why he cannot retain his traveling men, why his profits keep dwindling and dwindling, why new and younger men, with modern and more progressive ideas of business, pass him on the road to success, what is their secret, why are they constantly advancing and advancing, whilst he, on the contrary, is continually retrograding?

Good traveling men will steer clear of him, and if unfortunately they are compelled by circumstances to remain with him, their heart is not in their work, and they are constantly on the lookout for a house where conditions and surroundings are more agreeable.

That merchant, who on the contrary exercises a kind and humane interest in the welfare of his representatives, is on the road to success, and the secret of that success consists in the fact that he accommodates himself to the spirit of the age, that

he has push and energy, and recognizes the fact that he must gain their good will, their respect, their friendship; that he must, as it were, enter into a pact or partnership with his employees, treat them liberally, treat them as men, treat them as human beings; confer and discuss with them as to the business situation, as to the business conditions; listen respectfully to any advice or suggestions they may have to offer, knowing that often they are in a much better position, coming as they do into direct contact with the trade and customers, to judge of the temper and will of those with whom they trade, than the head of the firm, whose whole time is occupied in looking after the details and management of the business.

This type of employer is eagerly sought after by the best and most successful men on the road, he it is who retains his men and from whom it is impossible to take them away, no matter what flattering offers they may receive; they are pleased and satisfied with their position, recognize that they are well looked after and located, and do not care to change.

In conclusion, the traveling man who has the interest of his firm at heart, who does not look at his position in the mere sordid light of dollars and cents, is the man who is bound to climb to the topmost round of the ladder of success in his profession, and, per contra, that traveler who merely travels for want of something to do, and a salary to draw, is from the very beginning a failure; the sooner he recognizes this fact, the better for all concerned.

So, also, that employer who carefully watches out for the welfare and happiness of his representatives upon the road, is sure to attain the highest business prosperity, whereas the employer who has no care, no thought, no idea of those under him, is certain to record a failure.

ALF. R. KELLY.

Please accept my long delayed thanks for Ground Color and Dark Oak Varno-Floor-Stain. I wish to state that Davies' Varno-Floor-Stain is the best of its kind that ever happened. After finishing the floor up with it, my wife decided that it would be best to paper the rooms so that I could see after the work. While I was away, down town, the paper-hanger came and moved the piano out from the wall so he could work around the walls. My wife was very much distressed, thinking the floor was ruined, however, I am happy to say that aside from the marks made by the weight of the piano on the rollers, no harm resulted. And this is the more to be wondered at as the flooring was pine wood (hard). I examined these marks closely, but found the surface unbroken. Am delighted, to say the least, and shall push the same at all times. Thanking you again, I am,

Respectfully,

C. L. W.



A. M. WOODWARD.

The manager of our Promotion and Publicity Department left here last Tuesday evening to attend the convention of the Ohio State Retail Hardware Dealers' Association at Cleveland. He returned Thursday morning looking rather "rocky." He had no sooner taken his seat at his desk when the following telegram was handed him:

Cleveland, O., Feb. 25, 1904.

Mr. A. M. Woodward

Your golfshes were found at three o'clock this a.m. and delivered to me in presence of Ed. Hoag and Jim Dougall. We refuse to say where they were found.

"BUSTER BROWN"

We wish to caution our representatives in future how they wire into the house after receiving a visit from our worthy Manager of Promotion and Publicity.

~~The~~ Seem to Suit.

The advertising department wishes to acknowledge the receipt of the following "kindly commendations" from the "boys on the road":

St. Louis, Mo., Feb. 23, 1904

New sample card is to hand and I want to say that same is, without a doubt, the finest paint card I have ever seen put out by a paint company since I have been peddling paints, and that is quite a while.

Yours respectfully,

DAN DAVIES.

Mr. A. M. Woodward:

Allow me to extend congratulations on our new color card. Consider this type the neatest I have ever seen in the color card line. In my opinion 'tis perfect. I think "it swell." Yours, etc.,

P. C. FRAYSER.

Sandwich, Ills., Feb. 22, 1904

The "new" New Era Paint sample card received today at Leland, Ills., and I must say the general style of it is most attractive. The reading matter is improved, but I cannot say that I think the colors show to as good advantage as in the old card. That is, I think they, as a whole, look much darker than in the old card, but on the whole I like the new card very much.

Very truly yours,

A. D. HUAGG

Oklahoma City, Feb. 21, 1904.

Permit me to congratulate the advertising department in the way, shape, form and coloring our advertising matter of late is gotten out. My customers expressed themselves that they are fine

Yours respectfully,

P. H. BETHGE.

MR. A. M. WOODWARD

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY



PAINTS, ENAMELS



COLORS, VARNISHES



DETROIT, MICH

VOL. I.

MARCH 5, 1904.

NO. 41



F. R. DOUGALL, SALES MANAGER

The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.

The Boys Who Sent in Car-Load Orders This Week:

R. M. BILLINGS,
W. J. CARLYLE,
A. D. HOAG,
P. H. BETHGE,
I. D. WILSON.

Mr. Billings landed a new distributor in New Orleans, La.—David Bernhart. Two cars.

W. J. Carlyle landed a new distributor at Providence, R. I.—The Union Electric & Supply Co. One car.

A. D. Hoag's car was from Sickels, Preston & Nutting Co., of Davenport, Ia.

P. H. Bethge sent in a car from the Alexander Drug Co., of Oklahoma City, Oklahoma.

I. D. Wilson sent in an order for a car from John L. Thompson Sons & Co., Troy, N. Y. This is the second car this year from them.

We also received a mail order for a car this week from G. F. Culmer & Bro., Salt Lake City, Utah.

This is starting out the month of March fairly well, but we can take care nicely of all that comes in. Let us make this month a record breaker.

DINNER TO SYRACUSE MEN.

Burhans & Black Company Officers and Traveling Men Banquet.

The officers and traveling representatives of the Burhans & Black Company and the Syracuse Hardware & Iron Company, numbering more than twenty, were tendered a complimentary dinner at the St. Cloud hotel last evening by J. W. Carlyle, district sales manager of the Acme White Lead and Color Works, Detroit, Mich. After dinner there was speechmaking and a smoker.

A glance at the menu would give one the impression that hardware men have ostrich-like appetites, as each dish was given an appellation familiar to the trade. "Consomme in Cups" was "Davies' Liquid Filler," "Sliced Tomatoes" were "Devil's Red in Distemper," "Roman Punch" was "Interolite Finish," "Teal Duck" had "Neal's Carriage Top Dressing," and so forth. But while the guests did not eat paint and nails, they talked them. The responses to the toast list glistened with wit and humor as well as with practical business points.

J. William Black acted as toastmaster and himself talked about "System," prefacing his remarks with a story of an unwelcome visitor who was kicked down six flights of stairs from the top of a wholesale house, a different member of the firm or employe providing the motive power on each landing. Mr. Black represented the victim as saying after he finally reached terra firma: "I don't know how much business this house does, but the system is perfect."

J. W. Carlyle, the host of the evening, responded to the toast, "Acme Quality." He said that the trade in the East in all lines is looking for quality rather than price. Col. H. N. Burhans was the next speaker. He got more applause than any of the other speakers. As he rose his business associates made pleasant remarks

about his candidacy for department commander of the New York State G. A. R. He spoke on "Expansion" and told a good army story.

W. W. Plumb spoke on "Two Per Cent. and Credits." Other speakers were: C. C. Saylor, "Buying"; W. H. Judson, "Prices"; M. J. Reynolds, "Five and Ten-Dollar Assortments," and F. S. Persing sang a song. After the formal toasts the men had a good time talking over business and telling yarns. Mr. Carlyle promised that similar occasions would be common hereafter.

Those present were: Col. H. N. Burhans, J. W. Black, W. W. Plumb, O. D. Burhans, C. T. Blanchard, M. J. Reynolds, W. H. Judson, W. J. Cowles, Joseph Born, Charles H. Reusseau, A. L. Hammond, A. T. Strong, D. Eggleston, Charles Dietel, M. G. Hayes, F. S. Persing, S. I. Haynes, Charles F. Diel, Joseph Black and J. W. Carlyle.

To Our Representatives.

The railroads have never been so congested in their history. Everybody is complaining about being held up on account of not being able to receive goods on time. Every class of business is effected, manufacturers, jobbers, dealers, are all having their troubles with the railroads to a greater or less extent. It is the wise, up-to-date, progressive business man who recognizes a condition that exists and takes steps to counteract its effect to as great an extent as is possible, and he is the man who gets the money. Therefore, we wish our representatives would lay particular stress upon existing conditions and use same for an argument why their customers should place their orders promptly, and should also anticipate their requirements to as great an extent as possible until better shipping conditions prevail.

WHITE CITY NEWS

Salesmen Who Create Business.

Salesmen who are able to go out into the world and create business are the highest types of the men of that profession, says *The Retailers' Journal*.

With such salesmen the central and ever dominating idea is to make business—not merely to take orders from old customers. How to accomplish their purpose is the thing which they are at work on constantly. While other salesmen may be telling stories or having a good time waiting for a chance to see a customer, the man with the creative thought uppermost in his mind is trying to study out a plan whereby he can carry out his purpose.

As a rule, it will be noticed that the best salesmen of this class make but little fuss when talking business with their customers, but it will also be noticed that what they have to say goes right home; and, instead of arguing with the customers he instructs him—tells him things of interest about the goods under consideration. He will point out qualities that another salesman never knew existed, and he will tell about these things in such a way as to command the attention of the customer. And what is more, he will tell the truth, and tell it in such a simple, straightforward way that the customer will be certain that it is the truth.

The salesman who is able to create business does not resort to misrepresentations in order to sell goods, for he knows it is not profitable. He wants to sell his customer again, and he must retain his confidence. He must feel certain that the customer believes implicitly all he says, for this is necessary to his general plan of work.

In order to do this creative work, the salesman must avoid many of the ruts into which a great many salesmen fall. He must carve out a course of his own, and first of all he must inform himself concerning the goods he offers for sale. The knowledge which he acquires from study is his chief stock-in-trade. By thorough application he will be able to learn so many little things about the nature of his goods that he will both interest and surprise his hearers when he talks to them. From a traveling man of this class the retail merchant will often get some information concerning the goods he is handling that he did not possess before, which enables him to talk intelligently about the goods with his patrons, pointing out virtues the customer never knew the goods possessed. As a result, a new demand has been created for the goods. The same rule applies to the store salesman.

The idea of knowing just a little more about his goods than the mere order-taker knows is the key to the true salesman's success. He must first know what he is talking about when he attempts to sell a bill of goods. If he has cultivated along with his knowledge some graces of speech and manner, he will be better able to present his case. The man of refinement who will talk of things whose nature he thoroughly understands, can always get a hearing, and sell goods, enlarging all the time the field they are made to occupy. Such salesmen are truly creators of business.

Nothing Like It.

Coffeeville, Miss., Jan. 13, 1904

Acme White Lead and Color Works,
Detroit, Mich.

Dear Sirs—I write you to send me color cards which you put up in small boxes. Have lost one you sent me last year. They are very handy to carry in vest pocket, and are very valuable for selling New Era.

I have worked hard for the past three years to knock out the Collier lead, which had the lead here for the past ten or fifteen years, and have about succeeded. For the past three seasons I have painted 22 good sized houses and one church. Three years ago I came here from St. Louis to paint a house for a friend of mine. It was his desire for me to put on the Collier lead. I informed him that he was making a big mistake in using the Collier, and that I could recommend to him a paint which is far superior material to the Collier. "Well," he said, "as you are an old painter and an old friend I am bound to take your word," so I put on two coats of New Era, pure white, with green blinds. The house is as fresh as a daisy today, and is the best advertisement I could get for miles in this country.

The day I started this, my first house in Coffeeville, a painter from Water Valley was second coating one in the next block to me. That house today is now ready to be done over again, when mine with New Era is good for six years now, and all others which I have done since. Of course I have built up a good reputation, for they say I am a good painter. "Well, that may all be," I answered, "but, my dear friends, you must not forget the material which I put on to build up a reputation."

I always give them this answer. "It is the New Era, my friends. And another thing. If you find where any of the houses I have painted with the New Era have cracked or scaled, I will paint your house for nothing. Now show me a Collier house which has been painted three years ago, in as fine a condition as my first house, and I will give you the price in cash to paint your house."

I have eight houses to do this summer and every one of the owners want the New Era.

Bates & Co., at this place, will get all my orders, which will be supplied by your Memphis branch, by the way.

Prospects are fine for this season, and I hope to dip my brush in many cans of New Era.

Wishing you good prospects, I remain,

Yours truly,

P. O. Box 72

P. J. BERNARD.

Last fall I sold L. C. Purdy, of Gagetown, Mich., New Era Varnish. He says it is the best varnish he ever handled and will not handle any other.

Yours truly,

W. WESLEY

Dangerous to Stay at Home.

The following statistics from one of the oldest and most responsible accident insurance companies, covering a period of forty years, show the accidents that are liable to happen to all men without regard to occupation:

	Percent
Accidents to pedestrians	24.74
At home (indoors)	18.80
Horses and vehicles	16.16
At home (outside)	15.98
Recreation	6.15
Railroad travel	4.77
Bicycle accidents	4.06
Street car travel	2.74
Use of firearms	1.73
Animal bites	1.52
Assaults	1.00
Steamship travel	.70
Miscellaneous	.05
	100.00

Based on the showing over such a long period it would appear that the fellows who stay at home are taking nearly all the risk.

Mr. Smith, of Flint, is a practical painter and he told our Mr. Watson Wesley that a gallon of New Era Paint would cover 100 square feet more surface than a gallon of lead and oil, and cover it better. This is a splendid recommendation for New Era. We should be selling double the amount of New Era we are selling. Let us all try to double our business this year on this line.

Stockton, Cal., Feb. 12, 1904.

Gentlemen—I think that the boys now have an excellent opportunity of disposing of large quantities of Vul-K-Lac, owing to the very high price of both alcohol and wood alcohol shellacs.

Do not allow your customers to confound same with turpentine shellac, shellacine, surfacer, etc., which are simply liquid fillers, and can only be used on soft wood, whereas Vul-K-Lac may be used anywhere, on both hard and soft woods, as a perfect substitute for shellac.

Last summer whilst in Los Angeles I gave the finisher for Reichenbach, a maker of fine fancy designed furniture, a half-pint sample can and asked him to test same.

He laughed at me, told me that I did not know what I was talking about, but good-naturedly promised to try it anyhow, and that he would be careful that it did not do much damage.

Well, this trip I met him in the store of the W. E. Little Paint Co., Los Angeles, Cal., and he informed me that he was using it altogether, not only as a first-coater, but as a finishing varnish as well, and would not go back to shellac.

Would advise that you send the boys small sample boards, both hard and soft boards, finished in one and two coats.

I tell you it is a strong argument when you can save the consumer \$2.00 and upwards per gallon.

Respectfully,

ALF. R. KELLY

I am just in receipt of new color card showing the thirty-eight colors. I want to say that the arrangement of same is very becoming, and I think will do much to assist in sales. It appears almost like a new line, as the arrangement is much better classified. These helps are appreciated by both the trade and salesmen. "Many thanks."

Yours respectfully,

WILL J. SELVAJE.

White City News

Devoted to Matters of Interest to Our Representatives

PUBLISHED BY



PAINTS, ENAMELS



COLORS, VARNISHES



DETROIT, MICH

VOL. I.

MARCH 12, 1904.

NO. 42



F. R. DOUGALL, SALES MANAGER

The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.

Standing of Districts.

Total Sales for the Month of January.

District B	1st Position
" D	2d "
" F	3d "
" A	4th "
" C	5th "
" G	6th "
" E	7th "
" K	8th "
" J	9th "
" H	10th "

Total Sales for the Month of February.

District A	1st Position
" E	2d "
" D	3d "
" C	4th "
" G	5th "
" B	6th "
" F	7th "
" J	8th "
" H	9th "
" K	10th "

A New Use.

A new use has been discovered for Acme Paint and Varnish Remover. It is just the thing for softening hard paint brushes, and thoroughly cleaning same. The brushes should not, however, be allowed to remain in the remover for any great length of time. The fact that our product is suited for the purpose referred to is another good talking point when offering the goods to your trade.

One of our representatives states that this point in favor of Acme Paint and Varnish Remover appeals strongly to painters. Make good use of it at every opportunity, and it will no doubt aid you in securing business.

The Varnish Manufacturers' Problem.

Varnish manufacturers are confronted with a problem which it will be necessary to solve within the near future, if it is the purpose of those engaged in the industry to do business along legitimate lines in respect to securing proper and reasonable returns from their business and on the money invested. The problem is a necessary readjustment of their prices and terms in accordance with existing conditions as regards materially advanced costs of

producers whereby the output is materially restricted, has advanced to a very high figure. Rosins, also benzine, used in some of the cheaper grades of varnishes and dryers, have also advanced in prices. There has been a very considerable increase in the cost of barrels, tin packages, packing cases and chemicals. Fuel, labor and operating expenses generally are higher than formerly. In fact, without almost any exception, in every item of expense necessary to produce the finished product, advances have occurred, which, in the aggregate, have resulted in an important increase in the cost, but without any corresponding increase in selling prices.

The volume of business done has been satisfactory, but unfortunately this cannot be said of results as regards profits, due to reasons stated. It will therefore be necessary, in order to keep this industry in a healthy and normal condition, for the manufacturers to so readjust prices that these heavy increases in cost may, in a measure at least, be covered, and a reasonable advance above cost secured. Conditions as regards present and prospective cost of raw materials and production are such that it will be necessary for manufacturers to either advance prices to a reasonable and proper extent, do business without profit, or at a loss, or reduce the cost of manufacture. A reduction in the cost would necessitate a cheapening or lowering of the standard of quality, a course which it is hoped no manufacturer will consider. In view of the situation, therefore, a readjustment of prices and terms in accordance with these facts may be anticipated, and for the general good it would seem as if buyers and consumers of varnishes and dryers should be willing to co-operate with the manufacturers in their endeavors to maintain the present standards of quality, and also secure a reasonable return from their business.—*Oil, Paint and Drug Reporter.*

Now Is The Time

to talk \$5.00 and \$10.00 Assortments of



to dealers. They are ready to "do business," and want the special inducements offered in these assortments.

Take Hold and Lift.

finished products, due to steady and continuous advances in the cost of raw materials and operating expenses.

The supply of varnish gums for some years has been gradually diminishing, owing to a scarcity of both gum and labor. The falling off in receipts, coupled with an increased consumption, has naturally resulted in continual advances in prices. Turpentine, owing to combination among

The Logic of Mixed Paints.

(From Drugs, Oils and Paints)

Within the memory of living painters, the wielder of the brush was also a paint and varnish manufacturer. Every paint shop was equipped with its slab and muller for rubbing up colors in oil, and all shops of any pretensions also had their small hand mills for grinding and mixing tints and bases. In the course of time, partly because of the prevalence of lead poisoning among painters, partly because of the obvious economy of machine work, and partly because of the rapid increase of demand incident upon the growth of the country, the corrodors of lead began to offer their product ground in oil. This was the first step in the progress towards ready-mixed paints. The advantage, both in the efficiency and economy of this practice was so immediately obvious that the color makers quickly followed suit, and thus corrodors and color makers became paint manufacturers; a new industry being thereby created, while shop mixing was inevitably doomed.

The second step towards the production of mixed paints came when the corrodors, realizing either the superior results or the greater profits obtainable from mixtures of pigments, began to put forth combinations of lead and barytes, lead and zinc or of all three materials, in varying proportions. These combinations requiring only the addition of tinting colors, oils, driers and turpentine, if desired, taught not only the consuming public, but the painter as well, several important economic facts; first (it is claimed) that a combination of bases gives better results than a straight or un-mixed base; second, that with such compounds more work can be done for less money; third, that machinery is not only more economical, but more efficient than manual labor; fourth, that the uniformity of materials and treatment made possible by manufacture on a large scale is an important factor in securing satisfactory results.

At this point the native alertness of the Yankee genius caught the logic of the facts and quickly carried it to its inevitable conclusion. If it is advantageous and economical to substitute machinery and factory organization for hand labor and shop rule of thumb in the grinding of lead, colors and paint bases, why would it not be similarly advantageous to bridge the entire chasm and bring the paint factory in immediate contact with the brush? If it is advantageous and economical to supersede the muller and the hand mill with the power chaser and buhr mill, why not also

supersede the mixing pot, paddle and strainer with a mechanical mixer?

The recent introduction of zinc white and its general adoption by corrodors in the preparation of their mixed bases or "graded leads" facilitated this development and made practicable the production of a ready-mixed paint in which the pigment would remain fairly well suspended in the oil.

The first ready-mixed paint is believed to have appeared locally about the middle of the last century. The advantage of the proposition was so immediately obvious that paint factories rapidly multiplied all over the country, and where paint was before somewhat of a luxury, it speedily became a necessity. By 1870 there was a "paint factory" in every village, and in many thickly populated regions it was not uncommon to find an old barn transformed, with its bench of mills and mixers vigorously turning out compounds for the decoration of the neighborhood.

The fierce competition that resulted from this swift multiplication of enterprises resulted in constant endeavors to secure advantage by cheapness, and here the emulsion paint found its chance. Linseed oil was expensive, water was as free as air, every druggist knew how to make oil and water mix, and the paint manufacturer speedily availed himself of the knowledge of his friend the druggist.

Even in the competition of emulsions, some remarkable results were achieved; but time, which proves all things, quietly proceeded with its practical demonstrations, and the emulsion paint, except in regions where paint is still a comparative novelty or luxury, has had its day. Since 1890 the trend has been steadily back to the pure oil paint, and the competition has been for absolute economy—the relative cost divided by the relative duration of service.

But the introduction of the ready-mixed paint and the consequent growth of paint consumption has not only popularized the knowledge of paint economy, but has directed upon the subject the attention of technicians and investigators to an extent that could not fail to result in extensive enlightenment. Owing to the competitive claims and the eager researches of mixed paint manufacturers, no less than to the interest aroused by them, we know to-day more about pigments, vehicles and painting conditions than about most subjects with which the consuming public is concerned.

(To be continued in our next issue)

The Boys Who Sent in Car-Load Orders This Week:

A. W. MARTIN,
F. B. SANGSTER,
C. F. ELLIOTT,
H. H. HALLADAY.

A. W. Martin's was a pooled car, comprising orders placed by three of his customers.

F. B. Sangster sent in a car from the Buffalo Glass Co.

C. F. Elliott's car was from the Warren-Yarborough Paint & Glass Co., Nashville, Tenn.

H. H. Halladay sent in a car from the Murray Drug Co., Columbia, S. C., and a car from Burwell & Dunn Co., Charlotte, N. C.

We also received a mail order for two cars from the H. R. Tibbets Paint Co., Los Angeles, Cal.

We wish to congratulate the boys on the showing made thus far during the month, and hope that for the balance of the month you will keep us on the jump in taking care of a liberal number of similar orders.

Echoes From the Manufacturing Trades.

We have just closed contract with J. I. Case Threshing Machine Co., Racine, Wis., for their year's requirements in No. 645 Devil's Red. This is a very important deal, as the requirements of this concern are heavy, and they order in car lots exclusively.

We have recently installed our dipping equipment in the plant of the Safety Folding Bed Co., Detroit, and have entered into a contract with them for their year's requirements in enamels, etc.

The Dent Hardware Manufacturing Co., Fullerton, Pa., who are large manufacturers of iron toys and novelties, have again placed a year's contract with us for all supplies in our line. The Dent Co.'s plant is equipped with our patent agitator dipping tanks, and their requirements are very large.

The Specialty Manufacturing Co., Titusville, Pa., who are rated as one of the largest manufacturers of lawn swings in the country, have decided that Acme goods are the best, and is shown by the contract recently entered into with them for their coming year's requirements.

We are pleased to report contracts just closed with Morton E. Converse & Co., New England Block and Hinge Co., and the New England Baby Carriage Co., all of Winchendon, Mass. These concerns all have Acme dipping equipments and are large buyers.

March 12, '04.

Just 80% on his investment for the
dealer and a prize of \$1.00 per case to
distributers' salesmen placing the goods
during the month of March, 1904.

*Home Land
Sales Co.
& Co.*
DETROIT, MICH

\$5.00 Assortment Porch Furniture Enamel



	LIST PRICES			ASSORTMENT		
	Qts	Pts	1/2-Pts	Qts	Pts	1/2-Pts
Chair Red	75	45	25	1	4	5
Sevree Green	75	45	25	1	4	5
Railing Black	75	45	25	—	2	2
				2	30	12
Gross amount of this assortment						\$ 9 00
Less 40 per cent discount						3 60
Regular Price						\$ 5 40
Assortment price to new customer						5 00
Goods furnished gratis amount to						\$ 0.40

Packed ready for shipment with attractive advertising matter for store display.



MR A M WOODWARD

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY



PAINTS, ENAMELS



COLORS, VARNISHES



DETROIT, MICH

VOL. I.

MARCH 19, 1904.

NO. 43



F. R. DOUGALL, SALES MANAGER

The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.

The Boys Who Sent In Car-Load Orders This Week:

ALF. R. KELLY,
DAN DAVIES,
H. N. TURNER.

Alf. sent in three car-load orders—two from the Spokane Drug Co., of Spokane, Wash., and one from A. M. Holter Hardware Co., of Helena, Mont.

Dan sent us in a car-load from the A. B. Whitening Paint & Glass Co., of Topeka, Kansas.

The car-load habit seems to be catching. Our Mr. H. N. Turner, of the Railway Sales Department, sent us in a car-load order this week from the Seaboard Air Line Railroad.

Davies' Varno-Floor Finish.

Calling a few days ago on one of our enthusiastic New Era agents, viz. M. C. Sparr, Wyoming, Ill., he drew my attention to a new counter and glass show case, asking what I considered the finish on same to be and how it looked. Making several guesses, he then informed yours truly that 'twas all done with "Davies' Varno-Floor-Stain," transparent finish, and claimed that for appearance and wearing qualities he had yet to find its equal. He is about to put in some more cases and declares they shall be finished in the same way. S. L. McCOMB

Your catalog covering materials for coach and carriage painting received at Howell, Mich., in care of the Hotel Kellogg. All I have to say is that I am proud to carry it around. Enough said. Respectfully,

G. C. BURNHAM, JR

SEEING SIGHTS AT CHARLOTTE, N. C.

A Reminiscence of Mr. Neal's Recent Southern Trip.

Washington, D. C., Feb. 30, 1904.
Editor WHITE CITY NEWS:

As you know I left home February 17th for a trip through the South—by the time I reach home will have traveled about four thousand miles. I regret that my limited time and urgent engagements made it necessary for me to omit several important cities from my list. At a later date I hope to visit them.

The people of the South are certainly warm-hearted, cordial and enterprising people. Everywhere I went I was met with the "glad hand," and I enjoyed every moment of the time; it did not matter where I went. In the wild woods of Florida I was detained a whole day by a train wreck (fortunately the train wrecked was not mine), but the time passed pleasantly and the "Florida crackers" gave us "the best they had." At Tampa they were having summer weather and the tropical scenery was beautiful, and our good friend Mr. Thomas, manager of the Tampa Hardware Co., gave up much of his time driving me about the neighborhood. But it remained for that "prince of good fellows" and entertainer, Mr. Robert Dunn, of the Burwell & Dunn Co., Charlotte, N. C., to cap the climax with one of the most unique entertainments to a day's pleasure that ever happened. On my arrival at Charlotte, in company with "Uncle Henry" Halladay, we called upon Mr. Dunn. He at once asked me if there was anything particularly I wanted to see. I told him that I had often read in the paper that it was almost, if not an every-day occurrence in Southern cities to burn a colored man at the stake; that I had traveled about 3,000 miles through the South so far and up to then had not had the opportunity to see anything of the kind. To this he replied:

"Never mind, we will fix all that." After lunch he gave me a carriage ride around the town and surrounding country, pointed out numerous cotton mills, old colonial mansions from one to two hundred years old, minus the negro quarters long since destroyed, and finally wound up on the principal street, where he had very kindly arranged to show me the one thing I had expressed a desire to see. The whole town had turned out to participate, and bid me welcome. The crowd was hilarious, the victim despondent, but the show was great. Yours,

THOMAS NEAL

P. S.—I forgot to say that the above described event happened in front of the residence of Mrs. Stonewall Jackson and I was accorded the privilege and honor of lighting the match. T. N

The Successful Salesman.

The head of a large concern was asked, the other day, as to the qualifications of a successful salesman. He said:

"Sobriety, a great capacity for work, physical endurance and keeping everlasting at it will make the successful salesman of the future. There are many salesmen to-day who possess those qualities. I think conditions will demand more of them in the future.

"It is coming to be a difficult problem to find capable men. Where we find one man that will work hard, who will do everything in his power to make the best of his possibilities, we find nine who fail to come up to this standard. The whole solution of the salesman problem in the future lies in that word 'work.' To-day there are too many men who are doing other things when they ought to be selling goods."

Your new coach and carriage catalog received, also your New Era sample card. I consider them the handsomest of the kind ever put before the public in my experience since I first became an Acmette, and that is nine years ago. Yours truly,

IRA C. JONES

WHITE CITY NEWS

The Logic of Mixed Paints.

(From Drugs, Oils and Paints)

(Continued from last week.)

The result of this flood of investigation could not fail to be a bettering of materials and methods, a more intelligent selection and more exact methods of manipulation. Of this the paint consumer has received the benefit, and he can to-day, if he so wills, obtain a very intimate knowledge of paints, both in their technical and economic aspects.

Another result, contrary to earlier expectation, yet entirely in accord with the logic of things, has been the specialization of the industry and the establishment of the ready-mixed paint as the inevitable paint of the future. It is worthy of note that nearly all large industrial consumers of paint, even those that order by specification and formula, are inclining more and more to the purchase of compounds ready for the brush, and this tendency is intensified every year. Painters also, with numerous exceptions among those who still believe it possible to maintain the competition of hand against machine, are rapidly yielding to the logic of facts, and more and more limiting their shop manipulation to exigencies and special requirements.

The objections to this form of paint have been threefold: the first on the score of possible, or as it is often asserted, inevitable fraud; the second on behalf of the painter, whose sphere of activity is circumscribed by it; the third, the technical objection on the score of quality and economy.

The first objection has been practically eliminated, as indicated above, by the competition of manufacturers and by the rapidly-growing tendency of the latter to advertise and guarantee the general formula. It is also easy to insure against it by means of the technical information now available to anyone. The second objection is on all fours with that formerly urged against the sewing machine, the power loom and all other mechanical improvements and falls before the same facts—increased employment following decreased cost.

The third objection is the one around which most of the controversy has centered. Can ready-mixed paints, in fact, be as satisfactory technically as paints prepared for the occasion by an expert—what? An expert paint manufacturer, chemist, technician? No; an expert *spreader of paint*. That, in the last analysis, is the

question: It is the paint-making specialist pitted against the specialist in the application of paint; and should, it strikes us, require no further discussion. But at bottom the question has still another phase. Regarding the mere matter of relative merit between a machine-mixed and a hand-mixed product, it will be apparent to all who appreciate modern conditions of trade that even a simple mixture of lead and oil will be more satisfactorily made, with better assurance as to advantage of price and security against adulteration, by the well-equipped factory than by the shop, with limited equipment and facilities. This much may be regarded as settled; but the question of "straight" pigment *versus* "combinations" remains.

Is a combination of zinc and lead or of these with an "inert" pigment intrinsically as economical as a mixture of simple white lead and oil?—for practically all ready-mixed paints are combinations of the kind indicated.

We not only believe it to have been fully established that they are more economical; but we also believe that the great increase in their consumption, contrary to the general received opinion, has marvelously stimulated the production and consumption of white lead, and will continue to do so until such time as the advance of knowledge shall place within the reach of paint manufacturers a white pigment without defects and an oil which shall be all that linseed oil ought to be and is not.



The special prize offer on sales of \$5.00 assorted cases of these goods will be continued through the month of April. All notifications of sales received by us up to May 10th, inclusive, will be counted. It's a quick-seller and a good proposition.

Our General Distributors.

Alabama	Gray & Dudley,	Birmingham
Arkansas	Whitlow-Williams Drug Co.,	Fayetteville
California	H. R. Tibbetts Paint Co., Tenbrook & Co., H. R. Tibbetts Paint Co.,	Los Angeles San Diego
Florida	The S. B. Hubbard Co., Tampa Hardware Co.,	Jacksonville Tampa
Georgia	N. L. Willet Drug Co.,	Augusta
Illinois	Geo. E. Watson Co., Colburn, Birks & Co.,	Chicago Peoria
Indiana	The Evansville Paint & Varnish Co., Ltd.,	Evansville
Iowa	Sickles, Preston & Nutting Co., W. H. Torbert, J. W. Ederly & Co., Hornick, Hess & More,	Davenport Dubuque Ottumwa Sioux City
Kansas	A. B. Whiting Paint & Glass Co.,	Topeka
Kentucky	Robinson Bros. & Co.,	Louisville
Maryland	Carlin & Fulton,	Baltimore
Massachusetts	E & F King & Co.,	Boston
Minnesota	Hackett, Walther, Gates Hdw Co.,	St. Paul
Montana	A. M. Holter Hdw Co.,	Helena
New York	Buffalo Glass Co., Sickles & Nutting Co., Burhans & Black Co., Jno. L. Thompson, Sons & Co.,	Buffalo New York City Syracuse Troy
North Carolina	Burwell & Dunn Co.,	Charlotte
Ohio	Smith Bros. Hdw Co., Merrell & Co.,	Columbus Toledo
Oklahoma Territory	Alexander Drug Co.,	Oklahoma City
Oregon	F. E. Beach & Co.,	Portland
Pennsylvania	H. B. Semple & Sons, Hardware Co., Phelps-Straw & Co.,	Easton Hanover Pittsburg Reading Wilkesbarre
Rhode Island	Union Hdw & Electric Supply Co.,	Providence
South Carolina	Murray Drug Co.,	Columbia
Tennessee	Fritts & Wight, Benedict, Warren & Davidson Co., Strother Drug Co.,	Chattanooga Memphis Bristol
Texas	Houston Drug Co., Greiner-Kelly Drug Co.,	Houston Sherman
Utah	G. F. Culmer & Bro.,	Salt Lake
Virginia	Barker-Jennings Hdw Co.,	Lynchburg
Washington	A. S. Johnson & Co., Spokane Drug Co.,	Tacoma Spokane
West Virginia	The Kanawha Drug Co., The Williams & Davison Co., W. H. Chapman & Sons,	Charleston Clarksburg Wheeling

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY



PAINTS, ENAMELS



COLORS, VARNISHES



DETROIT, MICH

VOL. I.

MARCH 26, 1904.

NO. 44



F R DOUGALL, SALES MANAGER

The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.

The Boys Who Sent In Car-Load Orders This Week:

E. R. HOAG,
W. J. CARLYLE.

Ed. made a new distributor at Philadelphia, Pa.—The Shoemaker & Busch Drug Co.—the first order being a twenty ton car.

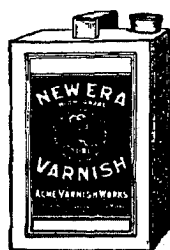
Mr. Carlyle sent in a car-load order from our distributors, Burhans & Black Co., of Syracuse, N. Y.

Give Us a Lift.

The Promotion and Publicity Department wants photographs of window displays of New Era Paint and "Acme Quality" goods. These make good illustrations for *Spatters*, and we give a brief mention of the firm making the display. We have to look to the "boys" on the road to get these for us. It helps us help you to sell "Acme Quality" goods. Don't hesitate whenever you see a good window display of our goods. Get a photographer and send us the picture. "Come on, boys," and help us out on this proposition.

We are in receipt of an order for New Era Paint from Cruze-Sterling Co., of Knoxville, Tenn., and upon the bottom of the letter is a notation as follows:

"We are taking the town."



New Era Coach and Carriage Varnishes and Japans.

You all know that we can justly feel proud of our product in the varnish line. Our Agricultural Varnishes have received the highest endorsement of our many friends in the trade. It took time to surround the whole proposition and get in shape to furnish exactly what is required for varnishing anything that requires varnishing and doing it right, from the most unimportant to the very best and most critical piece of work. We are pleased to state that we have arrived at that stage. We recognized the fact that the requirements of the carriage manufacturing trade were particularly critical. This necessitated not only the use of the best materials known to the science of varnish making, but in connection the engagement of skilled varnish makers, who had made a life study of the business, and we were most fortunate in our selection.

In our present New Era Coach and Carriage Varnishes and Japans we offer our friends in the carriage trade goods that will fill their wants perfectly. One great trouble is frequently encountered by large consumers of varnish. One lot of goods will be found just right. The next will be entirely different, causing all kinds of trouble and annoyance. We can appreciate just how the trade feel who have to contend with anything of this kind. We made up our minds that nothing of this character will cause comment from

our friends in the trade. We have the facilities for turning out an absolutely uniform product.

We have ample tankage capacity to permit our goods to ripen properly. Our corps of varnish makers know their business to a finish. Not only this, but as an additional safeguard every batch of varnish before being shipped is carefully tested by thoroughly competent people who are specialists in performing this particular work. There is no reason, therefore, why this branch of our varnish line should not forge to the front with rapid strides. That the goods are right up to the handle there is no question. This assurance should bring business and lots of it.

We think that we have reason to congratulate ourselves on what we have accomplished. We depend on you to do the rest.

"Take Hold and Lift."



Our sales of Acme Paint and Varnish Remover are increasing, but not so fast as we would wish to see. If our representatives would make up their minds they could sell a few gallons of these goods on every order they took. Try it.

The factory manager has come to the Sales Department with a request for more orders. Let us all pull together and try to snow them under so far that we will not have any more complaints of this character from the factory end until mid-summer at any rate.

WHITE CITY NEWS

The Man Who Is Afraid of Work.

Of all sad and pitiful things in this world of opportunity and brightness, the saddest and most pitiful is the man-who-is-afraid-of-work. The tramp who has lost self-respect and shirks the responsibilities of life is not the one considered here. He is known for what he is. But the short-sighted man who neglects his opportunities, leaves his tasks half done, works for his salary and not for himself, who is afraid of doing more than he should, in short, the man-who-is-afraid-of-work, is a subject for the profoundest pity. He moves through his narrow span of years a failure often because he hasn't known, hasn't recognized that he is lazy—afraid of work. Helpless, hopeless, dragging his weary existence out! Pity, pity the man who is afraid of work!

The most fascinating and the most common-place thing in the world is the story of successful men: fascinating, because there is that in every successful life that thrills, encourages, gives us a glimpse of what we ourselves might be; common-place, because the thing is so simple and easy. We seek for the magic wand that will beguile success so that we may embrace and hold her, and, behold, there is no magic wand revealed in the lives of great men—only seeming commonplaces: application, energy, singleness of purpose, determination and work, work, work. It is all one story—the same plot, same setting, same action, same ending. The laggard, the man-who-is-afraid-of-work, can't find anything there to set him on fire. Not he! But the man who is in earnest finds the story of thrilling, marvelous, inspiring interest. I can be marked on his brow, and work is his hope and salvation.—*Pacific Monthly*.

Paint and Varnish Remover.

Springfield, Mass., March 3, 1904.
I have demonstrated our Paint and Varnish Remover several times during the past week, and always with some other make. The result has always been the same, viz., Acme away in the lead. The argument of applying it on perpendicular material appeals to any dealer or consumer, and where a man has not a large quantity of some other "stuff" on hand, have secured an order.
Yours truly,
G. J. RICHARDSON.

Ann Arbor, Mich., March 10, 1904.
Acme White Lead and Color Works,
Detroit, Mich.

Gentlemen—By referring to your books you will find on January 5, 1904, you shipped us 10 gallons in 5's Stucco Wall Size, with the understanding if it met our approval we were to buy one barrel at same price. We find goods to be all O. K., and as we are people of our word will now have the barrel shipped via the D. Y. A. & J. electric line. Shall expect you to ship at once.
Yours respectfully,
BANCROFT & CO.

Genius and Hard Work.

One hears much on the subject of genius. The idea seems to prevail—a mistaken idea—that a genius can accomplish much by working little. In business I believe genius is the faculty of finding just what one is fitted for—and hard work. There is no doubt in my mind that these two characteristics and ordinary ability constitute what is generally taken for genius. You will say that a man must be possessed of extraordinary ability to become a great factor in the commercial world. Quite true, but it is a hard, long, irksome toiling apprenticeship that makes that ability. In few cases is it born in a man, while in the majority it is developed. The trouble is that while we desire that extraordinary power we are entirely too unwilling to labor enough to acquire it. Success means unremitting toil in our apprenticeship. It is only through tremendous labor that anything in the material world can be accomplished. When looking over a completed piece of work how easy it is to overlook the mighty effort made in its construction.

No man knows his qualifications until he has labored to find them out. Few are willing to endure the restless toil necessary to discover their capacity. Then invariably follows the accusation against nature for not endowing them with unnatural gifts. Of course some fortunate few are gifted with uncommon genius, but the greatest factor in genius is incessant toil. No doubt almost as great is the faculty of finding in what channel you should direct your efforts, and this, too, requires too much effort for the many.

A century of labor would not enable J. Pierpont Morgan to paint like Le Page; to write like Poe; and he could never equal the Ninth Symphony by Beethoven; but he is a business genius and no doubt Le Page, Poe or Beethoven, if they toiled for years and years could not manage the gigantic deals that have made Morgan famous.—*By Forbes Forbes in the Business World*.

We think our representatives should be taking more interest in our special varnish offer. This is a very liberal proposition and should be taken advantage of. "Come on, boys."

The Live Man.

The Live Man is like the little pig; he is weaned young and begins to root early. He is the pepper-sass of creation—the allspice of the world.

One Live Man in a village is like a case of itch in a district school—he sets every body scratching at once.—*Josh Billings*.

Our General Distributors.

Alabama	Gray & Dudley Hardware Co., Birmingham
Arkansas	Whitlow-Williams Drug Co., Fayetteville
California	H. R. Tibbets Paint Co., Los Angeles Tenbrook & Co., Sacramento H. R. Tibbets Paint Co., San Diego
Florida	The S. B. Hubbard Co., Jacksonville Tampa Hardware Co., Tampa
Georgia	N. L. Willet Drug Co., Augusta
Illinois	Geo. E. Watson Co., Chicago Colburn, Birks & Co., Peoria
Indiana	The Evansville Paint & Varnish Co., Ltd., Evansville
Iowa	Sickels, Preston & Nutting Co., Davenport W. H. Torbert, Dubuque J. W. Edgerly & Co., Ottumwa Hornack, Hess & More, Sioux City
Kansas	A. B. Whiting Paint & Glass Co., Topeka
Kentucky	Robinson Bros. & Co., Louisville
Louisiana	David Bernhardt, New Orleans
Maryland	Carlin & Fulton, Baltimore
Massachusetts	E. & F. King & Co., Boston
Minnesota	Hackett, Walker, Gates & Hdw Co., St. Paul
Montana	A. M. Holter Hdw Co., Helena
New York	Buffalo Glass Co., Buffalo Sickels & Nutting Co., New York City Burhans & Black Co., Syracuse Jno. L. Thompson, Sons & Co., Troy
North Carolina	Burwell & Dunn Co., Charlotte
Ohio	Smith Bros. Hdw Co., Columbus Merrill & Co., Toledo
Oklahoma Territory	Alexander Drug Co., Oklahoma City
Oregon	F. E. Beach & Co., Portland
Pennsylvania	J. C. Tanager Co., Hanover Logan-Gregg Hardware Co., Pittsburg Bird Hardware Co., Reading Phelps-Straw & Co., Wilkesbarre
Rhode Island	Union Hdw. & Electric Supply Co., Providence
South Carolina	Murray Drug Co., Columbia
Tennessee	Fritts & Wiehl, Chattanooga Benjamin, Warren & Davidson Co., Memphis Strother Drug Co., Bristol Warren-Yarborough Paint & Glass Co., Nashville
Texas	Houston Drug Co., Houston Greiner-Kelly Drug Co., Sherman
Utah	G. F. Calmer & Bro., Salt Lake
Virginia	Barker-Jennings Hdw Co., Lynchburg
Washington	A. S. Johnson & Co., Tacoma Spokane Drug Co., Spokane
West Virginia	The Kanawha Drug Co., Charleston The Williams & Davison Co., Clarksburg W. H. Chapman & Sons, Wheeling

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY



PAINTS, ENAMELS



COLORS, VARNISHES



DETROIT, MICH

VOL. I.

APRIL 2, 1904.

NO. 45



F. R. DOUGALL, SALES MANAGER

The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.

French Crown Tinting Ochre.

For the purpose of confirming our belief that in "French Crown" we are offering a tinting ochre having great merit, we took occasion to submit a considerable number of samples to practical, critical consumers, who find it necessary to utilize large quantities of goods in this line annually. We looked for favorable reports and were not disappointed. What pleased us particularly was the fact that the great desirability of this Ochre was referred to by the recipients of samples in such glowing terms.

We claim for this Ochre unusual tinting strength, brilliancy, beauty of tone and fineness of grind, and that the goods are of exceptional value as compared with the actual cost of ordinary ochres, when the difference in quantity required and the character of results produced are properly considered.

Keep this line constantly before you. Secure a trial order from every dealer you call on. The result will be another order the next time you call, and probably a number of repeat orders in the interval. We should sell rafts of this Ochre. The existing demand is practically unlimited. The reason we have not sold more is no doubt due to the season being somewhat backward; but from now on our business in this Ochre should show a visible and steady increase.

We hope to be able to extend congratulations at the end of the season to the effect that we are more than pleased at the showing made.

As to Prepared Paints.

In spite of the fact that the paint grinders have long been the target of abuse from all sides, they have generally managed to thrive and extend their business. There must be a good reason for this phenomenon, since nothing persists in the long run that does not justify its existence. We have been informed often enough to know it by heart, that paint grinders as a class are adulterators and confidence men; but still the world goes on buying their sophisticated compounds and confiding in their arguments. This fact is nothing short of phenomenal. Let us see if we can explain it. Starting with President Lincoln's axiom that, "You can fool all of the people some of the time and some of the people all of the time, but you can't fool all the people all the time." It must be admitted that the paint grinders, if they ever did so, are no longer fooling all the people. A large number of the people, then, know that grinders' whites, etc., by whatever name they may be called, are not pure lead. We have then before us two facts: that a steadily decreasing number of people are deceived as to the character of prepared paints; and that a steadily increasing number of people are using such paints.

These conjoined facts would naturally lead an unprejudiced inquirer to the conclusion that such paints have proved their economic value; but painters and manufacturers of certain classes of raw materials unite in deprecating such a conclusion. Let us see whether the conclusion is justified.

Paints—prepared paints as well as others—are made to sell. Their sale depends ultimately upon their value as painting materials, this value being predicated, upon several conditions, such as first coat, convenience, economy of application, economy of material, beauty of result, durability, etc. The painting material which yields the highest factor as the

sum of these elements is the best paint. Can it be possible that the public has discovered this factor to be highest with the despised products of the grinder? It looks that way indeed.

Taking the points of paint value as we have stated them: the first cost of a gallon of ready mixed paint or a pound of prepared paint is certainly less than its equivalent in "strength" or "pure" material; the mixed paint is certainly more convenient for use (this being one of the principal objections of painters against the introduction); we can leave out of the category as debatable (but surely nothing more) the question of economy of application; as for economy of material, no one who is familiar with the experiments of Mr. Oliver G. Goodell, as published by the *Peninsular Lead and Color Works*, of Detroit (1896), need remain in doubt upon that point; and in beauty of result these paints are at least equal to anything the painter can achieve in his own shop, with the additional advantage of undeviating uniformity; as to durability—that is the *crux* of the whole matter and still remains without official settlement.

For ourselves—and our conclusion is the result of much observation, much listening and extensive reading—we are convinced that a properly prepared combination paint is more durable in any situation than a straight paint (considering only the paints now on the market) can be. This is a result that would be rationally expected when a large number of shrewd, practical men, whose only object is to surpass other manufacturers, devote their energies, intelligence and resources to the production and improvement of paint.

Thus far we have considered only the better class of prepared and ready mixed paints—those that we are offered for quality, and especially those that are generally classed as "adulterated leads." The cheaper and poorer grades have their

WHITE CITY NEWS

place also, as have the sour-milk and other cheap substitutes of the painter.

The painters, we believe, are falling into grave error in opposing prepared paints. The reasons for this opposition are too patent and too selfish to redound to their advantage; while, on the other hand, they are attempting the hopeless task of blocking the wheels of progress when they propose to perpetuate the methods that prevailed a quarter of a century ago. The standing of the painter to-day depends largely upon his knowledge of the artistic and the technical provinces of his craft, and but little upon his skill or knowledge as a manufacturer. Common sense and economy require that all manufacturing operations shall be conducted on a large scale under conditions insuring uniformity and the highest economic skill. The painter recognizes this fact in buying his lead and his colors ground in oil, and in buying special varnishes for special uses. He will, in the future, have to recognize the same principle of progress in regard to all his materials, or he will eventually see his patronage drifting into the hands of painting mechanics, skilled only in the use of the brush.

In view of this possibility, of which the signs are evident to all painters, would it not profit the painters as a body to investigate dispassionately the painting value of the various combination paints, irrespective of preconceived prejudice or second-hand "scientific" conclusions?—*Drugs, Oils and Paints.*

Our representatives will regret to learn that Mrs. H. C. Cater met with a very serious accident as the result of falling down stairs. Her arm was broken and she was otherwise injured. We express for our representatives and the many friends of Mr. and Mrs. Cater at the White City, the most sincere sympathy and wishes for speedy recovery.

Appreciate the Co-operation.

Birmingham, Ala., March 26th, 1904.
Alma White Lead and Color Works,
Detroit, Mich.

Gentlemen We thank you for the support you are giving us every way in the paint business and hope we will be able to help in increasing the paint business in this district sufficient to justify your continuance in this matter.

Yours truly,
GRAY & DUDLEY HARDWARE CO

The Live Man.

The Live Man is a full ov bizness az the conductor ov a street kar—he is often like a hornet, very bizzzy, but about what, the Lord only knows.

A man who kan draw New Orleans molassis in the month ov January, thru a

half inch augur hole, and sing "Home Sweet Home!" while the molassis is running, may be strictly honest, but he ain't sudden enuff for this climate.

He lights up like a cotton faktory, and hain't got any more time tew spare than a skoolboy has Saturday afternoons.

He is like a decoy duck, alwus above water, and lives at least eighteen months each year.

He is like a runaway hoss; he gits the whole ov the road.

He trots when he walks, and lies down at night only bekause everybuddy else duz.

The Live Man is not always a deep thinker; he jumps at conclusions, just as a frog duz, and don't alwus land at the spot he is looking at.

—Josh Billings.



T. W. O'CONNOR, SALES MANAGER

We have just closed contract with the National Novelty Corporation, New York City, covering the requirements of their various plants in paints, enamels and varnishes. This is a very large piece of business, embracing, as it does, twenty-seven distinct toy manufacturing plants in different parts of the country. We are very much gratified over securing this contract, as all of the large paint manufacturers were in competition.

We have recently closed with the Mar-seilles Harrow Manufacturing Co., Mar-seilles, Ill., covering a complete dipping outfit of our patent tanks, to be used in connection with materials of our manufacture, also year's contract.

We recently forwarded to Smith & Davis Manufacturing Co., St. Louis, Mo., a full carload of Neal's Bedstead Enamel. We call attention to this shipment with pride, pardonable we believe, as full carload shipments of enamels are rather scarce. The goods were for current use and were billed on regular terms.

The scope of our manufacturing facilities is well brought out in the fact that we are handling dry colors, as well as all other products of our manufacture, in car lots. We have just shipped a full carload of Devil's Red Dry to the J. I. Case Threshing Machine Co., Racine, Ill.

Our General Distributors.

Alabama	Gray & Dudley Hardware Co., Birmingham
Arkansas	Whitlow-Williams Drug Co., Fayetteville
California	H. R. Tibbets Paint Co., Los Angeles Tenbrock & Co., Sacramento H. R. Tibbets Paint Co., San Diego
Florida	The S. B. Hubbard Co., Jacksonville Tampa Hardware Co., Tampa
Georgia	N. L. Willet Drug Co., Augusta
Illinois	Geo. E. Watson Co., Chicago Brady Bros. Hardware Co., Jacksonville Colburn, Birks & Co., Peoria
Indiana	The Evansville Paint & Varnish Co., Ltd., Evansville
Iowa	Sickels, Preston & Nutting Co., Davenport W. H. Torbert, Dubuque J. W. Edgerly & Co., Ottumwa Hornick, Hess & More, Sioux City
Kansas	A. B. Whiting Paint & Glass Co., Topeka
Kentucky	Robinson Bros. & Co., Louisville
Louisiana	David Bernhardt, New Orleans
Maryland	Carlin & Fulton, Baltimore
Massachusetts	E. & F. King & Co., Boston
Minnesota	Hackett, Walther, Gates, Hdwe Co., St. Paul
Montana	A. M. Holter Hdwe Co., Helena
New York	Buffalo Glass Co., Buffalo Sickels & Nutting Co., New York City Burham & Black Co., Syracuse Jno. L. Thompson, Sons & Co., Troy
North Carolina	Burwell & Dunn Co., Charlotte
Ohio	Smith Bros. Hdwe Co., Columbus Co-Operating Merchants Co., Toledo
Oklahoma Territory	Alexander Drug Co., Oklahoma City
Oregon	F. E. Beach & Co., Portland
Pennsylvania	Shoemaker & Busch, Philadelphia Harrow Manufacturing Co., Harover Pittsburg Reading Phelps-Straw & Co., Wilkes-Barre
Rhode Island	Union Hdwe. & Electric Supply Co., Providence
South Carolina	Murray Drug Co., Columbia
Tennessee	Fritts & Wiehl, Chattanooga Benedict, Warren & Davidson, Memphis Strother Drug Co., Bristol Warren-Yarborough Paint & Glass Co., Nashville
Texas	Houston Drug Co., Houston Greiner-Kelly Drug Co., Sherman
Utah	G. F. Culmer & Bro., Salt Lake
Virginia	Barker-Jennings Hdwe Co., Lynchburg
Washington	A. S. Johnson & Co., Tacoma Spokane Drug Co., Spokane
West Virginia	The Kanawha Drug Co., Charleston The Williams & Davison Co., Clarksburg W. H. Chapman & Sons, Wheeling

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY

ACME
QUALITY

PAINTS, ENAMELS



COLORS, VARNISHES

ACME
QUALITY

DETROIT, MICH.

VOL. I.

APRIL 9, 1904.

NO. 46



F. R. DOUGALL, SALES MANAGER

The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.

Porch Furniture Contest.

Standing of Salesmen on Sales of
Porch Furniture Enamel, April
1st to 6th, inclusive.

E. G. PEARCE	- 1st
WATSON WESLEY	2nd
H. L. WILSON	3rd
H. F. WHITAKER	4th
J. J. MAHONEY	5th
C. F. PULFER	6th

Description of Porch Furniture Enamel.

Within the last year or two, porch furniture has come into general use. Those who have not bought furniture designed for this particular purpose have resurrected their old woodenware and painted it up in bright colors to do duty on the veranda or lawn. And all of this has to be brightened up every year. When you stop to think of the volume of business in this article alone, especially in the cities and towns, it is astonishing.

The Acme Furniture Enamel has been brought out to fill this demand. It is suitable for painting porch chairs, veranda and lawn seats, lawn swings, flower stands, window boxes, and anything subjected to extreme changes that requires bright color in varnish. The red will not turn white like cheap vermilion. It is put

up at a less price than any other bright red that is ground in this class of varnish and is supposed to be a counter irritant to the rays of Old Sol. The green is a bright, cool color that would make one forget that the thermometer was 100 in the shade, and is the exact shade that is required for this class of painting. The black is for iron railings, iron seats, etc. The varnish in these colors is ground, and will not turn white when it gets wet, nor will it soften from the sun's heat so as to stick to the clothing.

There is a good margin of profit to the dealer. The assortment which he buys for \$5.00 retails for \$9.00, netting him 80 per cent. The investment is small so the risk is slight. The goods are handsomely labeled and are easy to sell. If he will properly display the window card sent with each assortment, his customers will do the rest.

Good News.

Good news to us means the season of the year when the Knight of the Brush is once more engaged in his chosen vocation. It means that our many friends in the trade should take immediate steps to "stock up" the dealer in anticipation of the demand from his customers for "Acme Quality" goods, and our distributors figuring in advance, as they safely can, that as soon as the season is in full swing, orders will pour in on them at a rate that will agreeably surprise them. We are greatly mistaken if 1904 does not prove to be a year in the paint line that will long be remembered with pleasure.

We have experienced a severe winter, now happily at an end. We expect that our patience will be rewarded by the enjoyment of a long, glorious spring and summer, resulting in an unprecedented demand for "Acme Quality" goods generally.

Don't be satisfied with selling your friends in the trade one or two lines. Make them feel that in the matter of qual-

ity and desirability nothing will be found lacking in a single line offered. You know that this is so, and you should make it your business to see that the trade knows it. Place facts before them in such a manner that they won't forget it.

See if you cannot add a great many new customers to your friends in the trade before close of the season. Persistent effort, backed by goods that will bear out your strongest endorsement, must win the day.

Come on, boys!

Has Jap-a-Lac on the Run.

In conversation with a practical painter the other day, the writer brought up the question of floor finishes in a casual manner. The painter said he had recently had the merits of two lines of floor finishes demonstrated to him by actual comparative tests. He said that about three months ago he had a contract to finish two new houses for the same party. His contract specified Jap-a-Lac (natural) for the floors in one of the houses, which he used. In the other he used Davies' Varno-Floor-Stain (natural floor finish). Only the other day he was called to refinish the floors he had originally done with Jap-a-Lac, as wherever they had been walked upon the wood was bare. He inspected the floors finished with Varno-Floor-Stain and said they scarcely showed signs of wear. Both houses had been occupied the same length of time. This is worth bearing in mind.

The New Man.

He is just as necessary as the grease on an axle-tree.

He don't die ritch, but alwus dies bizzy, and meets death a good deal az an oyster duz, without making enny fuss.

He is the Amerikan pet, a perfekt mystery tew foreigners; but he has done more (with charcoal) tew work out the greatness of this country than any other man in it. —Josh Billings.

WHITE CITY NEWS

What Is The Best Paint?

Address delivered by the publisher of *Drugs, Oils and Paints*, at the annual convention of the Pennsylvania State Association of Master House Painters and Decorators, Pittsburgh, Jan. 12, 1898:

Mr. President and Gentlemen:

What I am about to say may not be pleasing to the majority of you, but if we always hear what we want to hear, we shall, as the French say, never arrive. It may be presumption on my part that leads me to think I can tell the leaders of the painting craft anything new regarding any of the materials they use. I admit at the start that I know very little about the practical details of the subject from the point of view of the paint-brush. But I have some views of the matter, gleaned from a somewhat intimate knowledge of materials, a somewhat extended acquaintance with manufacturers, and a fairly comprehensive familiarity with the literature of the subject, general and technical; and from these views I may be able to formulate some suggestion that will be of use to you as practical men.

I do not intend to give you any "painter's science;" for science is an argument of which the adept always manages to retain the cool end. I would not insult your intelligence by offering to you anything short of exact science, and

exact science is not taught in platform addresses or trade pamphlets. I could, of course, tell you that if you turn a blow-pipe on pure white lead you will get a bead of the metal, or if you distill zinc white you will get the pure metal; but that would indicate nothing as to the value of either in painting, since the same results can be obtained with ordinary surgical plaster or with zinc ointment, and neither of these has anything to do with painting. After all the dust of quasi-science has been laid, the question, "What is the best paint?" remains for you to answer.

I shall merely say something about combination paints—a subject with which you are all familiar; but a matter regarding which paint manufacturers appear to have learned a great deal more than painters. My reason for talking to you about combination paints is entirely impersonal: I am not a paint manufacturer and own no stock in any manufactory; but it is because their knowledge of how to use the several pigments in combination enables the manufacturers of prepared paints to compete with you in the painting market, that I think you will find a study of this subject interesting and profitable. The principal materials used for combination are white lead, zinc white, and the inert materials—barytes, whiting, etc.

I can add nothing to your knowledge of white lead. Every painter in the land, and indeed every consumer, knows that all corrodors' brands of this material are pure, and everyone knows how readily they may be colored to any desired tint or shade. You know why the lead of to-day is not so good as the lead of "the Daddies," and also why the lead of to-day is better than ever before, and you know how its faults always lie in some other fellow's brand or in the surreptitious introduction of adulterants; but, with due submission, painters don't know as much about zinc as they know about lead.

It is natural that this should be so, since the manufacture of zinc-white on an economic scale in France dates back less than fifty years, while the manufacture of white lead began before the tribes of Western Europe began to wear clothes. The discovery of the American zinc white process is still more recent, dating from about forty years ago, when Col. Samuel Wetherill invented a furnace for direct sublimation from low-grade ores.

French zinc is made by heating the metal until it vaporizes, and when the metallic vapor encounters the air it oxidizes—producing oxide of zinc or zinc white. American zinc white is made by heating an ore of zinc (the largest available body of the ore being the deposit of Franklinite in Sussex County, N. J.) in combination with powdered anthracite coal in a furnace with perforated grate bars.

(To be continued in our next issue)

His First Born.



JIMMY DOUGALL, NO. 1

We are just in receipt of advices to the effect that Jimmy Dougall No. 2 has arrived. He, we understand, is a 10-pounder with an extra quantity thrown in. You must not get this confused with our No. 2 N. C. P. Assortment with extra quantity gratis. Jim says this is a good investment and expects to carry a full stock of these goods in future. He assures us it is "Acme Quality."

Standing of Districts

on Total Amount of Sales for the
Month of March

\$5.00 and \$10.00 Assortments

District A.	1st Position
" E.	2d "
" B.	3d "
" C.	4th "
" D.	5th "
" G.	6th "
" F.	7th "
" K.	8th "
" H.	9th "
" M.	10th "
" J.	11th "



MR A M WOODWARD

45

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY



PAINTS, ENAMELS



COLORS, VARNISHES



DETROIT, MICH

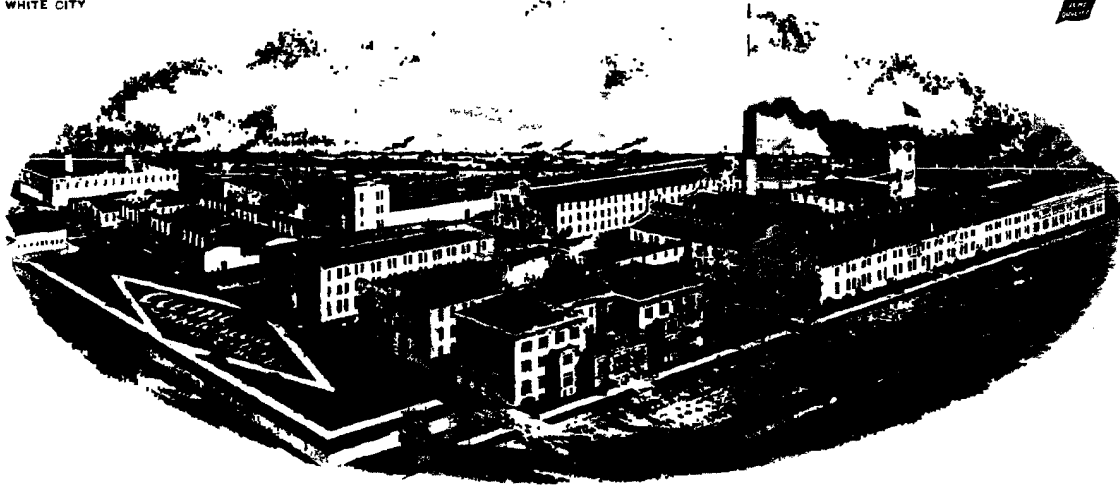
VOL. I.

APRIL 16, 1904.

NO. 47

THE
WHITE CITY

THE HOME OF



PLANT OF THE ACME WHITE LEAD AND COLOR WORKS. DETROIT, MICH.



F. R. DOUGALL, SALES MANAGER

The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.

What Is The Best Paint ?

(Continued from last issue.)

Air is blown up through the bars and oxidizing the zinc in the mixture of powdered ore and coal, carries it off through a series of flues and chambers, into muslin bags, in which the fine oxide is collected. About 26,000 tons of this product are made annually in the United

States, while a single establishment in France turns out yearly about 9000 tons.

American painters have generally certain well defined objections to zinc and commonly use it only where lead, either on account of situation or because of its tone, is inadmissible. French painters use it, often under Government decree, very generally in places where an American painter would think it entirely debarred. But above all stands the fact that in America over 25,000 tons are used annually, chiefly for painting. The consumption of white lead is about three times as great, with every painter using lead to the extent of his ability. Where does all this zinc go? Chiefly into prepared paints and combination leads, and every painter knows that the use of these is every year increasing.

What is the painters' objection to these combination paints? Is it that they are less durable than materials mixed in his

own shop? Is it that the better grades of them produce effects inferior to those produced by his own combinations? I don't believe either proposition, but think that his deepest objection (speaking at large, of course) is based on the fear that these handy goods will take away his occupation. The supposition is foolish on the face of it. If a painter lives on his ability to mix materials with a paddle or his ability to "slather" paint with a brush, his occupation is already doomed—trade schools and painters' associations have marked the beginning of the end of that class of mechanics. The leading painters of to-day are not mechanics: if not artists, they are at least artisans and shrewd business men. They live by their knowledge of decorative art, the adaptability of materials, and the economy of means and methods.

The farmer may buy his can of ready mixed paint and "slather" it on with a

brush to his own satisfaction; and sometimes a small brush with plenty of "elbow-grease" will, at the end of five years, put to shame the work of an expert; but we should remember that but for this ready mixed paint, this farmer's house would probably have gone unpainted, and the busier farmer nearby would not have been compelled by the spirit of emulation to employ a painter. I don't believe it ever pays a painter to mix his own paints. He may be compelled by modern conditions to do so to a certain extent; but it is a wasteful method. He used to grind his own colors with slab and muller or with a sort of coffee-mill; but he has got beyond that stage. He used largely to boil and mix his own varnishes; but he knows to-day that the result when he tampers with his varnishes is generally disastrous. He tests the varnish and then trusts the manufacturer to duplicate the preferred sample. When he finds that the quality is deteriorating, he tries another maker. But he does not commonly attempt to reason *a priori* by finding out what the varnish contains and then arguing it must be good for this or that. The scientific fact stands that a varnish made with this or that material at such and such a heat is best adapted to this or that use—but the painter tests the varnish.

How is it when he comes to buy paint? Does he test the paint and buy on the result of his tests? or does he start with the assumption that his material must conform to this or that chemical formula? Does he try his white paint first on a building, or does he test it with a blowpipe? Many painters indeed, use the blowpipe only in theory; but the blowpipe argument prevails all the same in his method of purchasing. He doesn't want barytes or zinc in his lead; he doesn't want prepared paint, because he doesn't know what it contains, etc.; the only thing he does not appear to be very particular about is petroleum in his turpentine and linseed oil.

I am speaking to you now as business men, and I want to ask this Association as business men, whether it would not pay to find out how paint manufacturers have succeeded in fooling the people during the past forty or fifty years with mixtures of lead, zinc and barytes, into the belief that they were using pure white lead. Not only have paint manufacturers done this, but they have yearly increased their output of the combination paints, into the composition of some of which no lead enters at all.

Painters tell me that zinc cannot be used on the outside of a building: that it will

crack and peel and blister and scale, and must eventually be burned off; yet paint manufacturers are using something like 26,000 tons of zinc a year, without encountering any of these difficulties. Have the paint manufacturers found a means of accomplishing what Lincoln pronounced impossible—of fooling all the people all the time?

We know perfectly well that this is not the case; that old buyers of combination paints, whatever the brand, are fully informed as to their composite character. That these people continue to buy them is a demonstration of their economic value. If a house owner found that at the end of, say fifteen years, it cost him more to keep his house protected with one kind of paint than it would with another kind, he would choose the other kind.

This is one consideration, and seems to me a demonstration that paint manufacturers have found out things that it would pay the painters to know. After all, painting, like everything else, is at the last a matter of competition in economy.

(To be continued)

New Era Varnishes.

Here is what Mr. Dempwolf, architect, of York, Pa., says about our varnishes: "New Era varnishes have very fine flowing qualities, are very elastic and easy working, possessing a most excellent body and brilliant lustre. The No-Rub-Flat is the finest piece of flat goods I ever saw. I have no doubt that they are a pure gum varnish and will use them exclusive in the future."

Mr. Dempwolf told this to the J. C. Tanger Co., of Hanover, Pa. I have never met Mr. Dempwolf, but will call on him my first trip to York.

E. G. PEARCE

Paint and Varnish Remover.

MOUNTAINHOME, IDAHO, April 2, 1904
Gentlemen — I had an excellent opportunity yesterday of testing our Acme Paint and Varnish Remover against three other well known brands. I called upon Turpening & Pettibone, Nampa, Idaho, and whilst talking paints, drew out my sample bottle of Acme Paint and Varnish Remover, explaining its merits and advantages over competing brands.

Mr. Turpening informed me that he was at the time engaged in removing the varnish from a large walnut bar and fixtures, that he had used the three brands above mentioned, but that none of them did the work satisfactorily, however, if I wished to leave my sample with him he would try it, and if all right—I could call around in the afternoon—would give me an order, winding up his remarks with the statement that from his experience of the others, he did not believe much in any of them.

I left my sample, called in the afternoon, when he informed me that it was just the thing, that it accomplished the work in first-class shape and he gave me the order which I enclose, also telephoned to a customer of mine at Boise City to express him a gallon at once.

ALFRED R. KELLY

The Boys Who Sent In Car-Load Orders This Week:

ALFRED R. KELLY,
A. D. HOAGG,
E. R. HOAG.

The car from Mr. Alf. R. Kelly was shipped to our distributors, F. E. Beach & Co., of Portland, Ore.

Mr. A. D. Hoagg sent in a car from our distributors, J. W. Edgerley & Co., of Ottumwa, Iowa.

Mr. E. R. Hoag's car was from our distributors at Pittsburg, Pa.—Logan-Gregg Hardware Co.

"Come on, Boys!"

Takes 25 Per Cent. Less of New Era.

I called on Gilbert Rhoades, Missoula, Mont., the other day between trains to tell him I would be in and see him in a day or two and he had to tell me what New Era would do. He said "To cover 1,200 square feet it would take four gallons of lead and oil or any cheap paint. But it only takes three gallons of New Era for the same amount."

IRA C. JONES

Standing of Districts

on Total Amount of Sales for the Month of March:

District A.....	1st Position
" E	2nd "
" B	3rd "
" C	4th "
" D	5th "
" G	6th "
" F	7th "
" K	8th "
" H	9th "
" M	10th "
" J	11th "

Porch Furniture Contest.

Standing of Salesmen on Sales of Porch Furniture Enamel, April 1st to 13th, inclusive.

E. G. PEARCE	1st
J. J. MAHONEY	2nd
E. R. HOAG	3rd
WATSON WESLEY	4th
H. F. WHITAKER	5th
H. L. WILSON	6th
W. J. CARLYLE	7th
S. A. HUNTER	8th
S. W. NEWELL	9th
C. F. PULFER	10th
I. D. WILSON	11th
G. C. BURNHAM Jr.	12th
N. L. MCKENNA	13th

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY

ACME
QUALITY

PAINTS, ENAMELS



COLORS, VARNISHES

ACME
QUALITY

DETROIT, MICH

VOL. I.

APRIL 23, 1904.

NO. 48



F R DOUGALL, SALES MANAGER

The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.

On Top of the Heap.

We mean "New Era." We are becoming prouder of our product every day. So are our friends in the trade. Now is the time to make new friends. Don't take "no" for an answer. Make the record of your life this season. Start every new customer with New Era that you possibly can. Every one of them will quickly learn that they were wise in wishing to be known as agents for "Acme Quality" goods.

As one of our good friends in the trade aptly puts it, in connection with handing us a nice repeat order for New Era, "It is now considered in our city and the surrounding country as 'the ittest of the it.'"

Mr. W. J. Carlyle has landed a new distributor at Boston—Baldwin, Robbins & Co. The first shipment amounted to three car loads.

Mr. H. H. Halladay sent us in a car load order from a new distributor at Greensboro, N. C., the Leak-Halladay Company.

Mr. Alf R. Kelly sent us in a car load order this week from the Holter Hardware Co., of Helena, Montana.

Your last "SPATTERS" is a "cracker-jack," and we enjoy it.
Wilkesbarre, Pa. NAGLE DRUG CO

The Logic of Mixed Paints.

(From "Drugs, Paints and Oils")

Within the memory of living painters the wielder of the brush was also a paint and varnish manufacturer. Every paint shop was equipped with its slab and muller for rubbing up colors in oil, and all shops of any pretensions also had their small hand mills for grinding and mixing tints and bases. In the course of time, partly because of the prevalence of lead poisoning among painters, partly because of the obvious economy of machine work, and partly because of the rapid increase of demand incident upon the growth of the country, the corrodors of lead began to offer their product ground in oil. This was the first step in the progress towards ready-mixed paints. The advantage, both in the efficiency and economy of this practice was so immediately obvious that the color makers quickly followed suit, and thus corrodors and color makers became paint manufacturers; a new industry being thereby created, while shop mixing was inevitably doomed.

The second step towards the production of mixed paints came when the corrodors, realizing either the superior results or the greater profits obtainable from mixtures of pigments, began to put forth combinations of lead and barytes, lead and zinc and of all three materials, in varying proportions. These combinations requiring only the addition of tinting colors, oils, driers and turpentine, if desired, taught not only the consuming public, but the painter as well, several important economic facts: first (it is claimed) that a combination of bases gives better results than a straight or un-mixed base; second, that with such compounds more work can be done for less money; third, that machinery is not only more economical, but more efficient than manual labor; fourth, that the uniformity of materials and treatment made possible by manufacture on a large scale is an important factor in assuring satisfactory results.

(Continued next week)



W J CARLYLE

Above cut is a very good one of our District Sales Manager for the New England district, Mr. W. J. Carlyle. He is a well posted paint salesman, having had a world of experience with other manufacturers before coming to us. He is handling his district in a highly satisfactory manner, and has succeeded in landing two new distributors since starting with us.

Porch Furniture Contest.

Standing of Acme Salesmen's Contest.
April 1st to 20th, Inclusive.

E. G. PEARCE	1st
C. F. PULFER	1st
J. J. MAHONEY	1st
H. F. WHITAKER	2nd
W. J. CARLYLE	3rd
E. R. HOAG	3rd
WATSON WESLEY	3rd
S. W. NEWELL	4th
H. L. WILSON	4th
S. A. HUNTER	5th
A. W. MARTIN	5th
I. D. WILSON	5th
G. C. BURNHAM Jr.	6th
M. L. MCKENNA	6th

WHITE CITY NEWS

What Is The Best Paint?

(Continued from last issue)

The man who can do the job at the least cost may get the first order; but he that shows the best results and saves the property owner the most money at the end of a series or years, is the one that eventually holds the trade. In this final adjustment it is not he that can do the work in the fewest coats, or with the cheapest materials, or in the shortest time that comes out ahead, it is the man that is most profitable to the owner in the long run that is able to hold and increase his trade and pay his bills.

If, then, the manufacturers of mixed paints, with pure white lead, zinc white and barytes, etc., have been able to crowd the painters with an always increasing squeeze, there must be some ultimate economy to the public in the use of mixed paints. There is, it strikes me, something to interest the painters in this problem. Of course, if you buy lead, or zinc, or barytes, you are entitled to demand them free from any admixture, and I have no apologies to make for misleading labels; but would it not pay the painters to turn their investigations in the direction of competitive tests and try to learn the relative value, rather than the relative purity of paints? The best paint is not necessarily the most durable paint; nor is it necessarily the dearest nor the cheapest paint, the economic value of a paint is the sum total of the cost of material and its application, divided by the number of times of renewal within a given term of years. This comparative value of the several materials I think has never been officially determined by painters as a class. To carry out effectually, it should be done on a large practical scale—simultaneous work on a block of exactly similar new buildings, for instance—and should be extended over a series of years. In this competition mixed paints and combination whites should be included, as well as pure lead and pure zinc prepared for the purpose by someone who has had experience in the treatment of zinc. About the lead, there would be no trouble—no one runs any danger of getting anything but straight lead and good lead, if he wants it, to-day.

My own personal belief is that no single "straight" material makes "the best paint." I am persuaded that each of the three principal materials in vogue has its individual points of superiority—lead, its ease of working, its opacity; zinc, its spreading capacity, its tone, its permanence; barytes, its chemical inertness, its impermeability. Lead alone (I am now

talking theory) does not carry enough oil and is too susceptible to chemical change to furnish this ideal paint; zinc alone requires too great care in conditions of weather and work to yield perfect satisfaction in any but the skillful hands; while barytes alone is not offered as a painting material. But with a paint in which lead shall supply body and ease of working; zinc, whiteness, oil carrying capacity and firmness of coat; and barytes the inert adjunct of economy, we shall have very nearly reached the present limits of possible excellence in the paint line. After all, other things being equal, the oil in the pigment is what we really paint with, and no white pigment at present in use carries so much oil as zinc, therefore we want zinc in our paints, if for no other purpose, simply to carry the oil. Remember, in this summary I am not attacking lead—lead has during the past three hundred years or more shown a remarkable capacity for taking care of itself, in the face of sundry solemn anathemas by the French authorities and others; but the painter wants to know what is best, and I am endeavoring to give him a hint gathered from the evident experience of paint manufacturers. There is no necessity for any violence of warfare in deciding this question, it is simply a subject for observation and unbiased experiment.

You see, I am here to obtain rather than to give information. I think the paint is not used half freely enough; that three thin coats ought to be used where two thick ones are now demanded, and that good paint never costs anything, because it saves more than its price. But the public need information on these things; and when the painter on the one hand tells them that zinc white is no good for outside use, and the manufacturer on the other hand asserts, and offers money to back his assertion, that his "doped" lead will outwear any straight material, the man with his "money up" has the better of the argument, until the painter can cite official testimony to the contrary. And when he can do that, he can also put the manufacturer's money in his pocket and drive the manufacturer out of business.

New Era Primer.

We have just issued bulletin covering New Era primer. We wish to say in connection that there is a large demand for a first-class Primer of this description, and every New Era agent should handle some of the New Era Primer. Don't overlook this. It gives you a chance to build business.

Our General Distributors.

Alabama	Gray & Dudley Hardware Co., Birmingham
Arkansas	Whitlow-Williams Drug Co., Fayetteville
California	H. R. Tibbets Paint Co., Los Angeles Tenbrook & Co., Sacramento H. R. Tibbets Paint Co., San Diego
Florida	The S. B. Hubbard Co., Jacksonville Tampa Hardware Co., Tampa
Georgia	N. L. Willet Drug Co., Augusta
Illinois	Geo. E. Watson Co., Chicago Brady Bros. Hardware Co., Jacksonville Colburn, Birks & Co., Peoria
Indiana	The Evansville Paint & Varnish Co., Ltd., Evansville
Iowa	Sickles, Preston & Nutting Co., Davenport W. H. Torbert, Dubuque J. W. Eigerly & Co., Ottumwa Hornick, Hess & More, Sioux City
Kansas	A. B. Whiting Paint & Glass Co., Topeka
Kentucky	Robinson Bros. & Co., Louisville
Louisiana	David Barabardt, New Orleans
Maryland	Carlin & Fulton, Baltimore
Massachusetts	Baldwin-Robbins Co., Boston
Minnesota	Hackett, Walther, Gates & Hdw Co., St. Paul
Montana	A. M. Holter Hdw Co., Helena
New York	Buffalo Glass Co., Buffalo Sickles & Nutting Co., New York City Burhans & Black Co., Syracuse Jno. L. Thompson, Sons & Co., Troy
North Carolina	Burwell & Dunn Co., Charlotte
Ohio	Smith Bros. Hdw Co., Columbus Co-Operating Merchants Co., Toledo
Oklahoma Territory	Alexander Drug Co., Oklahoma City
Oregon	F. E. Beach & Co., Portland
Pennsylvania	Shoemaker & Busch, Philadelphia J. C. Tinger Co., Hanover Logan-Gregg Hardware Co., Pittsburg Bard Hardware Co., Reading Phelps-Straw & Co., Wilkesbarre
Rhode Island	Union Hdw. & Electric Supply Co., Providence
South Carolina	Murray Drug Co., Columbia
Tennessee	Fritts & Wiehl, Chattanooga Benedict, Warren & Davidson Co., Memphis S. Co., Bristol Paint & Nashville
Texas	Houston Drug Co., Houston Greiner-Kelly Drug Co., Sherman
Utah	G. F. Culmer & Bro., Salt Lake
Virginia	Barker-Jennings Hdw Co., Lynchburg
Washington	A. S. Johnson & Co., Tacoma Spokane Drug Co., Spokane
West Virginia	The Kanawha Drug Co., Charleston The Williams & Davisson Co., Clarksburg W. H. Chapman & Sons, Wheeling

MR A M WOODWARD

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY

ACME
QUALITY

PAINTS, ENAMELS



COLORS, VARNISHES

ACME
QUALITY

DETROIT, MICH

VOL. I.

APRIL 30, 1904.

NO. 49



The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.

Porch Furniture Contest.

Standing of Acme Salesmen's Contest.
April 1st to 27th, Inclusive.

J. J. MAHONEY	1st
C. F. PULFER	2nd
I. D. WILSON	2nd
S. W. NEWELL	3rd
E. G. PEARCE	4th
H. F. WHITAKER	4th
WATSON WESLEY	5th
E. R. HOAG	6th
W. J. CARLYLE	6th
G. S. RICHARDSON	7th
H. L. WILSON	7th
G. C. BURNHAM Jr.	8th
S. A. HUNTER	8th
A. W. MARTIN	8th
C. MEHLIG	8th
M. L. MCKENNA	9th

Mr. Sam. Hunter sent us in a car load order this week from our distributors, The Hackett, Walther, Gates Hardware Company, of Saint Paul, Minnesota. This firm has ordered several car loads so far this season and now that the season is opening up in the northwest we expect them to come thick and fast.

Sell New Era Primer to every New Era agent.

New Era Primer.

New Era Primer is an addition, and a very valuable one, to our line of New Era Paint. Our friends among the painters, and the trade generally, will appreciate it, because the demand for an article in this line has frequently been made on us.

Our reason for deciding to add New Era Primer to our line is to enable our friends in the trade to offer a piece of goods to replace the cheap ochres that are so generally used as primers, and that are known and acknowledged to be decidedly detrimental to securing satisfactory, permanent results. To the use of such cheap ochres can frequently be attributed unjust complaints on New Era.

New Era Primer is a perfectly made piece of goods. The color is a distinct shade of yellow, bright and clear in tone, and not dull and cloudy as is generally the case with cheap ochres. The color is finely ground, bringing out its full strength and is in every sense an ideal primer. Cheap ochres offered by many for priming purposes are of an inferior character, frequently showing to a marked degree the presence of paraffine, fish, cotton seed, or other injurious oils.

Any practical painter knows that he is taking grave chances of his work being pronounced unsatisfactory if he uses cheap ochres, such as we refer to with an admixture of such oils which are entirely foreign to the science of good paint making.

New Era Primer is a strictly pure refined linseed oil primer, the best we know how to make, or that can be made.

On old work, in a fairly good state of preservation, a primer, as a rule, is unnecessary and the proper number of coats of New Era should be used throughout. On new work, or on old work, if the surface is porous and requires priming, New Era Primer can be depended on to do the work and do it well. Through its use, the proper foundation coat is secured and the finished result will be in every way satisfactory. We expect that

New Era Primer will win the same high place in the esteem of our friends in the trade as New Era and the balance of our line. There is no reason why this should not be the case, because New Era Primer, like New Era Paint, is "Acme Quality."

New Era Primer is offered in barrels, half-barrel, fives, ones, halves and quarts.

Sell New Era Primer to every New Era agent.

"In a Class By Itself."

Our New Era agent in Farmington, Mo., Mr. Ed. M. Laakman, states that the demand for New Era Paint has been such that he has decided to quit handling several other brands, and that he proposes to close out the other brands on hand at a sacrifice so as to clean house quickly, and will in the future handle New Era exclusively.

Such news is very refreshing. In taking this action he realizes that he is promoting the best interests of his patrons and in connection, his own.

Sell New Era Primer to every New Era agent.

The Logic of Mixed Paints.

(From "Drugs, Paints and Oils")

At this point the native alertness of the Yankee genius caught the logic of the facts and quickly carried it to its inevitable conclusion. If it is advantageous and economical to substitute machinery and factory organization for hand labor and shop rule of thumb in the grinding of lead, colors and paint bases, why would it not be similarly advantageous to bridge the entire chasm and bring the paint factory in immediate contact with the brush? If it is advantageous and economical to supersede the miller and the hand mill with the power chaser and buhr mill, why not also supersede the mixing pot, paddle and strainer with a mechanical mixer?

The recent introduction of zinc white, and its general adoption by corrodors in

WHITE CITY NEWS

the preparation of their mixed bases or "graded leads" facilitated this development and made practicable the production of a ready-mixed paint in which the pigment would remain fairly well suspended in the oil.

The first ready-mixed paint is believed to have appeared locally about the middle of the last century. The advantage of the proposition was so immediately obvious that paint factories rapidly multiplied all over the country, and where paint was before somewhat of a luxury, it speedily became a necessity. By 1870 there was a "paint factory" in every village, and in many thickly populated regions it was not uncommon to find an old barn transformed, with its bench of mills and mixers vigorously turning out compounds for the decoration of the neighborhood.

The fierce competition that resulted from the swift multiplication of enterprises resulted in constant endeavors to secure advantage by cheapness, and here the emulsion paint found its chance. Linseed oil was expensive, water was as free as air, every druggist knew how to make oil and water mix, and the paint manufacturer speedily availed himself of the knowledge of his friend, the druggist.

Even in the competition of emulsions, some remarkable results were achieved; but time, which proves all things, quietly proceeded with its demonstrations, and the emulsion paint, except where paint is still a comparative novelty or luxury, has had its day. Since 1890 the trend has been steadily back to the pure oil paint, and the competition has been for absolute economy—the relative cost divided by the relative duration of service.

But the introduction of the ready-mixed paint and the consequent growth of paint consumption has not only popularized the knowledge of paint economy, but has directed upon the subject the attention of technicians and investigators to an extent that could not fail to result in extensive enlightenment. Owing to the competitive claims and the eager researches of mixed paint manufacturers, no less than to the interest aroused by them, we know to-day more about pigments, vehicles and painting conditions than about most subjects with which the consuming public is concerned.

The result of this flood of investigation could not fail to be a bettering of materials and methods, a more intelligent selection and more exact methods of manipulation. Of this the paint consumer has received the benefit, and he can to-day, if he so wills, obtain a very intimate knowledge of paints, both in their technical and economic aspects.

Another result, contrary to earlier expectation yet entirely in accord with the logic of things, has been the specialization of the industry and the establishment of the ready-mixed paint as the inevitable paint of the future. It is worthy of note that nearly all the large industrial consumers of

paint, even those that order by specification and formula, are inclining more and more to the purchase of compounds ready for the brush, and this tendency is intensified every year. Painters also, with numerous exceptions among those who still believe it possible to maintain the competition of hand against machine, are rapidly yielding to the logic of facts, and more and more, putting their shop manipulation to exigencies and special requirements.

The objections to this form of paint have been threefold: The first, on the score of possible, or as it is often asserted, inevitable fraud; the second, on behalf of the painter, whose sphere of activity is circumscribed by it; the third, the technical objection on the score of quality and economy.

The first objection has been practically eliminated, as indicated above, by the competition of manufacturers and by the rapidly-growing tendency of the latter to advertise and guarantee the general formula. It is also easy to insure against it by means of the technical information now available to anyone. The second objection is on all fours with that formerly urged against the sewing machine, the power loom and all other mechanical improvements and falls before the same facts—increased employment following decreased cost.

The third objection is the one around which most of the controversy has centered: Can ready-mixed paints, in fact, be as satisfactory technically as paints prepared for the occasion by an expert—what? An expert paint manufacturer, chemist, technician? No; an expert *spreader of paint*. That, in the last analysis, is the question: It is the paint-making specialist pitted against the specialist in the application of paint; and should, it strikes us, require no further discussion. But at bottom the question has still another phase. Regarding the mere matter of relative merit between a machine-mixed and a hand-mixed product, it will be apparent to all who appreciate modern conditions of trade that even a simple mixture of lead and oil will be more satisfactorily made, with better assurance as to advantage of price and security against adulteration, by the well-equipped factory than by the shop, with limited equipment and facilities. This much may be as settled; but the question of "pigment versus combinations" remains.

Is a combination of zinc and lead or of these with an "inert" pigment intrinsically as economical as a mixture of simple white lead and oil?—for practically all ready-mixed paints are combinations of the kind indicated.

We not only believe it to have been fully established that they are more economical; but we also believe that the great increase in their consumption, contrary to the generally received opinion, has marvelously stimulated the production and consumption of white lead, and will continue to do so until such time as the advance of knowledge shall place within the reach of paint manufacturers a white pigment without defects and an oil which shall be all that linseed oil ought to be and is not.

Our General Distributors.

Alabama	Gray & Dudley Hardware Co., Birmingham
Arkansas	Whitlow-Williams Drug Co., Fayetteville
California	H. R. Tibbets Paint Co., Los Angeles Tenbrook & Co., Sacramento H. R. Tibbets Paint Co., San Diego
Florida	The S. D. Hubbard Co., Jacksonville Tampa Hardware Co., Tampa
Georgia	N. L. Willet Drug Co., Augusta
Illinois	Geo. E. Watson Co., Chicago Brady Bros. Hardware Co., Jacksonville Colburn, Birks & Co., Peoria
Indiana	The Evansville Paint & Varnish Co., Ltd., Evansville
Iowa	Sickles, Preston & Nutting Co., Davenport W. H. Torbert, Dubuque J. W. Edgerly & Co., Ottumwa Hornick, Hess & More, Sioux City
Kansas	A. B. Whiting Paint & Glass Co., Topeka
Kentucky	Robinson Bros. & Co., Louisville
Louisiana	David Bernhardt, New Orleans
Maryland	Carlin & Fulton, Baltimore
Massachusetts	Baldwin, Robbins & Co., Boston
Minnesota	Hackett, Walther, Gates & Hdw Co., St. Paul
Montana	A. M. Holter Hdw Co., Helena
New York	Buffalo Glass Co., Buffalo Sickles & Nutting Co., New York City Burhans & Black Co., Syracuse Jno. L. Thompson, Sons & Co., Troy
North Carolina	Burwell & Dunn Co., Charlotte
Ohio	Smith Bros. Hdw Co., Columbus Co-Operating Merchants Co., Toledo
Oklahoma Territory	Alexander Drug Co., Oklahoma City
Oregon	F. E. Beach & Co., Portland
Pennsylvania	Shoemaker & Busch, Philadelphia Hannover Hardware Co., Pittsburg Co., Reading Phelps-Straw & Co., Wilkesbarre
Rhode Island	Union Hdw & Electric Supply Co., Providence
South Carolina	Murray Drug Co., Columbia
Tennessee	Fritts & Wiesel, Chattanooga Benedict, Warren & Davidson Co., Memphis Bristol W. Paint & Nashville
Texas	Houston Drug Co., Houston Greener-Kelly Drug Co., Sherman
Utah	G. F. Culmer & Bro., Salt Lake
Virginia	Barker-Jennings Hdw Co., Lynchburg
Washington	A. S. Johnson & Co., Tacoma Spokane Drug Co., Spokane
West Virginia	The Kanawha Drug Co., Charleston The Williams & Davison Co., Clarksburg W. H. Chapman & Sons, Wheeling

Sell New Era Primer to every New Era agent.

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY



PAINTS, ENAMELS



COLORS, VARNISHES



DETROIT, MICH

VOL. I.

MAY 7, 1904.

NO. 50



F. R. DOUGALL, SALES MANAGER

The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.

Porch Furniture Contest.

Standing of Acme Salesmen's Contest.
April 1 to May 4, Inclusive.

J. J. MAHONEY	1st
I. D. WILSON	2nd
S. W. NEWELL	3rd
E. G. PEARCE	4th
C. F. PULFER	5th
H. F. WHITAKER	6th
WATSON WESLEY	7th
H. L. WILSON	8th
G. S. RICHARDSON	8th
W. J. CARLYLE	9th
E. R. HOAG	9th
A. W. MARTIN	9th
C. MEHLIG	9th
G. C. BURNHAM Jr.	10th
S. A. HUNTER	11th
W. J. SELVAGE	11th
M. L. MCKENNA	12th

COME ON, BOYS!!

The Economy of Mixed Paints.

(From "Drugs, Oils and Paints")

In our preceding issue we considered at some length the logic of the mixed paint proposition, proving, to our own satisfaction at least, that a paint ready for application is the only form compatible with modern progress. The superiority of

factory appliances and conditions over the limited facilities of the paint shop is sufficiently obvious, and were there no other conditions to be considered, doubtless paint making in the paint shop would already be a thing of the past.

In the first place, however, it must be remembered that custom is a tyrant and yields only to force. It has been but a few years, comparatively, since painters not only mixed paint, but did their own grinding of the dry pigment. It was the physical impossibility of meeting the demand that led to the substitution of lead and colors in oil for the dry pigments as the raw materials of painters. The further advance to the ready-for-use paint is still in progress. As a matter of fact, it is inevitable, though painters oppose it, as those affected oppose every advance in economic industry.

The second obstacle in the way of the prompt triumph of the factory over the paint pot and paddle is the technical question of economy, and here the painter faces not only the paint manufacturer, but the paint consumer. That the painter—and by "painter" we mean the conservative who has stopped at lead and oil and means to stay there—that the painter is steadily losing ground in this contest is demonstrated by significant statistical facts: The domestic production of white lead has increased from about 90,000 tons in 1895 to about 100,000 tons in 1903; while during the same period the production of zinc white has increased from nearly 21,000 tons to nearly 60,000 tons. While exact figures are lacking to show the relative proportions of lead in oil and dry lead marketed in the years named, figures at hand for intervening years indicate that the proportion of one to the other in the total remains practically unchanged.

Now since fully three-fourths of the zinc white produced is consumed in the manufacture of ready-mixed paints, it is

evident that while lead in oil shows a normal increase of something over ten per cent., the consumption of mixed paints has increased by nearly 200 per cent. If these facts proved nothing else they at least demonstrate beyond controversy a phenomenally disproportionate increase in the two types of paint. Moreover, as it is perhaps safe to assume that at least ninety per cent. of all the paint consumed is applied by practical painters, it might also be a just conclusion that an increasing number of painters are finding their profit in the use of mixed paints or are yielding to necessity in using them. That this is the case is a fact familiar to all paint manufacturers.

But while forced to admit the obvious technical and economic superiority of paints furnished in this form, many painters and architects sincerely deny the possibility of their excellence or even equality with pure white lead and linseed oil, or admitting equality, question their actual economy. Since both objections are capable of practical test, it appears strange that they should not ere this have wholly prevailed or have been completely answered. The fact is that the "human equation" so subtly pervades all human actions that it is far easier for human experimenters to prove an *a priori* proposition than to reach an unbiased conclusion. Thus we have from one practical painter or committee of painters, a demonstration entirely at variance with the conclusions of another. In the final event, it is the consuming public who decide when "doctors," whether of paint or of medicine, disagree, and the consuming paint public is evidently in the way of deciding that from their point of view (that of the pocket book) the mixed paint has the better of the argument.

Ready-mixed paints, including the so-called combination "leads," are as a general proposition, compounded of zinc white, white lead and linseed oil, with or without greater or less proportions of inert

WHITE CITY NEWS

materials, such as gypsum, china clay, barytes, whiting, etc. This outline of composition applies, of course, only to the high grade paints containing no water and emulsifying materials. They retail at prices ranging downwards from about \$1.75 to \$1.25 a gallon, according to the proportion of inert extenders contained. They will cover, per gallon, when ready for application, from 300 to 350 square feet, two coats. the cost per hundred square feet covered amounting, with the additional oil used in the priming coat, to about 50 cents.

With pure white lead on the other hand, it has been repeatedly demonstrated, the cost per gallon ready for application—with linseed oil and other added ingredients at the price assumed for the mixed paint, as above—and allowing for the shortage always encountered when white lead is bought in packages of 100 pounds or under—is \$1.60 per gallon, with lead at 7 cents per pound. It has also been repeatedly demonstrated that with such paint not more than 225 square feet can be covered with two coats, giving us for the lead paint a cost of 71 cents per hundred square feet painted.

As to the use of the inert pigments in these combinations, opinions differ; but Dr. Dudley, of the Pennsylvania Railroad, who has given perhaps more time than any other living authority to the practical study of this question, maintains, and has for years maintained, that to insure the best attainable results with the available white pigments, they must be heavily loaded with such materials. Their addition in most cases, somewhat reduces the spreading capacity of the paint, but this reduction is generally accompanied by a compensatory reduction in price per gallon.

Why should a gallon of ready-mixed paint cover and conceal a greater area of surface than a shop-mixed gallon of lead and oil? For the same reason that an ounce of gold hammered into gold foil will cover and hide a vastly greater surface than a gold coin of the same weight. It is merely a question of actually shielding every particle of the surface with a particle of opaque pigment. If that be accomplished, it is a matter of indifference, so far as the visual effect is concerned, whether the coating be one thousandth of an inch or one-tenth of an inch in thickness. The obscuring power of opaque pigments is practically identical for the individual particles, therefore of any two opaque pigments that with the smaller ultimate particles will hide the greater surface area. Generally speaking, it is the zinc content

of ready-mixed paints which gives them their advantage in area covered. If a pound of pure zinc in oil were placed on a surface of the same area as that covered by a pound of lead in oil applied by the brush, the coating would be impracticably thick, as has been repeatedly demonstrated in this office. When spread out to the normal thickness of a practical coat of paint, the area covered is fully fifty per cent. and in some cases may be one hundred per cent. greater than that covered by the lead. The disparity in favor of lamp black, the ultimate particles of which are still smaller than those of zinc, is correspondingly greater.

Why, then, are not the bases of ready-mixed paints composed entirely of zinc? Simply because there are practical difficulties which make a combination of lead and other pigments with zinc preferable to the single pigment. The French painters, whose first coat is frequently what our painters would call a knifing coat, find no practical difficulties in the prohibition of lead; but where the ultimate particles are so extremely fine it is incompatible with the essential ease of working to apply a coat of pure zinc with no more than enough oil to admit of a uniform and uninterrupted layer of pigment on the surface. Lead and other pigments are therefore combined with the zinc, among other purposes, to reduce the proportion of oil and to increase the thickness of the single coating.

But the mixed paint manufacturer has not proceeded from theory to practice, but *vice versa*. It is the long continued daily school of practical use and competition that has taught him to devise paint formulas which shall yield to the customer the greatest average efficiency and economy. His paint must either be cheaper or better than pure lead to gain him a hearing with the distributor or the consumer; and having succeeded in accomplishing one or the other of these feats, his competitor soon forced him to accomplish both.

(Continued next week)

Standing of Districts

on Total Amount of Sales for the Month of April:

District E.....	1st Position
" G.....	2nd "
" C.....	3rd "
" D.....	4th "
" B.....	5th "
" A.....	6th "
" F.....	7th "
" M.....	8th "
" K.....	9th "
" H.....	10th "
" J.....	11th "

Our General Distributors.

Alabama	Gray & Dudley Hardware Co.,	Birmingham
Arkansas	Whitlow-Williams Drug Co.,	Fayetteville
California	H. R. Tibbets Paint Co.,	Los Angeles
	Tenbrook & Co.,	Sacramento
	H. R. Tibbets Paint Co.,	San Diego
Florida	The S. B. Hubbard Co.,	Jacksonville
	Tampa Hardware Co.,	Tampa
Georgia	N. L. Willet Drug Co.,	Augusta
Illinois	Geo. E. Watson Co.,	Chicago
	Brady Bros. Hardware Co.,	Jacksonville
	Colburn, Birks & Co.,	Peoria
Indiana	The Evansville Paint & Varnish Co., Ltd.,	Evansville
Iowa	Sickels, Preston & Nutting Co.,	Davenport
	W. H. Torbert,	Dubuque
	J. W. Egerly & Co.,	Ottumwa
	Hornick, Hess & More,	Sioux City
Kansas	A. B. Whiting Paint & Glass Co.,	Topeka
Kentucky	Robinson Bros. & Co.,	Louisville
Louisiana	David Bernhardt,	New Orleans
Maryland	Carlin & Fulton,	Baltimore
Massachusetts	Baldwin, Robbins & Co.,	Boston
Minnesota	Hackett, Walther, Gates, Hdwe Co.,	St. Paul
Montana	A. M. Holter Hdwe Co.,	Helena
New York	Co.,	Buffalo
	Jno. L. Thompson, Sons & Co.,	New York City
		Syracuse
		Troy
North Carolina	Burwell & Dunn Co.,	Charlotte
Ohio	Smith Bros Hdwe Co.,	Columbus
	Co-Operating Merchants Co.,	Toledo
Oklahoma Territory	Alexander Drug Co.,	Oklahoma City
Oregon	F. E. Beach & Co.,	Portland
Pennsylvania	Shoemaker & Busch,	Philadelphia
	Hdware Co.,	Hanover
	Co.,	Pittsburg
	Phelps-Straw & Co.,	Reading
		Wilkesbarre
Rhode Island	Union Hdwe. & Electric Supply Co.,	Providence
South Carolina	Murray Drug Co.,	Columbia
Tennessee	Fritts & Wiesel	Chattanooga
	Benedict, Warren & Davidson Co.,	Bristol
	Strother Drug Co.,	Memphis
	Warren-Yarborough Paint & Glass Co.,	Nashville
Texas	Houston Drug Co.,	Houston
	Greiner-Kelly Drug Co.,	Sherman
Utah	G. F. Culmer & Bro.,	Salt Lake
Virginia	Barker-Jennings Hdwe Co.,	Lynchburg
Washington	A. S. Johnson & Co.,	Tacoma
	Spokane Drug Co.,	Spokane
West Virginia	The Kanawha Drug Co.,	Charleston
	The Williams & Davison Co.,	Clarksburg
	W. H. Chapman & Sons,	Wheeling

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY

ACME
QUALITY

PAINTS. ENAMELS



COLORS. VARNISHES

ACME
QUALITY

DETROIT, MICH

VOL. I.

MAY 14, 1904.

NO. 51



F. R. DOUGALL, SALES MANAGER

The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.

Complaints on New Era Paint.

We print below report made by one of our practical foremen after inspecting a house painted with New Era Paint, which was in bad condition.

One of our best local customers, who had spread in the past over 4,000 gallons of New Era Paint, complained that he had a house that had "gone wrong," and that this was the first complaint he ever had on New Era Paint. He stated that it was simply beyond his comprehension where the trouble was, although he was a practical painter, and desired us to send a practical man down to carefully examine the job and report as to the cause of the paint peeling.

The following report gives you an intelligent idea of what conditions will cause New Era Paint, or any other good paint, to give unsatisfactory results. *It is not the paint, but the conditions that are at fault:*

MR. MONTAGU.

Factory Manager

Dear Sir—I called on Mr. Thompson, as per your instructions, and we visited the house which he painted with New Era No. 53 for body and No. 24 as trimmer, and found it to be in very bad condition on the lower half of the house, especially around the veranda, railings, columns, and also on a lattice fence, from which I took one of the slats. This will give you an idea of the condition of the house.

The house appears to have been in good condition before the paint was applied, for I scraped off some of the paint and found a solid undercoat, and am positive

had the paint been applied properly, there would have been no trouble.

I am myself satisfied that the cause of the trouble is due to the paint not being brushed out, and having been flowed on heavy in order to make it cover.

It has not dried through, but has dried on top and formed a skin, which became wrinkled or drawn up as the frost and chilly air struck it.

A better idea of what I mean can be seen on the edge of the slat marked X, where the paint is wrinkled and not dry yet, although applied last October. This portion would have been peeling as much as the side of slat had it not been protected, but exposed to the elements.

The trouble is clearly due to his trying to make one coat do where two should be applied, and do not consider that we are at all responsible for results.

HARRY WALKER.

After receiving the above report, Mr. Gordon Montagu, our factory manager, outlined his ideas, that are based on 40 years experience in the paint business, as shown below:

F. R. DOUGALL,

Sales Manager.

Re Attached report. This is reasonable and satisfactory to me.

In all complaints about New Era it may be assumed, and the fact cannot be too strongly emphasized, that if conditions are right New Era *must* and cannot fail to be satisfactory. The manufacturer who sends out a good article which he knows to be right, is justified in insisting that his goods be properly applied by competent workmen, on a properly prepared surface and under proper conditions of atmosphere. A day may be dry and yet not suitable for painting, if the air be charged with moisture, or there be moisture in the wood, or on the surface. In all such cases the paint will peel later on no matter how good the paint is. I allude to this point especially because 90 per cent of complaints are on peeling.

New Era, as a body paint, needs plenty of elbow grease—it must be well brushed out. Two or three thin coats are much to be preferred to one thick coat. If paint is applied too heavy in the expectation that one coat will do the work, it will result in failure and the painter will lay the blame on the paint.

One other prolific source of trouble is in the priming, and personally I have always closely scrutinized this feature. What becomes of all the stuff that is sold at 2½ cents per pound in tin? Most likely thinned with bum oils or dryers on the supposition that overcoats of good paint will hide it up and cure all ailments.

Another point which should be dwelt strongly on is the thinning of New Era for first coat. There can be no object in the manufacturer incorporating pure oils,

turps, etc., in his paint, if the painter can go to the store and buy impure thinners, etc., etc.

I have covered the principal points briefly so as to give you a talking basis for future complaints.

The paint was O. K. but the job looks *bad* and the only way that I can see to improve it is to prepare the surface, sand off, and apply two coats properly. We simply must insist on proper primers being used under New Era, and proper care used in putting it on over a suitable surface and under suitable conditions. New Era *must* be brushed out well.

GORDON MONTAGU,

Factory Manager.

In printing these two reports we desire to emphasize to our salesmen and to our distributors the fact that New Era Paint is *not* at fault where complaints of this character are made, and when customers call your attention to jobs of this kind, you will hereafter know how to talk to them in an intelligent manner and convince them that the trouble is undoubtedly due to local conditions, over which we have absolutely no control.

Turpoline Shellac.

One of our progressive salesmen directed our attention to the fact that aside from superiority of our product in other directions, it was a far better color than Turpentine Shellac, offered by the Standard Varnish Works, and produced samples of both as evidence. "Turpoline" is a perfectly clear white resembling white shellac in color, whereas "Turpentine" is rather a dull muddy color, and a comparison should result in "Turpoline" being given the preference every time. In connection with talking quality and price, be sure and make this fact a feature as well.

Do not fail to direct the attention of the trade to this most excellent piece of goods. Every dealer handling varnish should stock and push the sale of "Turpoline Shellac." The goods are all that we claim for same. We will be pleased to furnish on request sample phials to enable you to make comparison when occasion demands.

"TAKE HOLD AND LIFT."

Car Load Orders Received This Week.

District Sales Manager S. H. Hart sent in a large car order from our Toledo distributors, The Co-Operating Merchants Company.

H. R. Tibbetts Paint Co., our enterprising distributors at Los Angeles, Cal., could not wait for our representative to book their order, so they mailed us in an order for two cars of New Era Paint and "Acme Quality" Specialties.

A. B. Whiting Paint and Glass Co., Topeka, Kas., distributors for Kansas and Colorado, also could not wait for Dan so mailed in their order for a car.

Alf. R. Kelly, District Sales Manager for Pacific Slope, sent in a car order from The Spokane Drug Co., Spokane, Wash., our distributors for that section.

Mr. James Dougall just sent in a car load order for our Columbus (Ohio) distributors, Messrs. Smith Bros. & Co., who order this way quite frequently.

This makes six car load orders for the week, which is not so bad. We can stand more, so—Come on, Boys!

The Economy of Mixed Paints.

(From "Drugs, Oils and Paints.")

(Concluded from last week)

As noted above, it is the consumer of paints that in the end decides. The decision may be slow in making itself manifest, but it is inevitable and final. The decision it rendered on one consideration and one only: total economy. The form of paint that in a period of years best satisfies the demands of the user for beauty, protection and low average expense is the one that must eventually prevail. It is, as are all things else, a case of the survival of the fittest; and from the very nature of the case we are precluded from supposing anything but that the factory-mixed paint is fitter to survive than the shop-mixed variety.

This does not mean that one pigment shall necessarily prevail over another, nor that one in itself is necessarily superior to another. As yet our knowledge of pigments and the condition of service is embarrassingly incomplete. There is room—nearly all the room there is—for study and specialization along this line. But the fact remains that the paint manufacturers have gone farther than others in the study of both materials and conditions, and that their better grades of products show a more intelligent adaptation of means to ends. Furthermore, it may to-day be regarded as beyond the stage of argument that the ready-mixed paint—without regard to its components—is superior in point both of economy and of efficiency to any similar paint that can be prepared in any paint shop.

Porch Furniture Contest.

Standing of Acme Salesmen's Contest.

April 1 to May 11, Inclusive.

J. J. MAHONEY	- 1st
E. G. PEARCE	- 2nd
I. D. WILSON	- 3rd
C. F. PULFER	4th
S. W. NEWELL	5th
W. J. CARLYLE	- 6th
H. F. WHITAKER	7th
WATSON WESLEY	8th
H. L. WILSON	- 9th
G. S. RICHARDSON	9th
C. MEHLIG	- 10th
A. W. MARTIN	10th
E. R. HOAG	- 10th
G. C. BURNHAM Jr.	10th
S. A. HUNTER	- 11th
W. J. SELVAGE	12th
M. L. MCKENNA	12th

COME ON, BOYS!!

A Letter From Home.

Dear Father: Please send me a cheque—I dallied last night with a doque.

What little I knew

Didn't carry me through.

And I got it, alas, in the neque!

Dear Son: I am just out of cheques.

Pray consider the physical wrecks

That probably knew

A heap more than you

Of cards and the opposite sequels.

From "Hardware Hints"



T. W. CONNOR, SALES MANAGER

The General Manufacturing Trade Department is naturally gratified at the number of letters received by them which are along similar lines to the following from The Midland Mfg. Co., of Tarkio, Mo.:

We are very highly pleased, indeed, with your paint and dipping tanks. The equipment could not be better and the stock gives us the very best results. It is all and even more than you stated. Only a few days ago the foreman of the paint shop was talking with the writer and he voluntarily stated that we could not afford to think for a moment of making a change in our paint lines. Our business relations with your company have been most pleasant, for which we give you no small credit.

With best wishes, we are,

Yours truly,

MIDLAND MANUFACTURING CO.,

Fred M. Ashe, Gen'l Mgr.

Our General Distributors.

Alabama	Gray & Dudley Hardware Co.,	Birmingham
Arkansas	Whitlow-Williams Drug Co.,	Fayetteville
California	H. R. Tibbetts Paint Co.,	Los Angeles
	Tenbrook & Co.,	Sacramento
	H. R. Tibbetts Paint Co.,	San Diego
Florida	The S. B. Hubbard Co.,	Jacksonville
	Tampa Hardware Co.,	Tampa
Georgia	N. L. Wiflet Drug Co.,	Augusta
Illinois	Geo. F. Watson Co.,	Chicago
	Brady Bros. Hardware Co.,	Jacksonville
	Colburn, Birks & Co.,	Peoria
Indiana	The Evansville Paint & Varnish Co., Ltd.,	Evansville
Iowa	Sickels, Preston & Nutting Co.,	Davenport
	W. H. Torbert,	Dubuque
	J. W. Edgerly & Co.,	Quinn
	Hornick, Hess & Mora,	Sioux City
Kansas	A. B. Whiting Paint & Glass Co.,	Topeka
Kentucky	Robinson Bros. & Co.,	Louisville
Louisiana	David Bernhardt,	New Orleans
Maryland	Carlin & Fulton,	Baltimore
Massachusetts	Baldwin, Robbins & Co.,	Boston
Minnesota	Hackett, Walther, Gales Hdwe. Co.,	St. Paul
Montana	A. M. Hoffer Hdwe. Co.,	Helena
New York	Buffalo Glass Co.,	Buffalo
	Sickels & Nutting Co.,	New York City
	Burnham & Black Co.,	Syracuse
	Jno. L. Thompson, Sons & Co.,	Troy
North Carolina	Burwell & Dunn Co.,	Charlotte
Ohio	Smith Bros. Hdwe. Co.,	Columbus
	Co-Operating Merchants Co.,	Toledo
Oklahoma Territory	Alexander Drug Co.,	Oklahoma City
Oregon	F. E. Beach & Co.,	Portland
Pennsylvania	Shoemaker & Busch,	Philadelphia
	Hardware Co.,	Hanover
	Phelps-Straw & Co.,	Wilmington
Rhode Island	Union Hdwe. & Electric Supply Co.,	Providence
South Carolina	Murray Drug Co.,	Columbia
Tennessee	Fritts & Wiest,	Chattanooga
	Benedict, Warren & Davidson Co.,	Memphis
	Strother Drug Co.,	Bristol
	Warren-Yarborough Paint & Glass Co.,	Nashville
Texas	Houston Drug Co.,	Houston
	Greiner-Kelly Drug Co.,	Sherman
Utah	G. F. Culmer & Bro.,	Salt Lake
Virginia	Burke-Jennings Hdwe. Co.,	Lynchburg
Washington	A. S. Johnson & Co.,	Tacoma
	Spokane Drug Co.,	Spokane
West Virginia	The Kanawha Drug Co.,	Charleston
	The Williams & Davidson Co.,	Clarksburg
	W. H. Chapman & Sons,	Wheeling

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY



PAINTS, ENAMELS



COLORS, VARNISHES



DETROIT, MICH

VOL. I.

MAY 21, 1904.

NO. 52



F. R. DOUGALL, SALES MANAGER

The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.

Porch Furniture Contest.

Standing of Acme Salesmen's Contest.
April 1 to May 18, Inclusive.

J. J. MAHONEY	1st
I. D. WILSON	2nd
C. F. PULFER	3rd
E. G. PEARCE	4th
S. W. NEWELL	5th
W. J. CARLYLE	6th
H. F. WHITAKER	7th
WATSON WESLEY	8th
H. L. WILSON	8th
G. S. RICHARDSON	8th
G. C. BURNHAM Jr.	9th
E. R. HOAG	10th
A. W. MARTIN	10th
C. MEHLIG	10th
S. A. HUNTER	11th
P. H. BETHGE	11th
W. J. SELVAGE	12th
M. L. MCKENNA	12th
WM. GALLIE	13th

COME ON, BOYS!!

Mr. Joe Jinnett, representing our distributors, The H. R. Tibbetts Paint Co., Los Angeles and San Diego, Cal., advises that New Era is getting to be a disease in Long Beach, Cal. By this, no doubt, he means that it is a remedy for all paint ills.



P. H. BETHGE.

We are in receipt of a car load order through our genial representative, Mr. P. H. Bethge, for shipment to our distributors, The Alexander Drug Co., Oklahoma City, Oklahoma Territory.

We regret not being able to announce that several other carload orders were received during the week. We want all the carload business you can possibly send us. For the balance of the season try and keep us hustling filling orders of a like character.

COME ON, BOYS!

Our Latest New Era Booklets.

We attach to this issue a copy of our latest booklet on New Era Paint, "How to Paint Your House." It contains good reading, and is a strong argument with a prospective customer. We will be glad to send a supply to any of our distributors' salesmen who will use them, if they will kindly make requisition upon us. We think these booklets are very neat and forceful.

"Acme Quality" Proof Conclusive.

Mr. J. W. Mitchell, Lincoln, Neb., after making a thorough test of our Master Painters' Tuscan Red, Ivory Black and Chrome Yellow Medium, Bull Frog Permanent Green, Devil's Red in Oil and French Crown Tinting Ochre, advises us that not only is he highly pleased with the goods, but the same surpass in every respect any goods of like character he ever used during his experience of 27 years.

Salesmanship.

By W. N. Aubuchon ("Piccolo")
(Copyright, 1904, by John Lee Mahin)

A salesman of experience realizes that ideas—practical methods of selling goods, are of the greatest value, and he also knows that it pays him to search for them.

He cannot successfully employ the same old way of doing things month after month, and year after year. He must be modern, up-to-date—as much or more so than men of other professions.

A physician or lawyer finds that to compete successfully, he is compelled to read, read, read all the time, in order that he may learn of advancement in treatments or in procedures.

Experience is the best teacher, but the road of the individual's experience is narrow and rugged, and it does not fall to each to have the same experience, or to have the same views of similar experiences.

If we learn from another that fire will burn us, it is not needed that we place our fingers in the fire to prove the truth of it. It is better to accept the statement and avoid suffering.

How many times does the salesman fail to sell certain buyers, without knowing why? All his experience seems to count for nothing in some cases, and it may be some trifling matter, some apparently unimportant oversight which causes the trouble.

To discover the missing link in his method may, and does mean much to the salesman.

How may he do this? By learning the experience of others

Every idea supplies a "missing link" in his chain of reasoning. Correct conclusions depend upon correct premises, from which to reason. The more good ideas, the better the basis for good work.

A looker-on often sees more than gamblers. A man who has been shaved

WHITE CITY NEWS

by a thousand barbers, knows more about different ways of doing it than any barber.

A man is duller in his own business, than he is in the business of others, at least, he believes so, and with good reason. In his own business he learns how much he *does not know*. The vastness of his ignorance appalls him. Basing his action on the rule that the average business man realizes that he does not know too much about even his own business, a salesman may proceed even with more confidence.

The fear which paralyzes some salesmen is the fear which arises from undue reverence for the supposed greater knowledge of the *buyer*. Give a buyer credit for *only* such incomplete knowledge as it may be assumed every human being possesses, and you rise, in self-estimation, to an equality.

In war it is more difficult to make a successful charge against forces whose position is on an elevation. Attempting to influence a buyer, who, *in your own belief*, is higher than you are, is like a charge up hill. *A reverence for man*, is with some human beings, greater than their reverence for divinity. It is false reverence in business, and detracts from business force.

Salesmanship consists of brain work, not brawn work. It is mind, not muscle, which does the business.

It is not that a man may not know certain things, but rather that he does not realize their true value in practice, nor utilize them. I learned why I did not interest a certain buyer by accidentally overhearing the remark of a six-year-old boy, who happened to be in the store at the time. I then sold the merchant without serious difficulty.

The wish to establish confidence on the part of the buyer, with a consequent permanence as a customer, should not be allowed to overbalance the wisdom of *taking the order to-day*.

If one adheres to rules of fair dealing, *confidence must come*, but many salesmen neglect to-day in the hope of to-morrow. They should remember that their trade is with grown-up people, who do not relish nursing at the bottle, and are better satisfied with solid food. Trade will grow faster if the salesman *takes solid orders* and gives solid values.

The consciences, so-called, of many salesmen, are too tender. I would call an extreme tenderness, a symptom of ignorance rather than a virtue.

A salesman does not make permanent friends by yielding to demands for inside prices. It is a sign of weakness and

weakness excites pity rather than admiration.

It is a false idea of his profession which prompts a salesman to give cut prices, at the expense of his house. Greater than all he is false to himself.

Inferiority is a makeshift with no future; superiority is self-sustaining and its advantages are accumulative.

Once buyers learn that a salesman will yield to pressure and lower a price, that salesman will be caused to lead a miserable existence thereafter, and *will get no orders* without a struggle.

Misrepresentation on the part of buyers is not always intentional, sometimes adverse conditions are implied rather than stated, but generally it will be found that the whole trouble is in the imagination of the salesman.

If a buyer shows a salesman a competitor's bill, or rather a part of it, while turning over the upper or the lower portion of the sheet so that all cannot be seen, it can generally be taken for granted that it is a pure "bluff" of the buyer and a salesman should not accept it as evidence.

When a salesman writes his house that he has "seen the bill" let him be sure that he has seen the date, the whole bill, and knows all the conditions.

When all the conditions of certain sales on the part of a competitor are known, in most cases there is less with which to find fault than at first glance appears.

When a salesman, after repeated effort by ordinary methods, fails to succeed with a buyer, he should use extraordinary methods. He has nothing to lose but all to gain. There is a way to reach every buyer.

It is safer to disbelieve ill of a competitor than to believe it. If one believes he will be influenced to do likewise, and experience shows that at least 60 per cent. of such information is *false*.

(Continued next week)

New Era in the Lead.

WHITE CITY, KANS. May 10, '04.

ACME WHITE LEAD AND COLOR WORKS,
Detroit, Mich

Gentlemen—I have painted five houses this spring with New Era. It is the best ready-mixed paint that I ever used. I painted a house three years ago with one coat of New Era and it looks as good to-day as the day I put it on. There is a house right alongside it that was painted two years ago with another brand of paint, and it is peeling and coming off. New Era is all the "go" here.

Yours truly,

L. WEEKS,
House Painter.

Our General Distributors.

Alabama	Gray & Dudley Hardware Co.,	Birmingham
Arkansas	Whitlow-Williams Drug Co.,	Fayetteville
California	H. R. Tibbets Paint Co.,	Los Angeles
	Tenbrook & Co.,	Sacramento
	H. R. Tibbets Paint Co.,	San Diego
Florida	The S. B. Hubbard Co.,	Jacksonville
	Tampa Hardware Co.,	Tampa
Georgia	N. L. Willet Drug Co.,	Augusta
Illinois	Geo. E. Watson Co.,	Chicago
	Brady Bros. Hardware Co.	Jacksonville
	Colburn, Birks & Co.,	Peoria
Indiana	The Evansville Paint & Varnish Co., Ltd.,	Evansville
Iowa	Sickels, Preston & Nutting Co.,	Davenport
	W. H. Torbert,	Dubuque
	J. W. Edgerly & Co.,	Ottumwa
	Hornick, Hess & More,	Sioux City
Kansas	A. B. Whiting Paint & Glass Co.,	Topeka
Kentucky	Robinson Bros. & Co.,	Louisville
Louisiana	David Bernhardt,	New Orleans
Maryland	Carlin & Fulton,	Baltimore
Massachusetts	Baldwin, Robbins & Co.,	Boston
Minnesota	Hackett, Walther, Gates Hdwe Co.,	St. Paul
Montana	A. M. Holter Hdwe Co.,	Helena
New York	Buffalo Glass Co.,	Buffalo
	Sickels & Nutting Co.,	New York City
	Burnham & Black Co.,	Syracuse
	Jno. L. Thompson, Sons & Co.,	Troy
North Carolina	Burwell & Dunn Co.,	Charlotte
Ohio	Smith Bros. Hdwe Co.,	Columbus
	Co-Operating Merchants Co.,	Toledo
Oklahoma Territory	Alexander Drug Co.,	Oklahoma City
Oregon	F. E. Beach & Co.,	Portland
Pennsylvania	Shoemaker & Busch,	Philadelphia
	J. C. Tanager Co.,	Hanover
	Logan-Gregg Hardware Co.,	Pittsburg
	Barf Hardware Co.,	Reading
	Phelps-Straw & Co.,	Wilkesbarre
Rhode Island	Union Hdwe. & Electric Supply Co.,	Providence
South Carolina	Murray Drug Co.,	Columbia
Tennessee	Fritts & Wiedl,	Chattanooga
	Benedict, Warren & Davidson Co.,	Memphis
	Strothe Drug Co.,	Bristol
	Warren-Yarborough Paint & Glass Co.,	Nashville
Texas	Houston Drug Co.,	Houston
	Greiner-Kelly Drug Co.,	Sherman
Utah	G. F. Culmer & Bro.,	Salt Lake
Virginia	Barker-Jennings Hdwe Co.,	Lynchburg
Washington	A. S. Johnson & Co.,	Tacoma
	Spokane Drug Co.,	Spokane
West Virginia	The Kanawha Drug Co.,	Charleston
	The Williams & Davisson Co.,	Clarksburg
	W. H. Chapman & Sons,	Wheeling

Date _____

*Memo from--***F. J. SCHULTE**

To _____

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY



PAINTS, ENAMELS



COLORS, VARNISHES



DETROIT, MICH

VOL. II.

MAY 28, 1904.

NO. I



F. R. DOUGALL, SALES MANAGER

The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.



MR. W. L. DAVIES

President W. L. Davies has recently returned from an extended trip through the Middle West, where he made a close study of business conditions in general and those affecting our distributors and jobbers in particular. Mr. Davies states that trade in the Middle West is in a very prosperous and satisfactory condition. Acme Quality lines are more popular than ever before, and he received many assurances from our jobbing friends that the Acme Quality lines were by far the most satisfactory goods of any on the market for the jobbers and retailers to carry. Mr. Davies brought home with him many substantial indications of the beneficial results of his trip in the way of new business. He had the pleasure of meeting personally for the first time many of our distributors, as well as jobbing and retail customers, the result of which, we feel sure, will result in a closer bond of business relationship, and increased confidence between us.

Adamant Barn and Roof Paint and Keystone Metallic Paint.

Owing to the growing demand for barn and roof paints in smaller than one gallon cans, we are now offering these two grades in half and quarter-gallon cans. We suggest that you stock up your various friends among the trade with these sizes, in limited quantities, as they frequently have an opportunity to sell a small amount of cheap paint.

Car-Load Orders This Week.

C. L. Warren, aided by District Sales Manager Dan Davies, has just landed a new distributor for Northwest Texas. The firm is The Texas Paint and Paper House, Fort Worth, Texas, one of the most enterprising, oldest and best known firms in the state. Their first order is for a car-load, sent in by Mr. Warren, and they intend pushing New Era Paint and "Acme Quality" lines for all they are worth.

F. R. Dougall, our genial sales manager, sent in a large car-load order from The Cruze-Sterling Co., Knoxville, Tenn., who took hold of "Acme Quality" lines about a year ago, and have since enjoyed a wonderful success in building up their paint business, which they attribute largely to the quality of our New Era Paint. They are a firm of "hustlers" and order in car lots.

Alf. R. Kelly, district sales manager for the far West, sent in a car-load order from our distributors, G. F. Culmer & Bro., at Salt Lake City, Utah. This car was rather unique, as it contained an assortment of practically everything we catalog for the jobbing and store trade. G. F. Culmer & Bro. carry in stock our full line in large quantities.

New Era Primer.

This line is making a great hit with the trade. Some of our representatives order New Era Primer on nearly every order they send in.

Every New Era agent should carry New Era Primer in stock, and make a point of introducing same to his painter friends, as well as consumers. We suggest also that you work in this line with new customers where you have as yet been unable to land them on New Era Paint, and we venture the assertion that this entering wedge will frequently be the means of securing a new agency for you on the full New Era line.

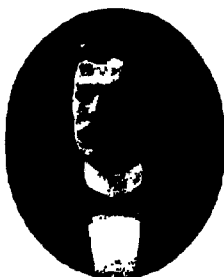
Porch Furniture Contest

Standing of Acme Salesmen's Cont-st.
April 1 to May 25, Inclusive.

I. D. WILSON	1st
J. J. MAHONEY	2nd
E. G. PEARCE	3rd
C. F. PULFER	4th
S. W. NEWELL	5th
W. J. CARLYLE	6th
H. F. WHITAKER	7th
WATSON WESLEY	8th
H. L. WILSON	8th
G. S. RICHARDSON	8th
G. C. BURNHAM Jr.	9th
E. R. HOAG	10th
A. W. MARTIN	10th
C. MEHLIG	10th
S. A. HUNTER	11th
P. H. BETHGE	11th
W. J. SELVAGE	12th
M. L. MCKENNA	12th

COME ON, BOYS!!

Anderson Company, who are large manufacturers of farm implements, sleighs and wagons, recently moved their plant from Little Falls, Minn., to St. Paul, where they have just erected a large factory. We have just closed with them for their coming year's requirements in materials of our manufacture which is our fourth successive year with this concern. Their plant is equipped with our paint dipping appliances.



MR. G. B. PULFER

Assistant General Manager G. B. Pulfer, is still in the West, where he is getting "next" to the trade conditions and trades people. George is a gifted exponent of the art of "salve spreading" and finds the West a vast field for the exercise of his powers. He says he went on this western trip for his health and a much deserved rest, but judging from the orders and the "new deals" he has made and sent in, we think he simply can't help talking about Acme Quality goods. Mr. Pulfer is enjoying personal visits with many of our western distributors and customers. We understand that Alf. showed him *most* of the sights of Frisco.

District Sales Manager F. R. Dougall has been traveling through the East and South for the past five weeks, where he has been getting in close touch with trade conditions and our customers. He has also met our various district sales managers and other representatives covering that territory. He has demonstrated in a practical manner that trade in the East is booming, by sending in one car load order and seven other large jobbing orders in one week. We expect that Mr. Dougall will be back in Detroit on Monday, the 30th inst.

\$5.00 and \$10.00 Assortments.

The spring prize contest on sales of \$5.00 and \$10.00 Assortments will close on June 30th. After that date we shall discontinue offering these special assortments with the *extra quantity gratis*.

These assortments have proven very popular with the trade and if you will advise your customers that this offer will be withdrawn before your next visit, they should nearly all place an order for a case or two with you *now* and thus get the advantage of the "gratis offer" of about 10 per cent. in additional goods.

There are only a few more weeks in which to "hustle" on these assortments. They should be the *biggest* and the *best*

weeks of the whole season on "Acme Quality" assortments.

We hope our representatives and our distributors' representatives will make a grand "spurt" and wind up the season with a great big "batting average" that will make all outsiders look like "also rans."

The Southern Wholesale Hardware Association's Convention at Atlanta, Ga.

On May 23rd, 24th and 25th The Southern Wholesale Hardware Association held its convention at Atlanta, Ga.

We were represented there by Sales Manager F. R. Dougall, District Sales Managers, H. H. Halladay, R. M. Billings and C. F. Elliott and Special Representative H. L. Wilson.

The convention this year was very largely attended and Frank reports that it was a great success in every way.

Ceylon Shellac.

Ceylon Shellac is a shellac substitute that fills the bill in a most satisfactory manner. It is just what is wanted by the trade throughout the country who feel that the present price on regular shellac is exorbitant. Our Ceylon Shellac fulfills all the purposes for which regular shellac may be used, and is considerably cheaper. It possesses excellent working qualities, dries as quickly as shellac, cannot be surpassed for filling and surfacing properties, and is an excellent article for covering knots, sappy and pitchy places.

This is a distinct specialty of superior excellence both from a standpoint of price, quality and general desirability, and we are glad to report that since May 5th, when we first put up this line on the market, the sales have been extremely large, and prove conclusively that the demand for such an article is almost unlimited.

Don't forget that Ceylon Shellac is ready for use when it leaves our factory, and does not require a special reducer. Occasionally, however, when it may have stood for some time and not been securely corked, it will body up to some extent, and should be reduced with wood alcohol; but care must be exercised to avoid using more than 5 per cent. of alcohol as a thinner, as a larger quantity may cause the goods to curdle.

We have just decided to concede regular paint terms of 60 days, less 2 per cent. in 15 days, on Ceylon Shellac, and we hope that you will all take an interest in placing some of this material with each of your customers.

Salesmanship.

By W. N. Aubuchon ("Piccolo")
(Copyright, 1904, by John Lee Mahin)

Information of wrong-doing on the part of a competitor very naturally causes disquietude in the mind of a salesman. Under such conditions he should never immediately retaliate, but will profit more by deferring action until he has had time to think it over.

A salesman is deceived when he believes any buyer is a "good friend" and will not misrepresent. He is a buyer first, and a good friend afterward.

All men in trade do not care to accept business on the same conditions that other men do, and where many men fail to make money, is in believing that they are sure to succeed, if they meet competition on all points.

Many buyers are ever on the lookout for *bargains*, and many salesmen get "picked up" on their cut price items without receiving an order for a fair share of more profitable merchandise.

When a salesman learns who these "snap-you-up" buyers are, he should never offer his bargains until after he has received an order for a satisfactory amount of other goods.

A salesman whose success is dependent upon a good supply of "bargains" cannot hope to establish himself as an adept in his profession.

There are real bargains in price, and there are bargains in appearance only, but the greatest bargains are those which possess extraordinary merit in salableness.

If you get a chance, travel along the road in company with your competitor. The better you know him, the more you will think of yourself.

Do not think because you get up at six in the morning that you will sell the most goods. Its more a matter of when you go to bed and how much sleep you get. You must feel good to do good.

Do not rely upon the introduction of another salesman to influence business for you. You stand on firmer ground if you introduce yourself.

We can work better to-day if we give not too much thought to to-morrow. There wouldn't be so much weight in the pack of trouble we carry on our shoulders if we didn't burden ourselves with next week's supply.

To climb a hill with least fatigue, never give thought to the many steps to the top, but only to one step ahead of you.

When selling one man in a town, forget all the others until you have done your work thoroughly with one.

(Continued next week.)

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY

ACME
QUALITY

PAINTS, ENAMELS



COLORS, VARNISHES

ACME
QUALITY

DETROIT, MICH

VOL. II.

JUNE 4, 1904.

NO. 2



F. R. DOUGALL, SALES MANAGER

The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.

Recent Car-Load Orders.

Mr. P. C. Frayser has sent in a car-load order from The Evansville Paint and Varnish Co., of Evansville, Ind., who are our distributors at this point. We can handle as many of them as you can send us.

We have just heard again from our District Sales Manager, Mr. C. F. Elliott, and this time it was for a car-load to be shipped to our distributors at Louisville, Ky., Robinson Bros. & Co.

Mr. C. L. Warren just sent in a car-load order from the Lowe-Carter Hardware Co., of Weatherford, Texas. The car consists of \$5.00 and \$10.00 Assortments, Colors, Specialties, etc.

Our District Sales Manager, Mr. C. F. Elliott, landed a new distributor in Atlanta, Ga., while attending the Southern Hardware Jobbers' Association convention. This firm is the West Lumber Co., who are an up-to-date and energetic house. We are pleased to add them to our list of general distributors. Their first order is for a large car-load of New Era Paint and a full line of "Acme Quality" specialties. We congratulate Fred upon landing this very desirable concern.

"Come on, Boys!"

Colonial Floor Wax.

We have recently received two complaints from dealers stating that they had asked our salesmen if our Floor Wax was powdered before buying and were assured that it was. This seems to indicate a lack of knowledge of the character of this article on the part of some of our representatives, which we hasten to correct.

Colonial Floor Wax is *not* a powder, but a stiff paste, and is intended for use on hardwood floors, furniture or wood-work of all kinds. It will produce a hard wax finish that is now so popular and works to perfection. This Floor Wax is acknowledged to give better satisfaction than *any* other brand. To get the best results the floors should be gone over frequently with a weighted brush after applying the wax. One coat of wax every four or six months will keep a floor in perfect condition, and the weighted brush should be used about every two weeks. However, it is not necessary to go to so much trouble, except where people are very critical about the condition of their floors. We should sell far more than we do of this article and trust that this further knowledge on the goods will result in your pushing this line harder than in the past.

Salesmanship.

By W. N. Ambuchon ("Piccolo")

(Copyright, 1904, by John Lee Mahan)

(Continued from last week)

Jumping ahead of your competitor doesn't pay. He gets all you leave behind and you leave behind more than you get.

Merely wishing for business doesn't get it. It's like holding the bag in an after-dark "snipe hunt."

Seeing a customer once at the right hour is better than seeing him ten times at the wrong one.

Sell many rather than sell few. Sell often rather than over-stock a customer

with perishable goods. Yet, see to it that you sell enough to shut out a measure of purchases of similar supplies from other sources.

Do not try to get it all. Leave a little for the other fellow. If he doesn't get some of the business he will be more strenuous, and get more than he would if he were not satisfied in his ignorance of greater things.

A man who takes sufficient interest in your goods to criticise them, is a better man to work on than one who is indifferent.

You must not expect the buyer to be lavish in praise of your goods. It would be poor policy on his part. He praises your goods to your competitor.

Next time—more to salesman.—*Mahan's Magazine.*

Porch Furniture Contest

Standing of Acme Salesmen's Contest.

April 1 to June 1, Inclusive.

I. D. WILSON	1st
J. J. MAHONEY	2nd
E. G. PEARCE	3rd
C. F. PULFER	4th
S. W. NEWELL	5th
W. J. CARLYLE	6th
H. F. WHITAKER	7th
WATSON WESLEY	8th
H. L. WILSON	8th
G. S. RICHARDSON	8th
G. C. BURNHAM Jr.	9th
E. R. HOAG	10th
A. W. MARTIN	10th
C. MEHLIG	10th
S. A. HUNTER	11th
P. H. BETHGE	11th
W. J. SELVAGE	12th
M. L. MCKENNA	12th

COME ON, BOYS!!

Southern Hardware Jobbers' Association Convention

Held at Atlanta, Georgia,
May 24, 25, 26 and 27, '04.

Below will be found delegates representing the Acme White Lead and Color Works, Detroit, Mich.:



H. L. WILSON,
Special Representative.



C. F. ELLIOTT,
District Sales Manager,
District H.



F. R. DOUGALL,
General Sales Manager.



R. M. BILLINGS,
District Sales Manager,
District K.



H. H. HALLADAY,
District Sales Manager,
District M.

The above five met their numerous friends among the hardware jobbers' of the South and fully looked after the interests of the Acme White Lead and Color Works, and talked the Acme Quality lines, New Era Paints, New Era Varnishes and Rapid Selling Specialties. The boys report the convention a success in the fullest and best sense of the word.

Our General Distributors.

Alabama	Gry & Dudley Hardware Co., Birmingham
Arkansas	Whitlow-Williams Drug Co., Fayetteville
California	H. R. Tibbette Paint Co., Los Angeles Tenbrook & Co., Sacramento H. R. Tibbette Paint Co., San Diego
Florida	The S. B. Hubbard Co., Jacksonville Tampa Hardware Co., Tampa
Georgia	N. L. Willet Drug Co., Augusta West Lumber Co., Atlanta
Illinois	Geo. E. Watson Co., Chicago Brady Bros. Hardware Co., Jacksonville Colburn, Birks & Co., Peoria
Indiana	The Evansville Paint & Varnish Co., Ltd., Evansville
Iowa	Sickels, Preston & Nutting Co., Davenport W. H. Torbert, Dubuque J. W. Egerly & Co., Ottumwa Hornick, Hess & More, Sioux City
Kansas	A. B. Whiting Paint & Glass Co., Topeka
Kentucky	Robinson Bros. & Co., Louisville
Louisiana	David Bernhardt, New Orleans
Maryland	Carlin & Fulton, Baltimore
Massachusetts	Baldwin, Robbins & Co., Boston
Minnesota	Hackett, Walther, Gates Hdw. Co., St. Paul
Montana	A. M. Holter Hdw Co., Helena
New York	Buffalo Glass Co., Buffalo Sickels & Nutting Co., New York City Burhans & Black Co., Syracuse Jno. L. Thompson, Sons & Co., Troy
North Carolina	Burwell & Dunn Co., Charlotte Leak-Halladay Co., Greensboro
Ohio	Smith Bros. Hdw Co., Columbus Co-Operating Merchants Co., Toledo
Oklahoma Territory	Alexander Drug Co., Oklahoma City
Oregon	F. E. Beach & Co., Portland
Pennsylvania	Shoemaker & Busch, Philadelphia Hardware Co., Hanover Pittsburg Reading Phelps-Straw & Co., Wilkesbarre
Rhode Island	Union Hdw. & Electric Supply Co., Providence
South Carolina	Murray Drug Co., Columbia
Tennessee	Fritts & Wiehl, Chattanooga Cruz Sterling Co., Knoxville Benedict, Warren & Davidson Co., Memphis Strother Drug Co., Bristol Warren-Yarborough Paint & Glass Co., Nashville
Texas	Houston Drug Co., Houston Texas Paint and Paper House, Fort Worth Greiner-Kelly Drug Co., Sherman
Utah	G. F. Culmer & Bro., Salt Lake
Virginia	Barker-Jennings Hdw Co., Lynchburg
Washington	A. S. Johnson & Co., Tacoma Spokane Drug Co., Spokane
West Virginia	The Kanawha Drug Co., Charleston The Williams & Davison Co., Clarksburg W. H. Chapman & Sons, Wheeling

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY

ACME
QUALITY

PAINTS ENAMELS



COLORS VARNISHES

ACME
QUALITY

DETROIT, MICH.

VOL. II.

JUNE 11, 1904.

NO. 3



F. R. DOUGALL, SALES MANAGER

The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.

Neal's Brewers' Enamels.

Some of our boys are making friends with the superintendents of breweries on their territory, and the result is a nice business on our high-class line of Brewers' Enamels.

Brewers' Enamels are "Acme Quality" and cannot help but be highly endorsed by the class of trade to whom such material is naturally of interest. Our line comprises enamels admirably adapted for the various purposes for which same are designed.

Our Wall Enamel is just the thing for finishing walls and ceilings and presents a hard, lustrous, sanitary finish not affected by steam or moisture in any form, and the character of finish obtained is such that work finished is easily kept clean and wholesome.

Enamel is used very extensively for enameling the heads, sides and hoops of kegs and barrels. To meet requirements demanded we offer our Neal's Brewers' Keg Enamel. Same possesses every requisite, has exceptional covering capacity, dries quickly and hard, with an excellent gloss and will withstand any amount of washing and exposure without injury.

As a protection against rust and for the purpose of finishing iron columns, staircases, tanks, etc., we offer our Neal's Brewers' Graphite Enamel. These goods represent the maximum durability and serve as a most excellent protection and

preservative on any surface finished with them.

Our Neal's Brewers' Insulating Enamel for use on pipes, condensers, etc., has the utmost elasticity, will withstand expansion and contraction to a marked degree, and like balance of the line is very durable.

You would find it easy to get good business from this class of trade, if looked after carefully. We have the enamels that we know a good demand exists for, if you will only work with us and cater to it. We will be glad to send color cards and write letters to any brewers whom you succeed in interesting on this line. If you can do good work in this direction write us for prices. Note color card attached.

Porch Furniture Contest

Standing of Acme Salesmen's Contest.

April 1 to June 8, Inclusive.

I. D. WILSON	1st
J. J. MAHONEY	2nd
C. F. PULFER	3rd
E. G. PEARCE	4th
S. W. NEWELL	5th
W. J. CARLYLE	6th
H. F. WHITAKER	7th
WATSON WESLEY	8th
H. L. WILSON	8th
G. S. RICHARDSON	8th
G. C. BURNHAM Jr.	9th
E. R. HOAG	10th
A. W. MARTIN	10th
C. MEHLIG	10th
S. A. HUNTER	11th
P. H. BETHGE	11th
W. J. SELVAGE	12th
M. L. MCKENNA	12th

This contest will not close until the gross amount sold reaches \$5,000.00.

COME ON, BOYS!!

Varnotile.

For Finishing Floors

When you shall have enameled everything you own, and painted your house, there still remain to be treated, your floors; for with a shabby floor one is much like a person very stylishly and becomingly costumed and wearing a pair of shabby boots.

Varnotile is a specially made varnish for finishing floors. No surface must withstand harder usage than that which is *walked upon* constantly. Varnotile is tough and elastic, dries properly, and is easily applied. For new floors of open-grained woods, such as oak or ash, the wood should first be filled with a good paste wood filler, such as Davies', tinted to match the wood.

When a smooth surface has been prepared, apply a coat of Varnotile, let it dry thoroughly and hard, rub it with curled hair or pumice and water (preferably the latter), wipe, and when perfectly dry put on the second coat and let it dry. You can leave it glossy, or if you like a little duller finish, rub it again with pulverized pumice and water or oil, but wipe *very* thoroughly if oil is used, as dust adheres to it easily and spoils the floor.

Davies' Varno-Floor-Stains are best for floors where you desire to imitate oak, mahogany, walnut, cherry or rosewood.

Golf Ball Enamel.

We have just added to our Acme Quality line, a new specialty that should prove a "long drive" and a sure winner. Our Golf Ball Enamel is far superior to any other make and lower in price than the English Enamels. There is a big field for a bang-up, reliable article of this character, and you will find it possible to do a nice business in this line with jobbers and dealers in sporting goods all over the country. Golf balls must be kept white and frequent coats of enamel applied, so that they are not easily lost. Hence the demand from the consumers. It is offered in quarter-pints and in white only.

New Era Paint Talks

(A Continued Series)

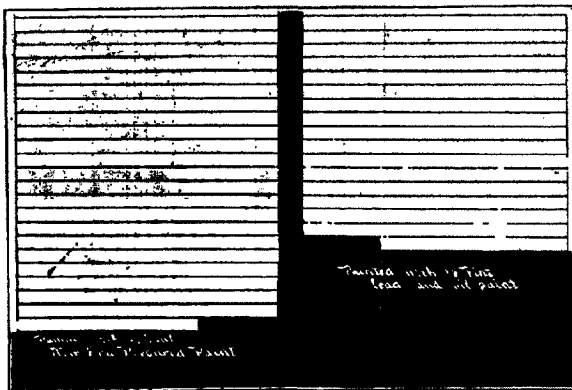
No 1

Economy for the Practical Painter.

The practical painter can become a good friend or bad enemy to New Era Paint, or any other brand, and it depends largely upon the salesman which way he will "flop." It is conceded that it pays to cultivate his friendship, to solicit his approval and interest and to convince him that there is *practical economy* to him in using New Era Paint. This is a mighty simple proposition, and anybody can prove it.

It only takes 24 gallons of New Era Paint for the same job that requires 30 gallons of white lead and oil paint, mixed by hand.

Assuming that the painter can mix his own paint for the same cost per gallon as New Era (and he certainly cannot do it any cheaper) he would save his time in breaking up and mixing his paint, and he would save the value of 6 gallons of paint on every thirty-gallon job, or one-fifth of his paint bill. The following cut shows the difference between the covering capacity of New Era Paint, white, and S. P. lead and oil paint. It talks for itself:



By the use of New Era the contracting painter saves money for himself, does a better job, and a far more permanent one, thus giving his customer better satisfaction and "boosts" his own reputation as a first-class painter.

Economy of New Era.

ACME WHITE LEAD AND COLOR WORKS,
Detroit, Mich.

Gentlemen—About one year ago your agent called on me and measured my hall and told me I would take about twenty gallons of paint to paint it, but he said if it did not take that amount I could return the balance. This spring I had it painted and it only took

six gallons. Now can I return the balance? Please let me know at once, and oblige

W. E. BYHAM

Based on Mr. Byham's remarks our representatives, when they have occasion to estimate quantity required to paint a given surface, should always remember that New Era has decidedly exceptional covering capacity and should therefore make a strong point of the comparatively small quantity of same required, this being only one of the economies in using New Era.

Colonial Floor Wax.



The package is dressed in a new suit

We attach hereto one of our new labels for Colonial Floor Wax. This label is more in harmony with the high grade quality of the article. A good article should be well labeled, and Colonial Floor

Wax is essentially a *good* article. Nothing for this purpose is or can be better. With this handsome label, the excellent quality of our wax and renewed interest on the part of our representatives and distributors' representatives in "weighing up" the trade, the result will be that most all of the

waxed floors in the country will be finished in good old "Colonial" style. Read the directions, they will post you on talking points.

OMAHA, NEB., June 5th, 1904.

ACME WHITE LEAD AND COLOR WORKS,
Detroit, Mich.

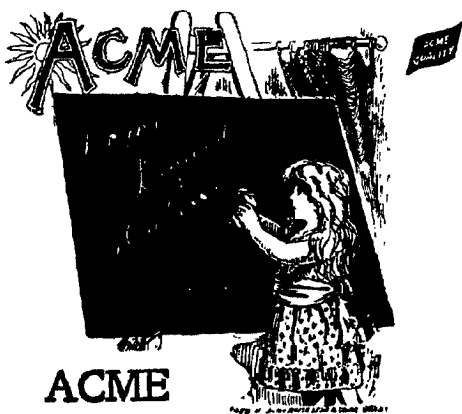
Gentlemen—Yours of late date at hand, and in reply would say that the Master Painters' Oil Colors sent me are beyond compare—the best I have ever used of any kind. Should they be placed in this market *will use no other*. Would be very grateful for your color card case, and method of showing your paints for house work, as Mr. McKenna spoke of. Will do all I can to make your paints popular with all I come in contact.

Yours very truly,

L. D. BLACKWOOD, Contracting Painter.

Our General Distributors.

Alabama	Gray & Dudley Hardware Co., Birmingham
Arkansas	Whitlow-Williams Drug Co., Fayetteville
California	H. R. Tibbets Paint Co., Los Angeles Tentbrook & Co., Sacramento H. R. Tibbets Paint Co., San Diego
Florida	The S. B. Hubbard Co., Jacksonville Tampa Hardware Co., Tampa
Georgia	N. L. Willet Drug Co., Augusta West Lumber Co., Atlanta
Illinois	Geo. E. Watson Co., Chicago Brady Bros. Hardware Co., Jacksonville Colburn, Birks & Co., Peoria
Indiana	The Evansville Paint & Varnish Co., Ltd., Evansville
Iowa	Sickels, Preston & Nutting Co., Davenport W. H. Torbert, Dubuque J. W. Edgerly & Co., Ottumwa Hornick, Hess & More, Sioux City
Kansas	A. B. Whiting Paint & Glass Co., Topeka
Kentucky	Robinson Bros. & Co., Louisville
Louisiana	David Bernhardt, New Orleans
Maryland	Carlin & Fulton, Baltimore
Massachusetts	Baldwin, Robbins & Co., Boston
Minnesota	Hackett, Walther, Gates Hdw. Co., St. Paul
Montana	A. M. Holter Hdw. Co., Helena
New York	Buffalo Glass Co., Buffalo Sickels & Nutting Co., New York City Burhans & Black Co., Syracuse Jno. L. Thompson, Sons & Co., Troy
North Carolina	Burwell & Dunn Co., Charlotte Leak-Halladay Co., Greensboro
Ohio	Smith Bros. Hdw. Co., Columbus Co-Operating Merchants Co., Toledo
Oklahoma Territory	Alexander Drug Co., Oklahoma City
Oregon	F. E. Beach & Co., Portland
Pennsylvania	Shoemaker & Busch, Philadelphia C. T. C. Hardware Co., Hanover Reading Hardware Co., Reading Phelps-Straw & Co., Wilkesbarre
Rhode Island	Union Hdw. & Electric Supply Co., Providence
South Carolina	Murray Drug Co., Columbia
Tennessee	Fritts & Wiehl, Chattanooga Cruze-Sterling Co., Knoxville Benedict, Warren & Davidson Co., Memphis Strother Drug Co., Bristol Warren-Yarborough Paint & Glass Co., Nashville
Texas	Houston Drug Co., Houston Texas Paint and Paper House, Fort Worth Gramer-Kelly Drug Co., Sherman
Utah	G. F. Culmer & Bro., Salt Lake
Virginia	Barker-Jennings Hdw. Co., Lynchburg
Washington	A. S. Johnson & Co., Tacoma Spokane Drug Co., Spokane
West Virginia	The Kanawha Drug Co., Charleston The Williams & Davisson Co., Clarksburg W. H. Chapman & Sons, Wheeling



ACME

Liquid Slating

BLACK AND DEEP GREEN

A durable blackboard finish of excellent quality, offering an exceptionally fine surface.

LIST PRICES

Gallon cans.....	..	..	\$3.00 per gallon
Half-gallon cans. . .	..	..	3.20 " "
Quart cans .. .	..	..	3.60 " "
Pint cans.....	..	..	4.00 " "
Half-pint cans..	..	..	4.80 " "

A Liberal Discount to the Trade.



TRADE SUPPLIED BY



OF

Paints, Enamels and Stains

FOR GENERAL USE

NEAL'S CARRIAGE PAINTS, "The Old Original"

For re-painting vehicles, or any old thing—indoors or outdoors—requiring a durable varnish-gloss finish.

NEAL'S CARRIAGE TOP DRESSING

For leather and rubber tops, dash-boards and leather goods.

ACME WAGON AND IMPLEMENT PAINTS

For farm implements, wagons and trucks.

NEAL'S ENAMELS

For producing a *real enamel* finish upon furniture and woodwork. Artistic, sanitary and easy to keep clean.

NEAL'S INTERIOR ENAMELS

For interior woodwork, walls and ceilings. A *real enamel* at a popular price. Durable, sanitary, artistic and easy to keep clean.

NEAL'S BATH-TUB ENAMELS

For zinc bath-tubs, footbaths, woodwork, walls and ceilings of bath-rooms, laundries, and all surfaces exposed to hot or cold water, steam or moisture.

NEAL'S 'CYCLE ENAMELS

For imparting a *real enamel* finish to bicycles.

NEAL'S SCREEN ENAMELS

For door and window fly-screens and frames. Will not clog the meshes.

NEAL'S ALUMINUM ENAMELS

For radiators, steam pipes, ornamental iron work and metal surfaces of all kinds. Unaffected by extreme heat, cold or moisture.

NEAL'S FLORENTINE ENAMELS

For stove pipes, heating drains, grates, fenders, coal hods, etc. Withstands extreme heat. Dense Brilliant Black and Russia Iron Color.

GRANITE FLOOR PAINTS

For interior floors, steps and surfaces to be walked upon. Quick-drying and durable.

ACME HOUSEHOLD PAINTS

For painting benches, shelves, chairs, flower pots and innumerable articles about every home that become marred and shabby.



NEW ERA PRIMER

A heavy-bodied Primer, the use of which insures a proper foundation for the following coats of New Era Paint, or any first quality paint. It should be reduced gallon for gallon with pure Linseed Oil : : :



It possesses greater body and elasticity than ordinary ochre primers, and imparts a surface over which subsequent coats of paint give a much handsomer and more durable finish. : : : : :





FOR

Practical Painters' Use

The following are recommended to meet the requirements of practical painters desiring goods that may be depended upon to secure satisfactory results:

Master Painters' Stock White

Master Painters' Devil's Red, In Liquid form

Master Painters' Trimming Green, In Liquid form

Master Painters' Color in Oil, Strictly Pure

Acme Superfine Coach and Car Colors

Michigan Seal White Lead, In Oil

Davies' Paste Wood Filler

Davies' Liquid Wood Filler

French Crown Tinting Ochre, In Oil

Neal's Enamels, The Genuine

New Era Varnishes

VARNOLE—For Floors and Similar Surfaces

INTEROLE—For Interior Woodwork

EXTEROLE—For Exterior Woodwork

NO RUB PLAC FINISH—For Dressing a Flat Finish Without Rubbing



MR A M WOODWARD

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY



PAINTS, ENAMELS



COLORS, VARNISHES



DETROIT, MICH

VOL. 11.

JUNE 18, 1904.

NO. 4



F. R. DOUGALL, SALES MANAGER

The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.

Porch Furniture Contest

Standing of Acme Salesmen's Contest.

April 1 to June 15, Inclusive.

I. D. WILSON	1st
J. J. MAHONEY	2nd
C. F. PULFER	3rd
E. G. PEARCE	4th
S. W. NEWELL	5th
W. J. CARLYLE	6th
H. F. WHITAKER	7th
WATSON WESLEY	8th
G. S. RICHARDSON	8th
G. C. BURNHAM Jr.	9th
C. MEHLIG	10th
E. R. HOAG	11th
A. W. MARTIN	11th
S. A. HUNTER	12th
P. H. BEHGE	12th
W. J. SELVAGE	12th
M. L. MCKENNA	13th
WM. GALLIE	14th

This contest will not close until the gross amount sold reaches \$5,000.00.

COME ON, BOYS!!

A Good Practical Painter's Report.

After giving your French Crown Tinting Ochre a thorough test, I am pleased to state that I find it superior to any tinting ochre I ever used during my entire experience. I also had occasion to test your Master Painters' Chrome Yellow, Medium. I found same an excellent piece of goods, being most desirable and economical for tinting purposes. It is my intention to use your tinting colors whenever I require goods in this line.

JOHN SANDERS.

Car Load Orders This Week

District Sales Manager Alf. R. Kelly and A. W. Martin have just sent in a car-load order from A. S. Johnson & Co., our distributors at Tacoma, Wash.

Alf. has also sent in an order this week for two cars from The Spokane Drug Co., our distributors at Spokane, Wash.

Our distributors at Portland, Ore., F. E. Beach & Co., are finding their business growing so rapidly that they have found it necessary to order three car-loads of "Acme Quality" goods. Alf. R. Kelly sent in this order.

Alf. seems to be determined to clean up a car order from every one of his distributors before coming in to the district sales managers' convention. He and Clarence Jones have just sent in an order for a large car for shipment to The A. M. Holter Hardware Co., our distributors at Helena, Mont.

We are just in receipt of a car-load order by mail from our distributors, The H. R. Tibbetts Paint Co., at Los Angeles, Cal. Come on, boys!

⇒ LOOK OUT FOR
⇒ OUR



SALESMAN

Moral: Use Acme Porch Furniture Enamel. It dries quick and hard.

Neal's Screen Enamel.



Our line does not comprise anything for which a more active demand exists at this season of the year than Neal's Screen Enamels. These enamels are particularly designed for finishing window and door screens, wire cloth, etc., also for finishing sash and frame or wood parts.

These enamels cover well and give an excellent finish with the application of a single coat. Neal's Screen Enamels, while having good body, have no tendency whatever to clog the meshes of the wire, which would result in an unsightly appearance and prevent a free circulation of air. Our product in this line has the faculty of beautifying any surface on which the goods are used, and of protecting it from the ravages of the elements and decay. The finish imparted is durable.

These enamels are furnished under a neat, attractive label. We provide our jobbing friends with mailing slips fully describing the goods, and same bear their imprint. Ample advertising matter is furnished, including attractive hangers for display purposes. No dealer should be without a stock of Neal's Screen Enamels.

Neal's Screen Enamels sell so readily and please so universally that as a natural consequence a demand for other "Acme Quality" lines is created. We hope to make many new friends in the trade before the close of the season on this most excellent line, which is constantly growing in popularity.

New Era Paint Talks

(A Continued Series)

No 2

Things to Think of When You Buy Paint Yourself.



First. THE REAL COST OF PAINT. This does not depend nearly so much upon the price per gallon as upon the quantity required and length of time it will wear.

Second. HOW MUCH WILL BE REQUIRED? This depends upon "covering capacity." New Era will cover solidly as many square feet of surface to the gallon as it is possible for properly made paint to do. Much more than white lead and oil, mixed-by-hand, or cheap (?) brands of paint—at least 25 per cent. more. This means only four gallons of New Era needed to every five required of the mixed-by-hand, or cheap (?) kind.

Third. HOW LONG WILL IT WEAR. This depends upon climatic conditions. New Era will wear five years—sometimes longer, very seldom less. It is safe to say 50 per cent. longer than white lead paint, mixed-by-hand, or cheap (?) brands.

Fourth. THE COST OF PAINTING. It costs much more to apply paint than for the paint itself, to be conservative we will say 50 per cent. more. It costs as much to apply poor paint as good paint.

Fifth. THE COST PER YEAR. This is what tells the story. To determine it, divide the cost of the paint and applying the same by the length of time that will elapse before it is necessary to paint again. We will assume for instance that it costs as much to buy New Era Paint for a building as for white lead paint or a cheap inferior brand (the cost is more per gallon, but it requires fewer gallons.) Paint and painting cost say \$60. The lead paint and cheap mixed kind would wear not to exceed three years, or a cost of \$20 per year. New Era paint would wear at least four and one-half years, or a cost, per year of \$13.33. A saving of 33 1/3 per cent.

New Era Primer.

As sample card, attached to this issue, indicates this is a very heavy bodied primer, the use of which produces the proper foundation for the following coats of New Era Paint or any first quality paint. Pigments in our New Era Primer are essentially the very best for the purpose, viz., pure white lead and imported French ochre. The white lead is a pure carbonate, made by the old Dutch process. The French ochre is an exceptionally high-grade article, same as we use in our French Crown Tinting Ochre. It is most positively the best article for filling the pores of the wood that has ever been placed on the market, and it is a distinct innovation with us. Most of the grades on the market are composed of large quantities of adulterations and inert matter, which renders them practically useless for priming purposes.

The vehicle in New Era Primer is pure linseed oil and a small quantity of binder.

The economy of using New Era Primer, in view of the fact that it will stand reducing gallon for gallon with linseed oil, is at once apparent. It possesses far greater body and elasticity than ordinary ochre primers, and imparts a surface over which subsequent coats of paint give a much handsomer and more durable finish. The field for a first quality piece of goods of this character should, we are satisfied, prove to be a most productive one. When endeavoring to open up new agencies, if not successful upon the first occasion of your visit, see if you cannot secure an opening order for New Era Primer. Try and get prospective and New Era agents started on this primer even though they may be handling another manufacturer's brand of house paint. This will serve as a wedge and mean a commencement at least, and we are quite confident that dealers who begin with us in this manner will be so well pleased with our primer that by the time you make your second visit, and in many instances probably before, they will have made up their minds that they require New Era Paint equally as much as they need New Era Primer. We consider this suggestion worthy of consideration on your part, as we feel positive that the ultimate result we are looking for will follow in due course. Take advantage of every possible opportunity to put in a sample order of New Era Primer, and thus help build business on New Era Paint, and by its use under New Era Paint insure far more reliable and satisfactory results.

Acme Liquid Slating.



Slating is a line of goods used very extensively, particularly during the months of July and August when school is not in session. Our Acme Liquid Slating imparts a very superior finish. We offer it in black and deep green. It is exceedingly fine in texture, and is made only from the best materials the market affords. The result of using our Slating is a smooth surface free from grit or gloss, very requisite features. A surface finished with Acme Liquid Slating has a perfect affinity for chalk. We think it would be an excellent plan to interview the superintendents of the various schools at points you visit, and place the merits of our line before them with a view of getting them to specify same. We are perfectly willing to furnish them with sample for the purpose of making practical tests if desired. Following out the plan suggested will, we are satisfied, gain us many new friends and result in materially increasing our already extensive business in this line of goods.

Neal's Bath-Tub Enamel

This article is prepared with a view to resist the effects of steam, moisture and extremely hot water. No ordinary finish will do this, not even for the walls and woodwork. The entire room should be enameled. Size the walls with thin glue, as for papering, then finish with enamel. It is practically imperishable and can be cleaned like a piece of china.

For finishing the inside of refrigerators and sinks, nothing can compare with the enamel made for the purpose. A refrigerator, especially the ice chamber, very quickly becomes foul, especially when at all old; the metal becomes rough, everything adheres to it and it becomes slimy. Wash, scald and dry it thoroughly, then enamel everywhere, racks and all, with enamel. It will form a hard, smooth, beautifully white surface which can be wiped off with a damp cloth every day, and your refrigerator or ice box will be as sweet and clean as a china bowl. Same with a sink; no rusting, no greasy surfaces and always such a sense of satisfaction and perfect cleanliness is conveyed by its white surface.

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY



PAINTS, ENAMELS



COLORS, VARNISHES



DETROIT, MICH

VOL. 11.

JUNE 25, 1904.

NO. 5



F. R. DOUGALL, SALES MANAGER

The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.

Porch Furniture Contest

Standing of Acme Salesmen's Contest.

April 1 to June 22, Inclusive.

I. D. WILSON	1st
J. J. MAHONEY	2nd
C. F. PULFER	3rd
E. G. PEARCE	4th
S. W. NEWELL	5th
W. J. CARLYLE	6th
H. F. WHITAKER	7th
C. MEHLIG	7th
WATSON WESLEY	8th
G. S. RICHARDSON	8th
H. L. WILSON	8th
G. C. BURNHAM Jr.	9th
E. R. HOAG	10th
A. W. MARTIN	10th
S. A. HUNTER	11th
P. H. BEITGE	11th
W. J. SELVAGE	11th
M. L. MCKENNA	12th
WM. GALLIE	13th

COME ON, BOYS!!

McCLURE, OHIO, June 7, 1904

ACME WHITE LEAD AND COLOR WORKS

Dear Sirs—I have received my sample of New Era Paint of Mr. Lowery, and would say your paint is all right. I am painting at present with your paint on the second house. It is the best I have ever used. Will use your paint right along, and I have more painting than I can do this summer. I remain,

Yours truly,

J. N. DETRAY.

Car-Load Orders This Week.



J. J. MAHONEY

Mr. J. J. Mahoney and District Sales Manager S. H. Hart landed Messrs. Romarys, Goeglein Co., Fort Wayne, Ind., for a car-load of New Era Paint, New Era Varnishes and a full assortment of our specialties, etc. This firm has been our retail agents at this point for years and their business has grown on New Era Paint to such a large proportion that they now find it convenient and, in fact, necessary to buy in car lots.

Mr. J. H. Kavanagh has just sent in a nice car-load order for New Era Paint and "Acme Quality" lines from our distributors, The Burhans & Black Co., at Syracuse, N. Y., in Mr. W. J. Carlyle's district.

Neal's Interior Enamels.

This article is prepared with a view to covering large surfaces inexpensively, as walls and woodwork. Formerly, to have a painted wall that could be washed, it was necessary to paint it with several coats of paint, waiting a long time for each to dry hard, and in order to get a good, even effect of color, the final coat would be stippled; this concealed imperfections and

incidentally caught dust and retained it.

With Neal's Interior Enamels, a perfectly smooth surface of fine, even color and texture is produced, that will not mar readily and is easily kept clean.

It is an entirely sanitary way of finishing walls, ceilings and interior woodwork, and is easily applied over painted, varnished or new surfaces.

Coming in great variety of color and tint, it is delightful for working out color schemes in endless variety.

It is put up in larger packages, also gallons, half-gallons and quarts, as well as pints, half-pints and quarter-pints, and specific directions for its application are found on every package.

The cost is about the same as for ordinary paint, and the effect is incomparably better and handsomer.

LINCOLN, NEB., June 20, 1904.

ACME WHITE LEAD AND COLOR WORKS,
Detroit, Mich.

Gentlemen—Your Master Painters' Oil Colors are the best I have ever used. They are stronger, better, cover and color more lead than I even could imagine.

Respectfully yours,

J. W. MITCHELL.

BATTLE CREEK, MICH., June 20, 1904.

ACME WHITE LEAD AND COLOR WORKS,
Detroit, Mich.

Dear Sirs—You have written in regard to the sample of Tinting Ochre sent me. I tried it and think it is very fine quality, finely ground and of good strength and shade. What is the price of it?

Yours,

H. C. WINEBRENNER.

CALIFON, N. J., June 17, 1904.

ACME WHITE LEAD AND COLOR WORKS,
Detroit, Mich.

Gentlemen—Your colors are very good. They cover extra good. We painted a wagon yellow and it was fine, but to test it, we have to wait to see how long it holds its color. Your Red was fine, but the Green was too gay a color—nobody wanted it, but it is good, it covers so well.

Yours truly,

JAS. STEVENSON.



F. R. DOUGALL,
General Sales Manager



WM. L. DAVIES,
President.



THOMAS NEAL
Sec'y and General Manager.



A. M. WOODWARD,
Mgr. Promotion and Publicity.



ALF R. KELLY,
District Sales Mgr. Dis. A



DAN DAVIES,
District Sales Mgr. Dis. B.



A. D. HOAGG,
District Sales Mgr. Dis. C.



S. H. HART,
District Sales Mgr. Dis. D



R. M. BILLINGS,
District Sales Mgr. Dis. K.



H. H. HALLADAY,
District Sales Mgr. Dis. M.



E. R. HOAG,
District Sales Mgr. Dis. F.



W. J. CARLYLE
District Sales Mgr. Dis. G.



C. F. ELLIOTT,
District Sales Mgr. Dis. H.



H. L. WILSON,
District Sales Mgr. Dis. J.

Our District Sales Managers' Convention.

Held in Detroit from June 20th to 30th, 1904.



OUR convention of District Sales Managers has been "on" all week, and has been most successful in every way. The number and character of the subjects discussed, as well as the careful thought and minute attention to detail by our District Sales Managers, on their respective districts, made evident by their addresses and informal talks, testifies to the immense good derived by us all from a meeting of this kind.

Each District Manager has come to this convention "primed to the guards" and we have adopted many resolutions pertaining to the future handling of detail which cannot fail to be beneficial.

This is a convention where every minute is devoted to business, and many matters have been brought to our attention by our District Managers which will have careful thought, and many will be acted upon immediately.

This afternoon the officers of the Company and our District Sales Managers will take the four o'clock car for the flats, and will forget all about business until their return on Monday noon. They are going to show Dan how to catch *big* black bass (and other fish) at Hank Avery's well appointed "hotel" on the north channel where the famous Ti-Ki Club, No. 1, repaired some years ago. Many of our representatives will "remember the trip." Hank Avery says he wants to get even, if he can. In any event we will have a good time, and on Monday noon will be back in Detroit, when we will again be busy on matters of interest to our District Sales Managers, our representatives, our customers and ourselves.

In next week's issue of WHITE CITY NEWS we will tell you more about this convention.

Date _____

Memo from--F. J. SCHULTE

To _____

White City News

Devoted to Matters of Interest to Our Representatives.

ACME
QUALITY

PUBLISHED BY

ACME
QUALITY

PAINTS, ENAMELS



COLORS, VARNISHES

DETROIT, MICH

VOL. II.

JULY 2, 1904.

NO. 6



F. R. DOUGALL, SALES MANAGER

The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.

Porch Furniture Contest

Standing of Acme Salesmen's Contest,
April 1 to June 29, Inclusive.

I. D. WILSON	1st
J. J. MAHONEY	2nd
C. F. PULFER	3rd
E. G. PEARCE	4th
S. W. NEWELL	5th
W. J. CARLYLE	6th
H. F. WHITAKER	7th
C. MEHLIG	8th
WATSON WESLEY	8th
G. S. RICHARDSON	9th
H. L. WILSON	9th
G. C. BURNHAM Jr.	10th
E. R. HOAG	11th
A. W. MARTIN	11th
W. J. SELVAGE	11th
S. A. HUNTER	12th
P. H. BETHGE	12th
M. L. MCKENNA	13th
WM. GALLIE	14th

COME ON, BOYS!!

We should have an unusually good demand for Acme Liquid Slatting during the coming two months. "Take hold and lift."

Now is the time to sell Neal's Screen Enamels. Push them hard.

New Era Paint Talks

(A Continued Series)

No 3



The way our forefathers mixed paint by hand. Some painters, who are too slow to keep up-to-date, still use this method.

Things to Think of When You Contract for Paint and Painting.

First. INSIST ON GOOD PAINT to insure the greatest durability and so as to avoid the necessity of incurring the expense of painting again long before it should be necessary.

Second. WHY NEW ERA PAINT SHOULD BE USED. It is made from the best paint materials only. There is a tag on every gallon can that tells just what it is made of. There is nothing to conceal or be ashamed of. We rather publish the truth—and all of it. It insures the maximum in durability and the minimum in quantity required.

Third. WHITE LEAD AND OIL PAINT. Pure lead and linseed oil does NOT make

the best paint either for wearing or covering. Comparative tests with New Era Paint have proven it beyond question. White lead alone used as a base results in a paint that in a comparatively short time will "chalk off." Rub your hand over the surface of a house painted in this way. The powder upon your hand is the lead which has become "loosened," no longer forming a protective coating, but will wash off in every rain storm. New Era Paint will cover about 25 per cent. more surface to the gallon than white lead paint.

Fourth. PROGRESSIVE PAINTERS HAVE CONVINCED THEMSELVES that the proper admixture of oxide of zinc with lead makes a much more serviceable and economical paint than when lead alone is used, and also that paint, mixed in exact proportions and finely ground by means of special powerful machinery, is far preferable and less expensive to them and to consumers, than when imperfectly mixed and tinted by hand in uncertain proportions.

Fifth. A GOOD PAINTER AND GOOD PAINT make the best combination that can be secured to produce a good job of painting—one that will be satisfactory in years of service, appearance and cost.

New Era Varnishes.



It cannot be too firmly impressed on the minds of the trade that we are leaders in the varnish as well as in the paint line. This fact is rapidly becoming recognized,

WHITE CITY NEWS

as is evinced by our finding it absolutely necessary to materially increase our facilities a short time ago. We have plenty of room to further enlarge our present extensive, commodious plant, and hope that the time is not very far distant when increase in volume of business will justify steps being taken in this direction.

Our business in New Era Paint and Rapid-Seller Specialties is growing at a rate which is a source of gratification to us. This should apply with equal force to New Era Varnish, and it will if you will all put your shoulders to the wheel.

You cannot laud the praises of New Era Varnish too highly. You get the business and we will back you up with goods that cannot help but make and retain friends. You are well acquainted with the fact that New Era Paint has made hosts of friends among the painters'

fraternity. Every single one of these painters should, and we are quite sure can be convinced that our varnish is on a par as regards quality with our New Era Paint. A host of practical painters are now using our varnishes exclusively. Talk New Era Varnish to every painter you meet.

Get them to call on our agents for these goods. We are sure that in a great many instances they will be perfectly willing to do so. Present them with a varnish catalog, so that they may know what a complete line we offer. Keep after them on the proposition vigorously. Express a willingness to submit samples if desired. Talk New Era Varnish just as hard as you do New Era Paint and results must follow. Make us hustle to take care of business you secure in this line.

Come on, boys.

Our General Distributors.

Alabama	Gray & Dudley Hardware Co., Birmingham
Arkansas	Whitlow-Williams Drug Co., Fayetteville
California	H. R. Tibbetts Paint Co., Los Angeles Tenbrook & Co., Sacramento H. R. Tibbetts Paint Co., San Diego
Florida	The S. B. Hubbard Co., Jacksonville Tampa Hardware Co., Tampa
Georgia	N. L. Willet Drug Co., Augusta West Lumber Co., Atlanta
Illinois	Geo. E. Watson Co., Chicago Brady Bros. Hardware Co., Duquique Colburn, Birks & Co., Peoria
Indiana	The Evansville Paint & Varnish Co. Ltd., Evansville
Iowa	Sickels, Preston & Nutting Co., Davenport W. H. Torbert, Dubuque J. W. Edgerly & Co., Ottumwa Hornick, Hess & More, Sioux City
Kansas	A. B. Whiting Paint & Glass Co., Topeka
Kentucky	Robinson Bros. & Co., Louisville
Louisiana	David Bernhardt, New Orleans
Maryland	Carlin & Fulton, Baltimore
Minnesota	Hackett, Walther, Gates Hdw Co., St. Paul
Montana	A. M. Holter Hdw Co., Helena
New England	Baldwin, Robbins & Co., Boston
New York	Buffalo Glass Co., Buffalo Sickels & Nutting Co., New York City Burlans & Black Co., Syracuse Jno. L. Thompson, Sons & Co., Troy
North Carolina	Burwell & Dunn Co., Charlotte Leak-Halladay Co., Greensboro
Ohio	Smith Bros Hdw Co., Columbus Co-Operating Merchants Co., Toledo
Oklahoma Territory	Alexander Drug Co., Oklahoma City
Oregon	F. E. Beach & Co., Portland
Pennsylvania	Shoenaker & Busch, Philadelphia J. C. Tanager Co., Hanover Logan-Gregg Hardware Co., Pittsburg Bard Hardware Co., Reading Phelps-Straw & Co., Wilkesbarre
Rhode Island	Union Hdw. & Electric Supply Co., Providence
South Carolina	Murray Drug Co., Columbia
Tennessee	Fritts & Wiehl, Chattanooga Cruze-Sterling Co., Knoxville Benedict, Warren & Davidson Co., Memphis S. D. C. Paint & Co., Bristol Nashville
Texas	Houston Drug Co., Houston Texas Paint and Paper House, Fort Worth Greiner-Kelly Drug Co., Sherman
Utah	G. F. Culmer & Bro., Salt Lake
Virginia	Barker-Jennings Hdw Co., Lynchburg
Washington	A. S. Johnson & Co., Tacoma Spokane Drug Co., Spokane
West Virginia	The Kanawha Drug Co., Charleston The Williams & Davison Co., Clarksburg W. H. Chapman & Sons, Wheeling

New Faces at the White City this Week.



A. W. MARTIN
Territory A 2



C. L. WARREN
Territory B 7

Some of our most enthusiastic and successful representatives have never seen the White City, or learned, at first hand, how extensive and complete is our equipment and facilities. For this reason we asked them to come to Detroit for the last week of the District Sales Managers' Convention, and the gentlemen whose faces are shown here have been spending a few days going over our plant, studying our advantages and learning many useful lessons about our products and business methods, that will enable them to conduct the campaign of their lives this fall. We could write long articles about the past,

present and future of each of these gentlemen, but we will refrain, and simply state that they are more than ordinarily successful salesmen, and are conducting the work in their respective territories in a manner that is highly gratifying to us.



P. C. TRAYLOR
Territory H 35



J. H. KAVANAGH
Territory G 27

White City News

Devoted to Matters of Interest to Our Representatives.



PAINTS, ENAMELS



COLORS, VARNISHES



DETROIT, MICH

VOL. II.

JULY 9, 1904.

NO. 7



F. R. DOUGALL, SALES MANAGER

The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.



MR. I. D. WILSON

Porch Furniture Contest

Standing of Acme Salesmen's Contest, April 1 to July 6, Inclusive.

I. D. WILSON	1st
J. J. MAHONEY	2nd
C. F. PULFER	3rd
E. G. PEARCE	4th
S. W. NEWELL	5th
C. MEHLIG	6th
W. J. CARLYLE	6th
H. F. WHITAKER	7th
WATSON WESLEY	8th
W. J. SELVAGE	9th
G. S. RICHARDSON	9th
H. L. WILSON	9th
G. C. BURNHAM Jr.	10th
E. R. HOAG	11th
A. W. MARTIN	11th
S. A. HUNTER	12th
P. H. BETHGE	12th
M. L. MCKENNA	13th
WM. GALLIE	14th

COME ON, BOYS!!

President Wm. L. Davies has betaken himself away to his favorite summer resort, "The Hermitage," in Grimsby, Ont., where he expects to enjoy the summer months. Mr. Davies is in the habit of mixing business with pleasure and generally comes back from his summer vacation with ideas that mean new business.

We are just in receipt of advices from Troy, N. Y., to the effect that the stork paid a visit to the home of Mr. I. D. Wilson, our genial representative for New York state, the morning of July 5th. A 9 pound baby girl was the result of the visit. The inhabitants of the White City all send congratulations and best wishes.

THEY INTEREST YOU.

Complaints on Davies' Varnish Stains and Davies' Varno-Floor-Stains.

We think you will be interested in noting the results of our investigations of several recent complaints on above lines because you will then know how easy it is to adjust such complaints *on the spot*. Customers frequently complain that the shades are not true to color card, or that the contents of a can marked Light Oak or Cherry looks like Mahogany, or that Mahogany looks like Light Oak, and will state that they opened three or four cans and found them all just as bad. How glad we would be if our representatives, or our distributors' representatives, would jump at this kind of a kick and eat it up by a little demonstration. And it is so

easy. Just a little elbow grease, a pleasant smile and a short remark, such as, "Well, why don't you stir it thoroughly."

All these complaints can be traced to the same cause—not properly stirred. These stains are transparent when applied, therefore, there is not much pigment in each can, but there is *some*, and it settles to the bottom and the varnish and thinner of course rises to the top. The Oak, Cherry, Mahogany, and, in fact all the shades, look just about alike when the cans are opened, because the thinners are on top and they are the same color in each shade. But the *pigment or stain* is there just the same and needs very careful stirring, because there is not much of it. You can get a large variety of shades from three or four cans of say Cherry, which were put up at the same time and out of the same batch, depending upon the amount of stirring you have done. We just had a complaint on Cherry. Six cans were opened by customer and none were true to color. Said he got four different colors out of six cans. Date on top of cans showed when they were put up. We opened six cans out of the same stock. The first can we did not stir at all and got a finish like Light Hard Oil. The second can was stirred slightly and we got a darker finish, and so on until the last was *stirred thoroughly* and the finish produced was *right*. We then thoroughly stirred all the cans that were complained of and returned and the results in each case were identically the same and proved conclusively that our customer had not stirred the goods except very little. We wish you would educate customers on this point and remember it yourself, as the information will come in useful very often. By this you will see how easy it is for us to get the questionable end of the stick.

New Era Paint Talks

(A Continued Series)

NO. 4



"Full Measure"

Things to Think of by the Painter and Consumer When Deciding Between the Use of New Era Paint or White Lead Paint.

THE COMPARATIVE COST of white lead paint and New Era paint can easily be figured by any painter or consumer. The following example represents a mixture intended for first-coat work:

100 lbs. S. P. white lead in oil costs \$
5 gallons linseed oil costs ..
8 hours labor in mixing

Total cost \$

Based on claim made by white lead manufacturers that it requires five pounds of strictly pure white lead in oil, reduced to proper painting consistency, to cover 100 square feet two coats, the above mixture would cover 2000 square feet two coats. Divide the total cost by 20 and the result is the cost for 100 square feet.

Now figure the cost of New Era Paint reduced for first-coat work:

1 gallon New Era Paint costs. \$
1/2-gallon linseed oil costs. . .
No cost for mixing and tinting Simply
needs to be thoroughly stirred.

This makes 1 1/4 gallons of paint. To get cost of one gallon, divide by 1 1/4. A gallon of New Era covers at least 300 square feet, two coats. Divide the cost of 1 gallon by 3 and the result will be cost for covering 100 square feet, two coats. Compare this with the cost of white lead paint for the same amount of surface and note saving in favor of New Era.

In a 100 pound keg of white lead in oil

you only get from 95 to 97 pounds of lead—the rest is keg. The proportion of keg in the smaller packages is even greater.

New Era paint is put up in gallon packages containing a full U. S. standard gallon of paint—231 cubic inches of pure paint.

The following is sent us by M. M. Cross, an enterprising salesman for Benedict, Warren & Davidson Co., of Memphis, Tenn. Mr. Cross makes good use of this in securing New Era customers.

PICKENS, MISS., June 1st, 1904.

To Whom it May Concern —This is to certify that I have handled "New Era" Paint and other goods made by Acme White Lead and Color Works for more than a year, and I take occasion to say that no other line of my business pays a larger percentage of profit on amount invested from time to time.

Notwithstanding there are paints handled here "cheaper in price, but just as good" they say, I believe it could be safely stated and truthfully, too, that I have sold twice as much paint as all other paint dealers combined since I began selling "New Era" goods.

Yours truly,
(Signed) H. W. JACKSON,
Dealer in Hardware and Paints



We have recently closed contracts for year's requirements of materials of our manufacture with the following representative concerns:

Bloomsburg Lumber and Manufacturing Company.
Bloomsburg, Pa. Manufacturers of toy bedsteads
Large users of enamels
Foster Bros. Manufacturing Company, Baltimore, Md. Manufacturers of metal bedsteads
Specialty Manufacturing Company, Titusville, Pa. Manufacturers of lawn swings.
Taylor Wagon Works, Lynchburg, Va. Manufacturers of farm wagons.
Rumsey & Company, Ltd., Seneca Falls, N. Y. Manufacturers of iron pumps
The Standard Harrow Company, Utica, N. Y. Manufacturers of farm implements
The Milburn Wagon Company, Toledo, Ohio. Manufacturers of farm wagons
The Ohio Manufacturing Company, Upper Sandusky, Ohio. Manufacturers of farm implements
The Gale Manufacturing Company, Albion, Mich. Manufacturers of farm implements.
F. E. Myers & Brother, Ashland, Ohio. Manufacturers of iron pumps
The Farmers' Handy Wagon Company, Saginaw, Mich. Manufacturers of farm wagons and implements

Most of the above have their paint department equipped with our system of dipping appliances.

Notwithstanding the so-called dull season at this time of year the Manufacturing Trade Department is still shipping carloads, an eighty-barrel shipment of paint reducer having gone forward to the Weber Wagon Company, Chicago, last week.

Our General Distributors.

Alabama	Gray & Dudley Hardware Co., Birmingham
Arkansas	Whitlow-Williams Drug Co., Fayetteville
California	H. R. Tibbets Paint Co., Los Angeles Tenbrook & Co., Sacramento H. R. Tibbets Paint Co., San Diego
Florida	The S. B. Hubbard Co., Jacksonville Tampa Hardware Co., Tampa
Georgia	N. L. Willet Drug Co., Augusta West Lumber Co., Atlanta
Illinois	Geo. F. Watson Co., Chicago Brady Bros. Hardware Co., Jacksonville Colburn, Birks & Co., Peoria
Indiana	The Evansville Paint & Varnish Co., Ltd., Evansville
Iowa	Sickels, Preston & Nutting Co., Davenport W. H. Torbert, Dubuque J. W. Eagerly & Co., Ottumwa Hornick, Hess & More, Sioux City
Kansas	A. B. Whiting Paint & Glass Co., Topeka
Kentucky	Robinson Bros. & Co., Louisville
Louisiana	David Bernhardt, New Orleans
Maryland	Carlin & Fulton, Baltimore
Minnesota	Hackett, Wakher, Gates, Hdwe Co., St. Paul
Montana	A. M. Holter Hdwe Co., Helena
New England	Baldwin, Robbins & Co., Boston
New York	Buffalo Glass Co., Buffalo Sickels & Nutting Co., New York City Burhans & Black Co., Syracuse Jno. I. Thompson, Sons & Co., Troy
North Carolina	Burwell & Dunn Co., Charlotte Leak-Halladay Co., Greensboro
Ohio	Smith Bros. Hdwe. Co., Columbus Co-Operating Merchants Co., Toledo
Oklahoma Territory	Alexander Drug Co., Oklahoma City
Oregon	F. E. Beach & Co., Portland
Pennsylvania	Shoemaker & Busch, Philadelphia J. C. Tanager Co., Hanover Logan-Gregg Hardware Co., Pittsburg Bard Hardware Co., Reading Phelps-Straw & Co., Wilkesbarre
Rhode Island	Union Hdwe. & Electric Supply Co., Providence
South Carolina	Murray Drug Co., Columbia
Tennessee	Fritts & Wiehl, Chattanooga Cruze-Sterling Co., Knoxville Benedict, Warren & Davidson Co., Memphis Strother Drug Co., Bristol Warren-Yarborough Paint & Glass Co., Nashville
Texas	Houston Drug Co., Houston Texas Paint and Paper House, Fort Worth Greiner-Kelly Drug Co., Sherman
Utah	G. F. Culmer & Bro., Salt Lake
Virginia	Barker-Jennings Hdwe Co., Lynchburg
Washington	A. S. Johnson & Co., Tacoma Spokane Drug Co., Spokane
West Virginia	The Kanawha Drug Co., Charleston The Williams & Davisson Co., Clarksburg W. H. Chapman & Sons, Wheeling

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY

ACME
QUALITY

PAINTS, ENAMELS



COLORS, VARNISHES

ACME
QUALITY

DETROIT, MICH

VOL. 11.

JULY 16, 1904.

NO. 8



F R DOUGALL, SALES MANAGER

The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.

Porch Furniture Contest

Standing of Acme Salesmen's Contest,

April 1 to July 6, Inclusive.

I. D. WILSON	1st
J. J. MAHONEY	2nd
C. F. PULFER	3rd
E. G. PEARCE	4th
S. W. NEWELL	5th
C. MEHLIG	6th
W. J. CARLYLE	6th
H. F. WHITAKER	7th
WATSON WESLEY	8th
W. J. SELVAGE	9th
G. S. RICHARDSON	9th
H. L. WILSON	9th
G. C. BURNHAM Jr.	10th
E. R. HOAG	11th
A. W. MARTIN	11th
S. A. HUNTER	12th
P. H. BETHGE	12th
M. L. MCKENNA	13th
WM. GALLIE	14th

COME ON, BOYS!!

New Era Paint Talks

(A Continued Series)

NO 5



Things to Think Of by the Practical Painter.

The best practical painters agree that pure lead and oxide of zinc, combined in proper proportions, and thoroughly and finely ground in and reduced with pure linseed oil and sufficient turpentine and turpentine dryer, make a paint that will cover better, go farther, produce a better finish and wear much longer than if lead alone is used as a base. Such a paint we are offering in our New Era.

Our New Era Paint differs from other ready-mixed paints in the market for the reason that it is not a "patent" or chemical combination, soap mixture, or emulsion paint, but is a pure lead paint, containing enough zinc oxide to prevent the lead from chalking, with the necessary colors required to produce the various tints and shades, thoroughly ground in and thinned to the proper consistency with pure refined linseed oil, turpentine and turpentine dryer—just such material as any first-class practical painter would use and endorse. Pure lead is the most desirable base pigment for paint. It possesses

greater opacity than other white pigments. However, to secure the most durable, economical and satisfactory results from its use, it is important that it be combined with zinc white in proper and exact proportions. While white lead has the advantage of great opacity, it possesses two disadvantages in that it requires more of it to cover a given surface than it does of zinc oxide, and also its lack of durability under exposure. These faults are corrected when combined with zinc white, and a result of a proper combination of the two, as presented in our New Era Paint, is an ideal and perfect paint as regards durability, covering capacity and superior finish.

No Fish Story.

One of our representatives tells the following: He was discussing the merits of New Era Paint with a painter the other day. This painter had spread thousands of gallons of New Era Paint and was an enthusiastic Acme Quality man. The painter, in the course of the conversation, said: "Why, there are only two brands of mixed paint on the market, anyway." This statement rather took our representative's breath away and he said: "Why! What do you mean?" The painter replied: "New Era Paint and all the others."

Car-Load Orders This Week.

We are in receipt of another car-load order from our distributors, H. R. Tibbetts Paint Co., Los Angeles, Cal., whose car orders are received regularly and frequently.

We received an order this week for a car-load of Acme Quality products sent in by our Mr. S. A. Hunter and shipped to our distributors at St. Paul, Minn., The Hackett-Walther-Gates Hardware Co. This concern is enjoying a splendid paint business this season.

District Sales Managers' Convention.



Frank R. Dougall C. F. Elliott S. H. Hart Dan Davies W. J. Carlyle R. M. Billings
H. L. Wilson A. D. Hoag I. R. Hoag Thomas Neal
H. H. Halladay Wm. J. Davies A. M. Woodward Alf R. Kelly

Above is a very good photo of our District Sales Managers, taken while attending our District Sales Managers' Convention, June 20th and 30th last. The boys all state that this was the most successful convention ever held by the Acme Co.

Our representatives are now all taking their vacations. While they are enjoying a well earned rest, no matter in what form, whether lying in a hammock swung in some shady nook enjoying their after-dinner Havana, or if it's trying to entice the wily black bass from his lake home, or strolling along the board walk at Atlantic City, or taking in the sights of gay Coney Island, we hope they will improve the shining hours in thinking up new ways of increasing their business and formulating a campaign for this fall that will place the Acme Quality products to the front on their various territories. We wish them all a pleasant holiday and hope they will return to their work refreshed and prepared to "take hold and lift" with renewed vigor.

We are just in receipt of a wire from Mr. J. W. Daly, advising us that the stork paid a visit to his home at 7 o'clock a. m. on Monday, the 11th inst., the result of which was an eight pound bouncing boy. The WHITE CITY NEWS joins Mr. Daly's many friends in extending congratulations and best wishes.



MR. FRANK SCHADE

The Sales Department has just been informed that Frank Schade, salesman for Logan-Gregg Hardware Co., of Pittsburg, Pa., is contemplating paying Detroit and White City a visit. We will all be glad to meet Frank and renew old acquaintanceship.

Our General Distributors.

Alabama	Gray & Dudley Hardware Co., Birmingham
Arkansas	Whitlow-Williams Drug Co., Fayetteville
California	H. R. Tibbets Paint Co., Los Angeles Tenbrook & Co., Sacramento H. R. Tibbets Paint Co., San Diego
Florida	The S. B. Hubbard Co., Jacksonville Tampa Hardware Co., Tampa
Georgia	N. L. Willet Drug Co., Augusta West Lumber Co., Atlanta
Illinois	Geo. E. Watson Co., Chicago Brady Bros. Hardware Co., Jacksonville Colburn, Birks & Co., Peoria
Indiana	The Evansville Paint & Varnish Co., Ltd., Evansville
Iowa	Sickels, Preston & Nutting Co., Davenport W. H. Torbert, Dubuque J. W. Edgerly & Co., Ottumwa Hornick, Hess & More, Sioux City
Kansas	A. B. Whiting Paint & Glass Co., Topeka
Kentucky	Robinson Bros. & Co., Louisville
Louisiana	David Bernhardt, New Orleans
Maryland	Carlin & Fulton, Baltimore
Minnesota	Hackett, Walther, Gates Hdw. Co., St. Paul
Montana	A. M. Holter Hdw. Co., Helena
New England	Baldwin, Robbins & Co., Boston
New York	Buffalo Glass Co., Buffalo Sickels & Nutting Co., New York City Burhans & Black Co., Syracuse Jno. L. Thompson, Sons & Co., Troy
North Carolina	Burwell & Dunn Co., Charlotte Leak-Halladay Co., Greensboro
Ohio	Smith Bros. Hdw. Co., Columbus Co-Operating Merchants Co., Toledo
Oklahoma Territory	Alexander Drug Co., Oklahoma City
Oregon	F. E. Beach & Co., Portland
Pennsylvania	Shoemaker & Busch, Philadelphia Pittsburg Hardware Co., Pittsburg Phelps-Straw & Co., Wilkesbarre
Rhode Island	Union Hdw. & Electric Supply Co., Providence
South Carolina	Murray Drug Co., Columbia
Tennessee	Fritts & Wiehl, Chattanooga Cruze-Sterling Co., Knoxville Benedict, Warren & Davidson Co., Memphis Paint & Nashville
Texas	Houston Drug Co., Houston Texas Paint and Paper House, Fort Worth Greiner-Kelly Drug Co., Sherman
Utah	G. F. Culmer & Bro., Salt Lake
Virginia	Barker-Jennings Hdw. Co., Lynchburg
Washington	A. S. Johnson & Co., Tacoma Spokane Drug Co., Spokane
West Virginia	The Kanawha Drug Co., Charleston The Williams & Davisson Co., Clarksburg W. H. Chapman & Sons, Wheeling