

White City News

PUBLISHED BY

DEVOTED TO MAT-
TERS OF INTEREST
TO OUR REPRESENTATIVES.

PAINTS. ENAMELS



COLORS. VARNISHES

VOL. I No. 6

JUNE 6

1905

DETROIT, MICH

Department of General Trade.

F. R. DOUGALL, Sales Manager

Arguments?

Well, I should say yes. The arguments in presenting our line are innumerable and never the same to any two men. For instance, here is a small sample:

I called upon a merchant with whom I was well acquainted and asked him to put in a line of New Era Paint. He replied, I don't want it, I sell strictly pure lead; it is what the people ask for and what the painters tell them to buy, and is a great deal less trouble for me as all I have to do is to give them what they ask for. I asked him how much money he made on it. He said, Oh, I don't make anything on the stuff, I wish I was out of the paint business; if I was I should stay out. I said, how about liquid paint. Oh, said he, it don't amount to anything, I have some here that I sell at \$1.25 per gallon, and I sell only a little of that once in a while for daubing around the house; confound the paint business anyway. I said to him, my friend, there are some things that some people don't seem to know and you are one of the people. You admit that you don't make any money on white lead, in other words you consent to become a collection agent of the Lead Trust without compensation and you take all the risk. All you get out of the Lead Trust is guarantee that the lead is strictly pure. You never saw one of them that would give you a durability guarantee. Your customer may come back after a year or so and say, Mr. — that lead you sold me for my house seems to be chalking off; what's the matter? You tell him it is so and so's brand of strictly pure lead and the oil was pure linseed, and that is all there is to it. He is obliged to go away unsatisfied. If you think of it the next time your lead salesman comes around you tell him about it. He falls back upon their strictly pure guarantee and you get no satisfaction. He don't tell you that the strictly pure lead of to-day is not at all like the lead of forty years ago,

and that an analysis of the lead sold back in the 60's would show a vastly different composition from that of the present day. He don't tell you that acid sufficiently strong to rot metallic lead into powder in about ninety days is the only way white lead is made now days; he don't tell you that corrosives attempt to wash out the acids hurriedly in a large tank from which it is pumped into settling tubes to remain just long enough for the water and acid to come to the top, and the settled lead is left just long enough to become sufficiently



COME-ON-BOYS DOUGALL

This is Frank without his smile.
With face serene and minus guile—
But the smile is broad and wide and deep,
When he notes your orders piled up steep.
And when the "car loads" he fondly toys
The echoes ring his "Come on Boys!"

dry to run easily through the oil mills; he don't tell you that this compound of lead, acid and water, when spread upon a surface, eats the life of musilage out of the oil and permits the loosened particles to dust off; he don't say that that load of paint will not wear well, and he knows it, and the maker knows it and that they do not wish it to wear well as their hope for future profit lies in the necessity for re-painting and the consequent immense consumption of lead. There are a lot of other things that he don't tell you that I might tell you if I had time.

But now take the matter of liquid paint:

You admit that you buy a cheap thing and sell it at a low price, and that you know it is not good and that you simply meet the views of your customer as to price instead of trying to inform yourself in regard to the merits of the goods you deal out to the men to whom you look for future business, so as to be able to supply them with an article of undoubted merit so that in after years your customer who perhaps grumbled at the time about your high price would come back and say: Mr. — that paint you sold me for my house was all right, it is doing just as you said it would, I guess you are a man of your word, you can have my future trade in paint.

The trouble with you, Mr. — is, you are lazy. What would you think of the value of a clerk to you, who, following your example, would, when asked to show goods, simply set out the different things, tell the purchaser which was the cheapest, and then stand there like a bump on a log instead of advising the customer which he believed would best meet his requirements? Say, you are about the biggest "it" I ever saw. At that Mr. — said he had stood just enough of my abuse, got up, went to the back of the store and got a club; when I saw him coming I left. Well it was almost train time anyway. S. H. H.

P. S. This is only a little piece of one argument.

Painted His Sole with New Era.

Being anxious to test the strength of New Era Paint, I put five coats on a two-inch plank to see if a thick mass of it would crack. Before it was dry, Tom, the plowman, blundered along and stepped on the painted spot. Nothing more was thought of it until three months after, when Tom walked into the plantation store and called for a new pair of shoes. After being fitted we observed that one shoe was worn out, the other good as new, it being protected by the New Era Paint which stuck to the shoe when he stepped on the plank.

J. A. SUMNER.

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WHITE CITY NEWS



WM. GALLE.

We are just in receipt of a carload order from Mr. Galle, to be shipped to Carlin & Fulton, Baltimore, Maryland. "Come on boys."

"Stretchiest Paint" He Ever Saw.

About two months ago a certain painter of Charlotte, N. C., came into the Burwell & Dunn Co's retail store and said he wanted ten gallons of New Era Paint, No. 32, to paint a house with; he further said that allowing one gallon to 300 square feet for two coats that would just do the work. About a week afterward this same painter returned with one gallon of New Era Paint in each hand and he approached the same clerk and asked him if he would take the two gallons back, the clerk said certainly and the man then remarked that New Era was "the stretchiest paint he ever saw in his life."

C. F. MCC.

The Knockee.

EDWARD W. MILLER

He's by nature pessimistic, any wandering statistic That will aid him in his work he puts in stock. He's a kicker just on principle, to argument invincible.

Whose aim in life appears to be to knock

Nothing ever makes him happy, it's his nature to be scrappy.

And the things that make life livable to mock.

'Tis the hope of every mortal, when he gets to Heaven's portal,

That he'll have to stand outside for good—and knock.

Our friend Frank T. Schade, representing the Logan-Gregg Hardware Co. of Pittsburg, reports that New Era and our "Rapid Seller" line of specialties are going off like hot cakes in his territory. That is a common complaint and one that we always like to hear about. These goods are the kind that it is safe to recommend to the trade, because they back up the salesman's recommendation and the dealer's promises by doing for the consumer just what we say they will.

Thank You, Dan.

WHITE CITY NEWS is before me and has been carefully read and can say same is the best little newspaper I have ever had the pleasure of looking over.

DAN.

Stonham, Mass., May 15th, 1903.

Acme White Lead and Color Works.

Please send me word where I can get your Bath-Tub Enamel at wholesale in Boston. Have used it on one tub and think it is the best I ever used. I want some to sell in my store.

JAMES A. VALLER.

Best Painted House in County.

Elizabethtown, Ind., May 30th, 1903.

I have just completed painting my large residence with your New Era Paint. In making an estimate of the number of gallons that would be required to do the job, I ordered 35 gallons, it will not require over 25 gallons and I have the best painted, best looking house in this county for one-third less cost than any other. I have invited many of my friends to inspect the work and material as well as the general appearance, and they pronounce it perfect. If in need of any assistance in the sale of your goods, direct your customers to me and I will show them the best painted house in Bartholomew County.

PETER E. WILLS.

I sold Mr. Wills through J. W. Boner, our agent at Elizabethtown, Ind., about 25 gallons of New Era, Outside White, for his home. He was just having his home finished when I was there recently. I met Mr. Wills and he insisted on my looking at the house which, of course, I did. He has a very large modern home, and the job showed up so well and he was so highly pleased with it that he said he invited many of his friends to view it. Mr. Wills is a wine merchant and covers all of southern Indiana and is well known in that portion of the State. He says that when we wish reference or recommendation in this part of the State to send him the name and address of such customers and he will write them personal letters in behalf of our New Era Paint. He says he will use nothing else in future, and if the dealer does not handle it he will send his order to the factory. I will say that this recommendation is doing me much good in this part of the State. The dealer at Elizabethtown, J. W. Boner, says that other paints handled by dealers here are staying on their shelves while he is waiting for ours to reach him to supply his trade.

W. J. S.



H. L. WILSON

We are just in receipt of a carload order of our products from Mr. Wilson, to be shipped to the Smith Brothers Hardware Company, of Columbus, Ohio. "Come on boys."

This Is Gratifying.

Crosshill, S. C., April 24, 1903.

Acme White Lead and Color Works, Detroit, Mich.

Gentlemen: It is to your interest and mine to write you this letter, as your New Era Paint is too good an article to be trifled with. I want to let you know how I am obliged to get it here. Since Calhoun & Dupree went out of business, I have to wait until I get it from Augusta, Georgia, which is quite a distance from me and gives me lots of trouble.

Every job I do with New Era shoves me higher up the hill, and being a house painter of twenty-five years' experience, I am in a position to handle the agency direct from the factory. I stand for the best goods, and I do not believe hands can make any better paint than New Era. New Era needs in this section a practical painter; one who is interested in a good paint. Awaiting your reply,

Yours for business,

WM. T. HILL.
Practical House Painter

April 30th, 1903.

Mr. W. T. Hill,
Crosshill, S. C.

Dear Sir: We appreciate the high tribute paid to our New Era Paint. It is becoming more apparent every day that good paint, like any other good article, establishes a reputation for the dealer that handles it, the painter that uses it, and the house that makes it. We are recognized throughout the country as manufacturers of first quality goods only. We have among our friends in the painters' fraternity, who for years used nothing but white lead in oil, because they could get nothing better, but now they are firm advocates of the use of New Era.

WHITE CITY NEWS

Inasmuch as at the moment you are not in position to buy our pure paint from a dealer in your city, owing to the fact that our agent there has discontinued business, we are most pleased to refer you to our distributors in your vicinity, the Murray Drug Company, Columbia S. C., who will take good care of any orders you may direct their way.

With best wishes for the season 1903 proving a most successful one with you, we beg to remain,

Yours truly,
ACME WHITE LEAD AND COLOR WORKS

Crosshill, S. C., May 23, 1903.
Acme White Lead and Color Works,
Detroit, Mich.

Gentlemen: I received yours of April 30th, also May 15th, and will say in reply, my reason for writing you was that I recognized the superiority of New Era Paint as compared with the many inferior brands with which the market is stocked.

I have been a house painter for twenty-five years, and every job I do with New Era Paint increases my business, and I am willing to "Take Hold and Lift."

Dr. J. H. Miller is the agent for this town now, and the right man for it. I am glad that Mr. A. St. C. Lee is agent at Greenwood, a short distance from here.

New Era Paint needs an experienced practical painter in every county in the country, and one that is trustworthy.

With best wishes for New Era as long as it remains as it is.

Yours truly,
WM. T. HILL.
Practical House Painter

Mr. W. J. Salvage Wins.



Mr. W. J. Salvage, our Indiana representative, has won the Plug Hat Competition for May, on Neal's Carriage Paint and Neal's Carriage Top Dressing. Mr. Salvage won with 132 points, leading his nearest competitor quite a distance. Congratulations, Mr. Salvage.

If our representatives would stop to consider the many possibilities they have, I know there would be more enthusiasm shown in their work. Enthusiasm, energy and conscientious efforts, coupled with loyalty to their house is the keynote of success. Look at the benefit you are doing your fellowmen. You are preaching the gospel of having the people living in beautifully painted houses. You are doing your share toward giving employment to many men. Did you ever stop to consider that it takes twenty thousand painters to spread our products each day. It takes in the neighborhood of five-hundred people to manufacture these products and there are about fifty of you who are doing the missionary work. If each one of our salesmen would increase their efforts they would be directly responsible for the happiness of several families. Boys, give this thought careful consideration, and then make up your minds to be up and doing.

Plug Hat Competition for June.

There are some of our salesmen who have not attained the dignity of membership in the Acme Plug Hat Club and not wearing the Dunlap Silk Tiles which are presented to the fortunate contestants as a mark of our appreciation of their prowess. We want to make it easy for these so far unsuccessful candidates, and while they cannot all win the tile, they can certainly make a "mighty good showing" on such an "easy" line as our Popular Varnish. It used to be called



"Utility," but the demand for the goods caused us to change the name. The representatives report that it is one of the lines that "sells itself," but with the boost it should receive from about fifty "Acme" salesmen the impetus should be sufficient to pile up sales to a point never before attained in our history. We shall watch with considerable interest for the hustler who will "land on top." That's all it requires — hustling. So says "Come on boys" Dougall.

The S. B. Hubbard Company, of Jacksonville, Florida, write us as follows:

We are in receipt of your favor of the 26th, and in reply, will say that our paint man reports that he is very much interested in your weekly letters, that the points given in them are quite beneficial to him, and we believe such is the case with our traveling representatives, although we have not had a report from them on this matter.

The letters referred to are the ones embodying selling points of our goods and mailed for the assistance of distributors' representatives.

The Minneapolis Plow Works have just made a special plow—the largest ever turned out at their works. It weighs between 900 and 1,000 pounds. It is twelve feet long, is heavily ironed all through, and has a heavy iron strap under the beam. It has a large wooden gauge wheel, instead of a cast iron one, which is encased in a steel tire. It cut twenty-two inches. The plow is made for J. B. Beauchamp, of Olga, N. Dak.

The J. I. Case Implement Company recently decided, by a vote of the stockholders, to change the title of the corporation to the Great Northern Implement Company, the change to become effective Nov. 1, 1903. The object of the change is to avoid the confusion which arises with the J. I. Case Threshing Machine Company, and it does not involve any change of officers nor of policy. At the same time the capital stock of the company was increased to \$300,000. This was made desirable by reason of the expanding business of the company.

Members Acme Plug Hat Club.

Admitted	Coolest
Alf. R. Kelly	March 1, 1903. Mich Seal Lead
I. D. Wilson	Oct. 1, 1903 W and I Paint
H. L. Wilson	Nov. 1, 1903. Liquid Wood Filler
W. C. Neal	Dec. 1, 1903. New Era H. G.
H. F. Winkler	March 1, 1902. Davies' V. S.
S. A. Hunter	April 1, 1903 Granite Floor Paint
H. P. Torrance	June 1, 1902. N. C. P. and T. D.
H. C. Cater	June 1, 1902. Highest number of points for six months
F. R. Sangster	July 1, 1902. Unhly Varnishes
S. W. Newell	Oct. 1, 1902. W and I Paint
A. D. Hoag	Dec. 1, 1902. New Era A. V.
C. Mehlig	Dec. 1, 1902. Highest number of points for six months
James Dougall	Feb. 1, 1903. Household Point
Win. Gaffie	March 1, 1903. Davies' V. S.
W. J. Salvage	June 1, 1903. N. C. P. and T. D.

SECOND DEGREE MEMBERS.

Alf. R. Kelly	Sept. 1, 1901. Master P't's Col.
H. L. Wilson	Feb. 1, 1902. Household Point
I. D. Wilson	May 1, 1902. Neal's Enamel
S. W. Newell	Dec. 1, 1902. New Era H. G.
H. C. Cater	May 1, 1903. Neal's Enamel

THIRD DEGREE MEMBERS.

Alf. R. Kelly	Nov. 1, 1902. Davies' L. F.
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FOURTH DEGREE MEMBERS.

Alf. R. Kelly	April 1, 1903 Granite Floor Paint
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The Wakefield Manufacturing Company has been organized at Wakefield, Va., with a capital stock of \$20,000. F. B. Bain was elected president and R. Lee Pond vice-president. The object of the company will be to manufacture furniture of different kinds.

The Lynchburg Plow and Foundry Company, Lynchburg, Va., announce the retirement from active participation in their business of Mr. J. R. McWane. He has not yet decided upon his future movements, and is still located at Lynchburg. His brother, the former and present president, Mr. H. E. McWane, continues in charge.

There is every kind of rumor in the air relating to the intentions of the American Seeding Machine Company, greatly exaggerating the real situation. It is very persistently reported that negotiations have been resumed for the taking over of P. P. Mast & Co., but it lacks official confirmation. The company have bought quite a plot of ground adjoining the offices of the Superior Division and will build a large addition to the factory, and the contracts have been let for the addition to their office building.

Several of the officers long identified with the old Superior Drill Company have been desirous of relinquishing their active participation in the conduct of the company, but postponed their withdrawal until the new company had taken over the business and were running smoothly. Last week, however, Robt. H. Johnson announced that he would hereafter devote himself to his private affairs and his interests in the company will be represented by his son, Frank C. Johnson, vice-president and general sales manager.

Creditors of the Bliss Furniture Company of Grand Haven, have commenced involuntary bankruptcy proceedings against that company, claiming that the liabilities amount to something more than \$10,000. The Kelley Lumber and Shingle Company, the Standard Oil Company, the Valley City Ice and Coal Company and the



The stork paid a visit to the home of our Mr. S. A. Hunter Wednesday morning, May 27th. The result of his visit is a nine-pound baby girl. Both, Mrs. Hunter and the new daughter are doing well. Sam is our northwestern representative. His home is in St. Paul, Minn., and his orders are filled through our distributors at that point, the Hackett, Walther, Gates Hardware Company. "Congratulations from all, Sam." The new baby, we are sure, will be a constant source of pleasure to Mr. and Mrs. Hunter. We are glad to see that Sam is falling right into line with President Roosevelt's ideas, and we would like to see more of our representatives join in the good work. "Come on boys."

The International Harvester Company have purchased at Kansas City, Kan., four lots adjacent to the warehouse now occupied by the Deering Division. It is reported that they will build a large warehouse on this property to be occupied by the Deering Division, the cost of which will be somewhere in the neighborhood of \$150,000.

BENSON E. BROWN, Sales Manager

Mr. Tawes, Master Mechanic of the Ann Arbor Railway Company, at Cwosso, Mich., had his house painted last year with one of our competitors brands of paint. It was bought from one of their customers here; it faded out and has no gloss and he says his home needs repainting now. He was up at Frankfort, Mich., this spring and saw a house that was also painted last year and it had a fine gloss, and he said it looked as if it had a coat of varnish. He was anxious to know whose paint it was that was so superior and was told it was New Era. The shade was same as on his house, and he thinks Acme goods are all right.

Pere Marquette Railroad, Saginaw, Mich.,
 " " " Ionia, Mich.
 " " " Muskegon, Mich.
 Gulf Colorado & Santa Fe Railroad,
 Chicago & Eastern Illinois Railroad,
 Delaware & Hudson River Railroad, Grand Rapids,
 Mich.
 Archison, Topeka & Santa Fe Railroad, Topeka,
 Kan.
 Archison, Topeka & Santa Fe Railroad, Argentinus,
 Kan.
 Archison, Topeka & Santa Fe Railroad, San Bern-
 ardillo, Cal.
 Chicago, Hamilton & Dayton Railroad
 Atlanta & West Point Railroads,
 Lake Shore & Michigan Southern Railroad, Co.,
 Cleveland, Ohio
 Lake Shore & Michigan Southern Railroad, Co.,
 Elkhart, Ind.
 Lake Shore & Michigan Southern Railroad, Co.,
 Chicago, Ill.
 Lake Shore & Michigan Southern Railroad, Co.,
 Buffalo, N. Y.
 Manhattan & Grand Rapids Railroad,
 Delaware, Lackawanna & Western Railroad,
 Rutland Railroad.
 Lake Erie & Western Railroad.
 American Locomotive Works, Dunkirk, N. Y.
 " " " Schenectady, N. Y.
 " " " Richmond, Va.
 " " " Pittsburgh, Pa.
 " " " Scranton, Pa.
 " " " Paterson, N. J.
 " " " Providence, R. I.
 " " " Manchester, Vt.
 Wabash R. R., Decatur, Ill.
 " " " Toledo, Ohio.
 " " " Moberly, Mo.
 The Erie R. R., Buffalo, N. Y.
 " " " Kent, Ohio
 " " " Paterson, N. J.
 " " " Meadville, Pa.
 Toledo, Peoria and Western R. R.
 Southern Indiana R. R.
 Sterlingworth Car Co.
 Pressed Steel Car Co., Pittsburg, Pa.
 " " " Allegheny, Pa.
 " " " McKee's Rocks
 Seaboard Air Line R. R.
 Martins, Columbus and Cleveland R. R.
 Toledo and Ohio Central R. R.