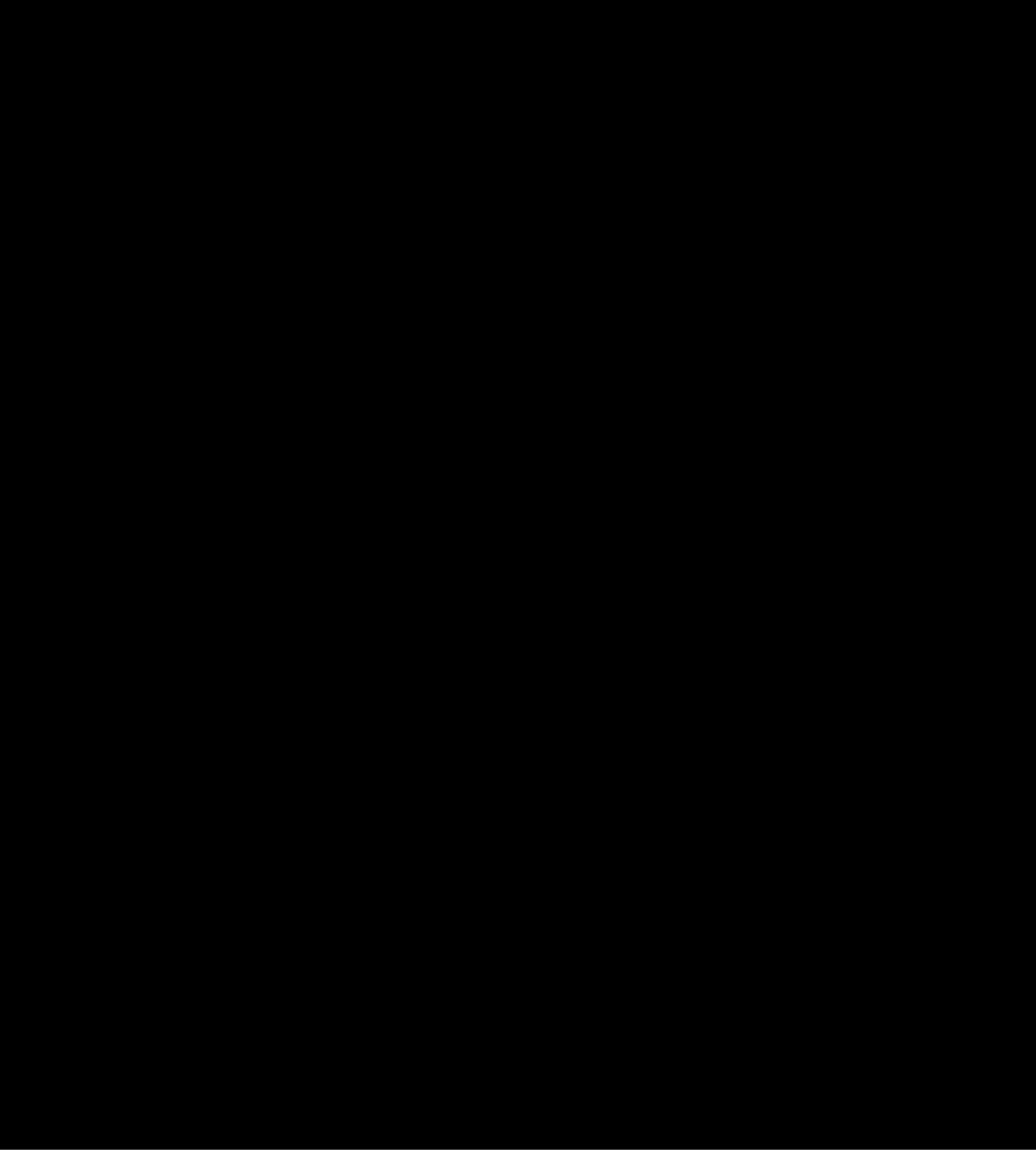
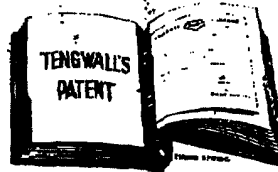




September 1899 thru December 1903

HIGHEST AWARD  
WORLD'S COLUMBIAN EXPOSITION



**THE  
TENGWALL  
FILE**

PATENTED ALL OVER THE WORLD



Opens at any place by pressing  
thumb spring.

Locks automatically.

Made in all sizes, with 4, 1, 2, 3,  
and 4 inch wide backs.

STOCKHOLM EXPOSITION 1897

# White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY



PAINTS, ENAMELS



COLORS, VARNISHES

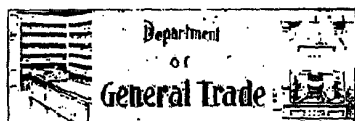


DETROIT, MICH.

VOL. I.

OCTOBER 24, 1903.

NO. 22



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.

Another Distributer.



ALF. R. KELLY,  
District Sales Manager, District A.

Alf. R. Kelly, District Sales Manager for the Far West, has succeeded in landing one more distributor. A. M. Holter Hardware Co., is the concern. They are located at Helena, Mont., and they will distribute "Acme Quality" goods in the State of Montana. They are an up-to-date, hustling, hardware concern. The first order was for two car-loads. We congratulate you Alf.

Color Lore.

Orange of the tint of the sunset is said to be the color of hope.

The gala tint of the Turk is green.

Constancy and steadfastness are signified by blue.

In its varying shades rose color is said to betoken the highest wisdom.

Below is an extract from a letter received from one of our good friends out at Stockton, Cal.:

And now, as regards your paint, I wish to say that I never used a mixed paint that worked so freely. Spread so far and gave such general satisfaction to my customers. My only regret is that your base of supply is so far away. I would like to handle your gallon goods, but being in the limited capital class, I would not be able to ship in large enough quantities to keep my stock up in the various shades.

Hoping you will continue to prosper, I remain,

Very truly yours,

H. S. TODMAN.

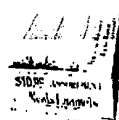
Sell Michigan Seal White Lead. A good thing. Push it along.

I sold a bill of paints a few weeks ago, on a big house in which I had to out-talk the owner on white lead and oil. He was in yesterday to tell me that New Era was the "coveringist" paint he ever used. Said it took eight gallons less than he figured on and that the saving by his buying the paint instead of giving a painter the contract to furnish, was \$15.00. Every one who uses it seems pleased.

BRINSON MCGOWAN.

Sell the \$5 and \$10 Assortments of our Rapid Selling Specialties. A good thing. Push them along.

Sell Special Varnish Offers. A good thing. Push them along.



## Standing of Districts

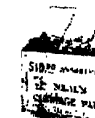
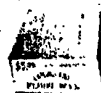
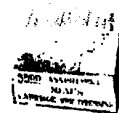
For Week Ending October 17th

on sales of

\$5.00 and \$10.00 Assortments

District D ..... 1st Position

|           |      |   |
|-----------|------|---|
| " B. .... | 2d   | " |
| " F. .... | 3d   | " |
| " J. .... | 4th  | " |
| " C. .... | 5th  | " |
| " G. .... | 6th  | " |
| " A. .... | 7th  | " |
| " H. .... | 8th  | " |
| " K. .... | 9th  | " |
| " E. .... | 10th | " |



WHITE CITY NEWS

## THE ACME DELEGATION

Attending the Annual Convention of the National Association of Agricultural Implement and Vehicle Manufacturers at Cleveland, Ohio, this week.



A. M. WOODWARD  
Manager Promotion and Publicity  
Department.



T. W. CONNOR  
Sales Manager, Manufacturing Trades Department



FRANK NEAL  
Manager Experimental  
Department



W. H. CONNOR  
District Central East



M. TAYLOR  
Western District



P. W. ALLISON  
District Middle West



S. W. BAKER  
Southern District



The interests of the Acme White Lead  
and Color Works will be well looked after.

# White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY

ACME  
QUALITY

PAINTS, ENAMELS



COLORS, VARNISHES

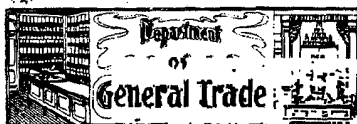
ACME  
QUALITY

DETROIT, MICH.

VOL. I.

OCTOBER 31, 1903.

NO. 23



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.

## Words of Praise.

Columbia, S. C., Oct. 22, 1903.  
Acme White Lead and Color Works,  
Detroit, Mich.

Gentlemen:—We beg to acknowledge our appreciation of the good work done by your Mr. Wilson in our territory. He has, we hope, enthused our salesmen and it will do them good in the future. We certainly appreciate the interest you have taken in this agency and we will do all we can to make it one of your best in this part of the country. Our territory is not so large, yet we hope to get all out of it we possibly can.

We hope to have Mr. Wilson again some day.

Yours truly,  
THE MURRAY DRUG CO.

Sell \$5 and \$10 Assortments. That's all.

## A Voice From the Factory.

We are in shape to handle more car-load orders. We would like to receive them as promptly as possible. The more the merrier. "Come on, boys."

We are just in receipt of advices from our sales manager, Mr. F. R. Dougall, to the effect that he has landed a thousand dollar order for special \$5.00 and \$10.00 Assortments.

We are anxious for more of the same character before close of the year. See that we get them.

## Neal's Florentine Enamel.



This is the time of the year when our Neal's Florentine Enamel should receive special attention. It is just what consumers want for renewing the finish on stove pipes, heating drums, gas ranges, gasoline stoves, registers, radiators, etc. It is easily applied, will withstand extreme heat and be found in every way satisfactory. It is offered in Russia Iron Color as well as Black.

There is necessarily an extensive demand for a reliable enamel of this character, and based on quality of our product and what can be accomplished with same, we feel that we are entitled to a good share of the business to be secured.

Sell Michigan Seal White Lead. That's all.

## Never "Phased" It.

While in Chicago recently on board the propeller *Clyde* of the Tonawanda Iron and Steel Co's fleet, which boat had just painted her cabins with Neptune O. W., we were laying near the gas houses outside of two other steamers waiting our turn at dock. The paint on both the other steamers turned a muddy color, but while the *Clyde* was at the dock twenty-four hours longer than either of the other steamers, the paint did not tarnish in the least. I have little doubt but that we will secure the Tonawanda Steel Co's business next season, especially on white and deck paint.

W. D. N.

Charlotte, N. C., Sept. 30, 1903.

Messrs. Braun & Ferguson,  
El Paso, Tex.

Gentlemen:—We have dealt with the Acme White Lead and Color Works for a number of years; but some two years ago we put in a large line of their products and have had entirely satisfactory results with same. Our paint business has increased materially. Although we have had several houses to make us overtures to advantage, we have considered our interests were best served by retaining their line and acting as distributors.

If you should desire further information, we will be glad to serve you.

Yours very truly,  
BURWELL & DUNN CO.

Sell Special Varnish Offer. That's all.

## A Voice From the Factory.

We are in shape to handle more car-load orders. We would like to receive them as promptly as possible. The more the merrier. "Come on, boys."

Sell the Full Line. That's all.

Until the spring season opens considerable business will no doubt be booked for shipment at that time. Please make it a point to mention the fact to your trade, that we would appreciate permission being accorded us to make shipment now, in consideration of which we will extend a spring dating.

We do not wish more orders to accumulate than is absolutely necessary, and as a rule, we believe that the dealer will have no objection to meeting our views.

We would like to have practically a clean slate when the spring rush begins, so that we will be in the very best possible position to handle orders expeditiously.

Help us as much as you can in this direction.

# WHITE CITY NEWS

## Our General Distributors.

|                                   |               |  |
|-----------------------------------|---------------|--|
| <b>California</b>                 |               |  |
| W. E. Little Paint Co.,           | Los Angeles   |  |
| Tenbrook & Co.,                   | Sacramento    |  |
| W. E. Little Paint Co.,           | San Diego     |  |
| <b>Connecticut</b>                |               |  |
| J. L. White,                      | Hartford      |  |
| 185 Asylum Street.                |               |  |
| <b>Florida</b>                    |               |  |
| The S. B. Hubbard Co.,            | Jacksonville  |  |
| Tampa Hardware Co.,               | Tampa         |  |
| <b>Georgia</b>                    |               |  |
| Bush Hardware Co.,                | Columbus      |  |
| N. L. Whittier Drug Co.,          | Augusta       |  |
| <b>Illinois</b>                   |               |  |
| Geo. E. Watson Co.,               | Chicago       |  |
| Colburn, Birks & Co.,             | Peoria        |  |
| <b>Iowa</b>                       |               |  |
| Sickles, Preston & Nutting Co.,   | Davenport     |  |
| W. H. Torbert,                    | Dubuque       |  |
| J. W. Edgerly & Co.,              | Ottumwa       |  |
| Hornick, Hess & More,             | Stout City    |  |
| <b>Kansas</b>                     |               |  |
| A. B. Whiting Paint & Glass Co.,  | Topeka        |  |
| <b>Kentucky</b>                   |               |  |
| Robinson Bros. & Co.,             | Louisville    |  |
| <b>Maryland</b>                   |               |  |
| Carlin & Fulton,                  | Baltimore     |  |
| <b>Massachusetts</b>              |               |  |
| E. & F. King & Co.,               | Boston        |  |
| <b>Minnesota</b>                  |               |  |
| Hackett, Walther, Gates Hdw. Co., | St. Paul      |  |
| <b>Montana</b>                    |               |  |
| A. M. Holter Hdw. Co.,            | Helena        |  |
| <b>New York</b>                   |               |  |
| Buffalo Glass Co.,                | Buffalo       |  |
| Sickles & Nutting Co.,            | New York City |  |
| Burns & Black Co.,                | Syracuse      |  |
| Jno. L. Thompson, Sons & Co.,     | Troy          |  |

|                                  |                |  |
|----------------------------------|----------------|--|
| <b>North Carolina</b>            |                |  |
| Burwell & Dunn Co.,              | Charlotte      |  |
| <b>Ohio</b>                      |                |  |
| Smith Bros. Hdw. Co.,            | Columbus       |  |
| Norton Paint & Hardware Co.,     | Toledo         |  |
| <b>Oklahoma Territory</b>        |                |  |
| Alexander Drug Co.,              | Oklahoma City  |  |
| <b>Oregon</b>                    |                |  |
| F. E. Beach & Co.,               | Portland       |  |
| <b>Pennsylvania</b>              |                |  |
| H. B. Semple & Sons,             | Easton         |  |
| Mayer Bros.,                     | Bloomsburg     |  |
| Hardware Co.,                    | Hanover        |  |
| Phelps-Straw & Co.,              | W. . . . .     |  |
| <b>South Carolina</b>            |                |  |
| Murray Drug Co.,                 | Columbia       |  |
| <b>Tennessee</b>                 |                |  |
| Fitts & Wish,                    | Chattanooga    |  |
| Benedict, Warren & Davidson Co., | Memphis        |  |
| Strother Drug Co.,               | Bristol        |  |
| <b>Texas</b>                     |                |  |
| Houston Drug Co.,                | Houston        |  |
| Greiner-Kelly Drug Co.,          | Sherman        |  |
| <b>Utah</b>                      |                |  |
| G. F. Culmer & Bro.,             | Salt Lake City |  |
| <b>Virginia</b>                  |                |  |
| Barker-Jennings Hdw. Co.,        | Lynchburg      |  |
| <b>Washington</b>                |                |  |
| A. S. Johnson & Co.,             | Tacoma         |  |
| Spokane Drug Co.,                | Spokane        |  |
| <b>West Virginia</b>             |                |  |
| The Kanawha Drug Co.,            | Charleston     |  |
| The Williams & Davidson Co.,     | Clarksburg     |  |
| W. H. Chapman & Sons,            | Wheeling       |  |



T. W. CONNOR, SALES MANAGER.

## Tarkio, Mo.

The Midland Manufacturing Company, Tarkio, Mo., began operations in their new factory Oct. 1. The company's plant was burned June 23.

## Henderson, Ky.

It is reported that the Coquillard Wagon Works, Henderson, Ky., intend to increase their capital stock from \$100,000 to \$200,000 and enlarge their plant.

## Niagara Falls, N. Y.

It is reported that a plan is on foot to organize what shall be known as the Farmers' Co-operative Harvesting Machine Company at Niagara Falls, N. Y. The *Gazette* of that city quotes one of the promoters as saying that the company would undoubtedly be formed and locate a plant there.

## Grand Forks, N. Dak.

John Henry and his sons, James G. and John A. Henry, have organized the North Dakota Manufacturing Company at Grand Forks, N. Dak., for the purpose of manufacturing wind stackers. The company have incorporated with a capital stock of \$100,000. It is reported that they will manufacture a stacker designed by John Henry.

## Springfield, Ohio.

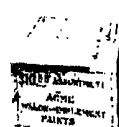
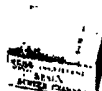
Reports are again current that the American Seeding Machine Company will shortly absorb the business of P. P. Mast & Co., of Springfield, O. The Mast company were expected to be included in the merger, but at the last moment negotiations were declared off and the combination was effected without them. Later it was again reported that the business would be sold outright to the American Seeding Machine Company. The current reports come from a source deemed trustworthy and are strengthened by recent incidents. The Mast plant is one of the oldest and best known of those devoted to the manufacture of drills and other seeding machinery. The present company were incorporated in 1871, but the business was established by the late John H. Thomas and P. P. Mast in 1857.

## Standing of Districts

For Week Ending October 24th  
on sales of

\$5.00 and \$10.00 Assortments

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



# White City News

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PUBLISHED BY



PAINTS. ENAMELS



COLORS. VARNISHES

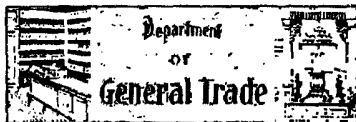


DETROIT, MICH.

VOL. I.

NOVEMBER 7, 1903.

NO. 24



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.



New Era Paint—it's pure, every atom of it. Spreads further, wears longer, gives a better finish than any other brand. Has white lead and oil beat a city block. There are twenty thousand practical painters applying this paint in the United States to-day. These are only a few facts about the best paint on earth.

To-morrow never comes. Sell Michigan Seal White Lead to-day.

## Get After the Business.

We end our business year the last of this month and our men should put their best foot forward in order to make a "Garrison finish." This is the month to go after stock orders for spring. Now is the time the merchant is looking around for a new line, if he is contemplating making a change, and you will find there are more merchants contemplating making a change this fall than ever before. Why?

Because the demand for a strictly high grade article of house paint, such as New Era, is growing fast in every locality. And, as we are making the best line of goods on the market, it is reasonable to expect our men to land the largest number of these accounts. "Acme Quality" goods are becoming better and more favorably known every day, and it should be a comparatively easy matter for each of our men to land at least one new house paint account every day from now until the end of the season. You are allowed to ship goods now and extend spring dating, and we will watch each of your efforts along these lines with great interest. Who will send in the greatest number of stock orders? Come, on boys.

To-morrow never comes. Sell \$5 and \$10 Assortments to-day.

## Nice Orders, These.

The following of our representatives have sent in some very nice orders for \$5.00 and \$10.00 Assortments during the week ending October 31st, based on the "Good Spring Paint Proposition," in the special advertising feature we are getting out for the spring campaign:

Mr. A. M. Woodward,  
Mr. H. L. Wilson,  
Mr. I. D. Wilson,  
Mr. S. H. Hart,  
Mr. S. A. Hunter,  
Mr. A. D. Hoagg,  
Mr. Dan Davies.

## Hope You Enjoyed It.

I enclose list of assortment cases sold to date, which have been accepted by us and will be shipped and charged at once. I also wish to thank you for check which you sent me. It will not be deposited in the bank, but will be spent for a good dinner in remembrance of the Acme White Lead and Color Works.

Yours truly,

J. K. ELDRIDGE



A. W. MARTIN

Though representing us in the land of "sun kissed shores and snow-clad hills" and directly under the supervision of our "only" silvery-tongued orator of the land of sunshine and flowers, "Arthur" Martin is within the past few years only, a native of the Pacific Slope. The greater part of his career has been spent in the good old state of New York and principally at Buffalo. Mr. Martin is new in the business of selling paint, but he has the address and energy to succeed and his work thus far indicates that he is making full use of these qualities.

To-morrow never comes. Sell our Special Varnish Offers to-day.

Standing of Districts for total amount of sales in General Trade Department for the month of October:

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

# WHITE CITY NEWS



## Standing of Districts

For Week Ending October 31st

on sales of

\$5.00 and \$10.00 Assortments

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



Harrisburg, Pa.

On October 12th, at 7 P. M., one of the most disastrous fires that Harrisburg, Pa., has ever known, destroyed the extensive plant of Boll Bros. Manufacturing Co., makers of metal beds, springs, bedding and cribs.

The fire was discovered in the new iron foundry, by the firm's watchman. The employees had all left the factory with the exception of those employed in the paint room, which was located one hundred feet away from the foundry. The alarm was immediately sent in but owing to the fact that the foundry was hard of access, the flames spread to the brass foundry adjoining.

The firemen poured volumes of water into the two foundries but without success, as the flames spread to the big "Number One" building, and adjacent to the Mulberry street bridge. In this building was stored tons and tons of hair, cotton, husk and excelsior. The flames quickly spread to this and then the massive plant was beyond all human help.

The flames spread to the Mulberry street

bridge, a viaduct built to connect the centre of the city with the east end, and destroyed all that portion of the bridge adjacent to Boll's factory, about 800 feet in extent. In the "Number One" building was specially constructed machinery for the manipulation of brass in shapes which have made this house famous. Every vestige of what was once a prosperous factory, now lies a mass of charred and blackened ruins.

From "Number One" the flames spread rapidly to the engine and boiler room, then to the paint room, to the lacquering department, where of all the special machinery not a sign remains. Then the flames ate their way through a double thick brick wall into the spring department, which inside of twenty minutes was a raging furnace; the mattress building adjoining lasted but a very few minutes, with the terrific heat and flames surrounding it on all sides.

From there the flames spread to the shipping department and through to the recently remodeled general offices, directors' rooms and officers' private offices, leaving everything a scene of desolation.

The loss will reach close to \$250,000, and at this writing it is impossible to state accurately or to approximate fairly the amount of insurance. The ruins are still burning and it is impossible and will be for a few days yet to get any data as to insurance.

The business was established as Boll Bros. in 1885, and grew year after year

until in 1893 a corporation was formed with a capital of \$250,000. That year new buildings and many additions were erected and last spring the firm erected new brass and iron foundries to enable it in addition to malleable beds, to turn out cast ones as well.

The factory was "chock" up with orders and would have run thirteen hours daily until the holidays. About 450 people are thrown out of employment and it is one of the boasts of the management that never since they started has the factory been run on anything less than full time. Mr. Chas. S. Boll states that they will rebuild as soon as possible, but the one great drawback is that all their machinery will first have to be reconstructed, as much of it is specially made under patents controlled by the corporation. The ground upon which the factories were built has grown to be immensely valuable and is owned by the firm. The officers of the company are: Charles S. Boll, president; Samuel Gardner, first vice-president; John P. Melick, second vice-president; C. Day Rudy, secretary; William A. Boll, treasurer.

The samples which the firm have on the floor of the exposition building in New York will be closed out by Charles Fraim, their New York manager, and those in Chicago at the new building, 1411 Michigan Avenue, will be sold by C. H. Buckman, their western representative.

## Ossining, New York.

A fire broke out in the factory of the Metal Furniture Co., Monday evening, Oct. 26th, and despite all efforts of the Ossining fire department was completely destroyed.

The fire was a spectacular one, for the wind drove the sheets of flame high in the air, and for twenty minutes those in the city proper thought Sing Sing prison was the scene of the conflagration. The flames spread to the residence of G. L. Madison, under the shadow of the prison walls, and it was burned to the ground.

The factory is situated to the south of the prison, and for a time the flames shot along the gray walls, causing a panic among the prisoners. All they could see was a ruddy glare through the windows of the cells and corridors, but as the firemen got the fire under control the prisoners' terror subsided.

Willis L. and Milan E. Goodrich, two of the directors, place the estimated loss at between \$50,000 and \$60,000, covered by insurance.

We recently noted that the company, which is a domestic corporation created under the laws of the State of New York, is in the hands of Milan E. Goodrich as temporary receiver (bond \$30,000), and a composition with creditors is now under way. We also announced that a dissolution of the corporation is sought and a hearing to pass on same will come up before Referee Waldo E. Morse, 10 Wall street, Manhattan, November 16th, at 10:30 o'clock. An order of notification has already been served upon each of the stockholders to that effect.

# White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY



PAINTS, ENAMELS



COLORS, VARNISHES



DETROIT, MICH.

VOL. 1.

NOVEMBER 14, 1903.

NO. 25



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.*

## A Successful Salesman.



MR. EDWARD GREGG.  
Of the Logan-Gregg Hardware Co.,  
Pittsburg, Pa.

The above cut is a very striking likeness of Mr. Edward Gregg, one of the force of traveling representatives for the Logan-Gregg Hardware Co., our distributors at Pittsburg, Pa.

Mr. Gregg was born in 1865 at Gregg Station, Allegheny Co., Pa., and finding a good field in Western Pennsylvania for development of the good material in him, has never wandered far from his birth-place. For nineteen years he remained a tiller of the soil, wielding the flail and "hollering" "haw" and "gee" behind the plow. At the end of that time, 1884, believing he had developed muscle enough

to wrestle a keg of nails, a bar of iron or whatever it might be, and with a goodly share of ambition, he applied for a position with Logan, Gregg & Co., which is the Logan-Gregg Hardware Co. of to-day. After consideration he was accepted and commenced. His first day's work was hoisting grind stones from cellar to third floor via hand elevator, but alas! and alack! nothing could stop him. So, after serving an apprenticeship of four years, which took him through the various departments on the inside and enabled him to acquire a thorough knowledge of the hardware business, he was promoted to a position as traveling representative, a position he still maintains with a record of which to be proud.

Mr. Gregg's first trip consisted of that territory lying along the B. & O. and Pan Handle from Cumberland, Md., to Columbus, Ohio, but on account of the constant increase in volume of business, he has been obliged to confine his efforts to larger towns more adjacent to Pittsburg in Fayette, Westmoreland and Washington counties, Pa., and Columbiana and Jefferson counties, Ohio.

Ed. is held in very high esteem among the trade and is very popular wherever he goes. It keeps him busy acknowledging the "howdies" as he passes along streets of towns in his territory. He is married and resides at Wilkinsburg, Pa., a suburb of Pittsburg.

When it comes to New Era Paint, New Era Varnish, or \$5.00 and \$10.00 Assortments of Acme Specialties, Ed. is very much interested and has the building up of business in the paint and varnish line in his territory thoroughly at heart at all times.

The following note was discovered by A. M. Woodward on a recent Western trip. While it is a private epistle we publish it to indicate that correct work in making out orders is greatly appreciated by the young lady having charge of the

Entry Department. Although she had no idea that it would ever appear in these columns:

Detroit, Mich., Oct. 12, 1903.

Mr. Dan Davies.

Just a word in appreciation of your method of making out orders. They are the most correct and easiest to work on of any salesman's.

F. S.

She has troubles to spare, even when the boys are most careful in writing their orders, and we sincerely trust they will do their best to help her by writing orders carefully. No doubt this would be as thoroughly appreciated in every case as it was in this one.

## Granite Floor Paints.



We want to see these goods move more rapidly. There is a good demand for a first-class article of floor paint such as our Granite presents. These goods meet all the requirements of the critical consumer. They are sold at a popular price and afford both the jobber and retail dealer a very good margin of profit.

Quick-Drying and Durable.

Manufactured by a special process, invented and used only by us, from the finest ingredients by skilled workmen. The result being an article which dries quickly, does not become tacky and is unequalled for genuine excellence and free from all defects common to this class of goods.

These paints are prepared especially for inside floors, steps and all surfaces of a similar nature upon which a paint that will dry quickly and hard and wear well must be applied.

Offered in eight handsome shades.

## WHITE CITY NEWS

### See That Our Distributors Carry Sufficient Stock.

Back orders are the bane of every big shipper. It is one of the duties of our representatives to see that our goods are placed on back orders to the very least possible extent. If orders received for our product by all our distributors and jobbing friends were shipped promptly the volume of our business would be increased fully 25 per cent. So you will readily see that this matter of back ordering our goods is a very important matter with us, and we are very much afraid that it has not been given the attention it deserves by most of our representatives. In a good many cases where orders are received by the jobbers for a small amount of our goods and they have not same in stock, they don't even place on back order but substitute other manufacturers goods or cut the item off the order altogether. As you can see this works a great hardship upon us. Especially in view of the amount of money we are spending advertising our goods, and creating a demand for same among the dealers and consumers the country over. See if in future we cannot curtail this evil to as great an extent as is possible.

### Three Injured in a Southern Wreck.

"A wreck in the Southern yards at Huntingburg, Ind., shortly before the noon hour on November 8th, resulted in slight injuries to three persons and the demolishing of two coaches. It was a narrow escape for about forty passengers.

"Passenger train No. 2 en route from Louisville to St. Louis was running at a lively rate when the trucks on the rear car jumped the tracks and caused the train to be derailed. The engine, baggage car and smoker were thrown from the track and badly damaged. Three people were taken from the rear car, the porter and two passengers slightly injured. They were afterwards removed to St. Louis. Their injuries were not serious enough to necessitate their remaining at Huntingburg. Their names were not learned."

We are glad to report that Fred Elliott, our district manager for that section, who was on the train, escaped without injury. Congratulations are in order.

Mr. J. E. Seward, who represents The J. C. Tanger Co., of Hanover, Pa., has sold forty \$10 Assortments in the past two weeks. This is mighty good work on the part of Mr. Seward and shows what can be done if you will only "Take Hold and Lift."

### Warm Times in Texas.

We are just in receipt of the following clipping, sent in by our Mr. H. H. Halladay:

"Boll Weevil."  
"Street Car Strikes."  
"Quarantine."  
"HELL IN TEXAS."  
"Kill Mosquitos  
and  
Be Cheerful."

Your Uncle Hank is evidently finding it pretty warm in Texas this fall.

### From a Painter.

Elsie, Mich., Nov. 7, 1903.  
Acme White Lead and Color Works,  
Detroit, Mich.

Gentlemen:—I am a practical painter and have lived in Elsie, Mich., for the past five years. I have used a number of different brands of paint, and years ago I was a firm believer in lead and oil paint.

Since I have used New Era Paint which I bought from your agents, J. B. Wooley & Sons, of this place, I have been converted to New Era. It is the whitest paint I ever saw and besides it has remarkable covering capacity. I will continue to push and spread New Era as long as you keep the quality where it is.

Yours respectfully,  
J. H. WORDEN.

### This is Good Reading.

Greenville, S. C., Nov. 4, 1903.  
Acme White Lead and Color Works,  
Detroit, Mich.

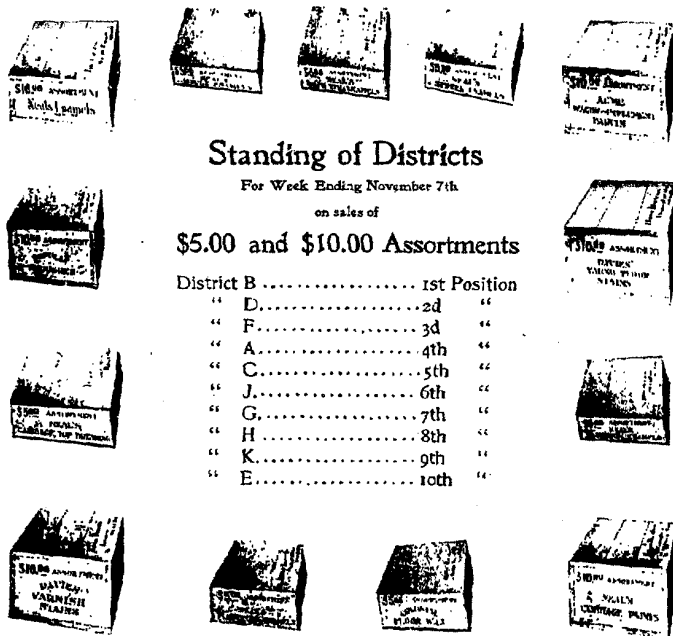
Gentlemen:—"New Era," together with all your line of advertising matter is in. To-day it is raining, but as we got it all hauled up yesterday it is an ideal day for opening up new goods. We are at it hard. The road signs are also in, and we expect to have them up in a day or so. We enclose an item from the *Greenville Daily News*. We shall "open up" on it immediately, and proceed to put it to the test. Business is good, and we hope for New Era and the Acme people a long and prosperous connection with the Oregon Lumber Co.

Very truly,  
T. O. LAWTON.

The Oregon Lumber Company has just received a shipment of "New Era" Paint. The shipment consists of about 1,000 gallons, and is one of the largest shipments ever received here. This popular concern is now doing a splendid business.—*Greenville Daily Record*.

### Like Our Putty Best.

Marshall, Mich., Nov. 4, 1903.  
You may ship us a barrel of putty in bladders. The putty you sent us in 25-lb. pails we like the best of any we ever used.  
W. E. BOSLEY & SON.



## Standing of Districts

For Week Ending November 7th  
on sales of

### \$5.00 and \$10.00 Assortments

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