

In the foregoing statement nothing is allowed for the valuable patents and trademarks owned by the company, nor for its formulas, nor for the good will of its large and profitable business.

Patents

The company controls the manufacture of White Lead by what is known as the "Mild Process". This is a comparatively new process which the company acquired about two years ago. It has been thoroughly demonstrated through the operation of a small plant that the process is a practical and commercial success.

New Lead Plant

The company has just completed at a cost of over \$100,000 a building for a new Lead Plant, which it has equipped with its own mechanical force, and has just commenced to operate. This plant will have a minimum capacity of over 5,000 tons, worth approximately \$600,000 per annum. At present the margin of the price of the finished White Lead over the material cost of the Pig Lead is approximately 100 per cent. The expense for labor and power is exceedingly light in this process, which is almost entirely mechanical. The product is a staple and will be rapidly turned into money at almost no selling expense - an exceedingly desirable feature. One advantage of this process over the Old Dutch Process in general use, is in the time required - not to exceed ten days as against one hundred days, which when the value of the material is considered, must necessarily represent a great saving in interest. It is confidently expected that this department will add materially to the net profits of the business.

Good Will

The good will of a business consists of its established trade, its reputation and that of its goods, and its working organization.

Organization

The company employs an office force of over 90 persons. In the advertising office and printing shop there are 110. The work of the factory includes six different lines of business - Paint, Varnish, Dry Colors, Kalsomine, Whiting and White Lead. The force includes 35 specially trained superintendents, chemists, engineers and foremen and over 600 factory employes, a large number of whom are skilled workmen. The sales departments include some 120 sales directors, managers and salesmen. No concern has a more highly trained, enthusiastic and efficient sales force than the Acme Quality representatives. Many of the company's employes have been with it for from fifteen to