

Review

THE ASSOCIATION OF
National Paint, Oil and
Appointments of com-

W. Willis, Boston;
Chicago; W. C. Beshor-
it; W. R. McDonald,
J. F. Kurtoos, Louisi-
atter, Newark; George
n. Pittsburgh; W. E.
Philadelphia.

A. A. White, Boston;
Chicago; C. E. Gias,
rica Campbell, Kansas
C. Courter, Newark;
per, Ottumwa; C. D.
Philadelphia; Allen W.

ge L. Gould, Boston;
ra, Cincinnati; E. F.
Detroit; Lewis B.
ilwaukee; A. Judson
mon, New York; E.
French, Philadelphia;
Mopham, St. Louis;

F. Lodge, St. Louis;

W. P. Bigelow,

ies, Detroit; W. W.
York; R. F. Rainey;

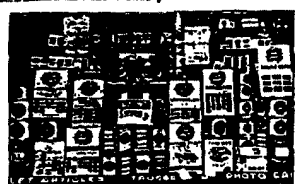
ty; M. F. Emrich,

Edwin Wolf, Phila-

ounded warehouse, say
as this to show what
of paint and oil
in that country
such American

inexpensive and an ex-
cellent source of paint
and oil. The company
is a good one to
contact for paint and
oil. The company is
a good one to contact
for paint and oil.

The Modern Painter's Dec. 1908



Paint Window in Woodbury Drug Company's Store.

Pacific Paint & Varnish Trade

At the New Era Paint & Varnish Company's big warehouse, at Twentieth and Minnesota Streets, T. E. McShane, the manager, is still busy taking stock, with the assistance of three men from the main office of the Acme White Lead & Color Works, of Detroit. An idea of the extent of the business done on the Coast by this concern, can be gained on realizing that F. B. Winnie, supervisor of branches, and two other gentlemen from the East, have been busy here for a month with the accounts, and will be in the city for several weeks to come, before covering all of the details of the past year's business. It is safe to say that the volume of business transacted was satisfactory, and the management is pleased with the outlook on the Coast for their lines during the new year. The company's new white-lead plant in the East is in steady operation, but sufficient stock has not yet accumulated to permit of placing the improved product of the new process upon the market. E. R. Hoag, who acts as "press agent" on the present tour of the gentlemen from Detroit, has been too busy paying close attention to business, since his arrival to see very much of the industrial life of San Francisco, but he is surprised at the strong civic pride and indomitable zeal of the citizens who have rehabilitated the business and manufacturing districts in a remarkably short time. The hardy spirit of their fathers who crossed the plains and wrested wealth from the mountains and valleys of primitive California, has descended to the Native Sons, who refused to desert the city by the Golden Gate, and are now being rewarded for their constancy by their increasing trade.

Paint Oil & Varnish Review 1-27-08

THE ACME WHITE LEAD AND COLOR WORKS, Detroit, Mich., has increased its capital stock from \$1,000,000 to \$2,000,000. This was made necessary by the steady growth of the company and to provide capital for the further development of the new white lead corroding department.

Growing Business

Of City Hardware Com-
pany Is Important
Enterprise

PEN PICTURES OF THIS STORE

SOMETHING ABOUT THE LINE
SOLD, MANUFACTURE OF HAR-
WARE IS GROWING INTO IMPOR-
TANT INDUSTRY.

It is a pleasure to note the progress of any worthy enterprise, and especially when such business principles and fair dealing results are seen. The right to do things that are right belongs to every man, and an undertaking founded on the bedrock of right opinion conducted on principles of fairness ought to succeed and does succeed.

The City Hardware Company began business on that idea four years ago, and the measure of success attained is sufficient to demonstrate the wisdom of it. True, there has been no lack of energy and sound business judgment behind the undertaking. Indeed, there has been plenty of these necessary adjuncts to the successful conduct of any business, and the business has succeeded beyond the hope and expectation of its most sanguine promoters.

A newspaper man has just had a look through the store and warehouses of the company, and was surprised at what way to be seen in the paint department he was shown a large quantity of New Era paints of some quality, which the proprietors are selling in a competitive market under a very liberal guarantee. They say: "We guarantee this paint to our customers in this way—If after 12 months' time any defects appear in a building painted with New Era paints, such as ought to produce dissatisfaction, we will furnish enough of any other paint sold in this market which the customer may select to repaint his house free of cost. We do this because we are sure of the analysis of this paint, and that it is exactly what is represented."

This firm is the wholesale agent for the celebrated Chatterbox chilled and disc plows, which are generally known to be superior to any others offered for sale in Alabama.

This house is also wholesale agent for Charter Oak stoves and ranges, the quality of which is well known to many who are using them, but whose merits have been officially attested by the world's fair commission at St. Louis, October 22, 1904, in the following commendation: "Charter Oak Stoves and Ranges Company, St. Louis, Mo."

Gentlemen—The Charter Oak range that was selected by the committee representing the agricultural exhibitions of the United States for the 1904 stock department, of Louisiana Purchase Exposition, pays for making the United States government cooking test of houses, and gives entire satisfaction, and does fact work.

We are cordially and heartily commended it to the general public, and have given prizes, maintenance, and truly yours, W. H. H. H.

As chairman of the New York division of the board of directors of the Louisiana Purchase Exposition, I take pleasure in continuing to you, splendid results.

NICHOLAS B. B.

In the matter of wages and hours, it is said that competition among the City Hardware Company has stripped them of this, a true, pertinent to the business, and the business has succeeded in the having—the buying of goods is no longer a matter of chance, but a service. The house manufactures agency in the State for the Hughes bagging, which are sold at an absolute guarantee, back and forth, a definite price of \$1.00 per sack, and the \$1.00 per sack.

In the hardware department, the company has a large stock of goods, and a large stock of goods, and a large stock of goods.

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0007-SWP-043089

Hardware Exhibit Views.
Des Moines, 1904.

The News Tribune
4-11-39

ABOUT 50 EMPLOYEES, INCLUDING the superintendent and assistant superintendents of the Acme White Lead works, sat down to a banquet in the Burns hotel last night. There were addresses by Frank Neal, H. J. Dahl, of the Boston branch and others.

The Detroit Free Press
4-5-09

Acme White Lead & Color Works
is Running Evenings.

A large volume of orders has been received by the Acme White Lead & Color Works within a week or ten days.

"We shall be busy right up to the midsummer vacation period," said Thomas Neal, secretary and general manager. "We're snowed under with orders from every section of the country."

The first quarterly dividend on the new common stock will be paid June 1, and it will be 3 per cent instead of the 1 1/2 per cent which was at first understood would be paid. Local brokers say they will not be surprised if the stock pays 10 per cent for the year, in addition to crediting a substantial sum to the surplus fund.

more, and that as quickly as the new white lead department can be equipped with its full complement of machinery, much larger earnings will follow. With the results of the sale of this new issue in the treasury the company will have assets of over \$3,000,000.00 and no indebtedness, bonded or otherwise.

They Are Chosen
for Examinations
Calls for Mental
Physical Endurance
Order

EVERYONE, these days, is so much in a hurry to reach the top of the success pyramid that they really are. But Mr. J. H. Uncles, Sam has his hunches about who, what, where, when, why and how, is being rubbed over the eyes are not chargeable to it either. As a matter of fact, no one period in a long time has been so involved in handling the letters, papers and post to be sorted and area library may not be able to handle the hundreds of strong men. It is when you come across, as is necessary that trouble is occasioned. Some people are not some 60 distributing completed of the Detroit gives some to Superintendent of City and his position as a public utility, and his qualifications are not

[illegible]

0007-SWP-043090

MEN WHO DISTRIBUTE THE MAIL

They Are Chosen After Competitive Examination and Their Task Calls for Mental Efficiency and Physical Endurance of a High Order.

EVERY time a letter goes astray or fails to reach you quite as quickly as you expected, tell the carrier what you think of the service in general, and just how bad it really is. He is used to being told that Uncle Sam has in his employ an army of automobiles who, instead of handling the mails, should be swinging a pick, and rather enjoys being raked over the coals for offenses that are not chargeable to him, or to the postoffice either, as a matter of fact.

Not one person in a thousand who receives mail from the local postoffice has the slightest idea of the mental and physical labor involved in handling the immense number of letters, papers and packages that daily have to be sorted and arranged so that their delivery may not be delayed. It is an easy matter to get men with brains. You can hire hundreds of strong men on a few hours' notice. It is when you come to combine brain and brawn, as is necessary in the postal service, that trouble is encountered.

Competitive examinations participated in by some 50 distributing clerks have just been completed at the Detroit postoffice, and the results give some idea of how successful Superintendent of City Delivery Charles F. Swan and his assistants are in securing the services of men who possess the necessary qualifications.

Exactness Work of Distributors.

In order to understand what is required of the distributing clerks, who sort the mail and start it on the way, it is necessary to know something about how the work is handled.

Eight stations, aside from the marine service, are served from the main postoffice, and it is essential that the mail should reach them as quickly as possible. If the territory they care for begins at one end of a street and extends through to the other, providing a district separate and distinct, all would be well. It doesn't. To illustrate, station A lies between the main office and the north end station, extending to the territory covered by the Grand River station on the west and station D on the east. Every man throwing mail in the central office must know just how far on the streets running east and west and north and south the territory of each branch station extends, giving such subdivisions with which he must be perfectly familiar.

There are also seven box sections to be thrown, covering back bays at the main office, these afterward being subdivided by other clerks. Then there are the east and west divisions, embracing the territory lying on either side of Woodward avenue, and extending to the boundaries marking the central district.



GEORGE NEIS.

trict who make four trips daily and 31 who make five. They cover the downtown stores and office buildings, and the work of sorting the mail that goes to them and arranging it so each carrier will have only his portion is most difficult. To the layman a letter addressed merely to Jones & Smith would prove puzzling. The distributing clerk into whose hands it falls must be able to tell at a glance the location of the firm, the building in which its offices are situated, and the carrier serving that particular beat. If there was no change of address this would in time become comparatively easy. But each day marks the appearance of new concerns and the passing of others. Firms are constantly moving their quarters, and the opening of a new office brings masses a blizzard that plays havoc with the distributing clerks and keeps them busy all the time.

After the mail has been thrown in the east and west sides a second crew of clerks takes charge and route it for the carriers. This requires a minute knowledge of every foot of the territory embraced. One carrier may serve to a given cross street on Lafayette boulevard, and another take up the work continuing it for several blocks, beyond which still another carrier has a route. The same is true in all sections, and the distributor must know just where one carrier leaves off and another begins. This would be all very well if the distributing clerk had crossed there



MICHAEL F. SWANN.

beats in person, but he does not.

A letter addressed to a person at a number on East Fort street may be carried by one carrier, and the very next letter on the street be served by another. A divisional point and the territory must be borne in mind, whose part a single error may mean a demerit mark hindering his advancement.

Put to the Test.

At irregular intervals the 50 odd distributing clerks in the main office are examined by Supt. Swan and his assistants. Stationed in front of the main office, several hundred compartments, the eight branch stations, the trip carriers, seven box sections, and all other divisions, and all other divisions, who work from the main office, the clerks are provided with 2,500 cards properly marked, must be distributed in the case. There is no to guide him save his own knowledge of the city. A card may be stamped with a given number on a street, but there is no to signify whether it marks the beginning or middle of a route. It must be placed in a compartment bearing the number of the carrier, or a mark is scored against the distributor. The names of 500 firms are at random, and the clerk must know

0007-SWP-043091

SVCCCESS.

Men You Know Who
Have Won First Prizes
in the Great Game.

DAVIES.

Drug House He Has Risen by
of the Largest Concern
Country.

he could be independent.
net he succeeded in this latter respect
by a matter of opinion. Certainly he
none of the old-time energy that char-
ed him as a clerk, and during the early
the Acme company. He is always "on
You can find him in his office every
of the amount of detail he disposes of
nishing. His hand is constantly on the
of the sales department, and he is as
r with every move taking place there
was when there were six workmen in
actory," and he was the entire sales
With his work is a pleasure, although
ever too busy to grant one an audience.
His name is little
known. You seldom
hear of him. But with
fame and fortune both
his own, with a well de-
served niche in the Hall
of Success, with a firm-
ly established place in
the industrial world, he
is the same dear old
deeds as of yore, more
firmly convinced than
ever that in this man-
ner alone can lasting
success be achieved.
"You must work for
whatever you get that
is worth while," is Mr.
Davies' doctrine.
"Mind you, I am not
speaking for myself, or
from personal experi-
ence. We will elimi-
nate all that. But a
quarter of a century in
business life has taught
me, as it has everyone
else who observes con-
ditions about him, that
success comes only to
the man who works for
it and the harder he
works the greater his
success. Of course, if
you differ the proceed-
ings, but on obtaining the million than those."

ence in people. Some men seem to possess
the faculty of getting in the way of opportunity
officers than others. Then, too, their powers
of discrimination may be greater. But even
they have to work if they make good. The man
who goes up like a rocket invariably comes
down like a stick, and that is usually the last
heard of him. The one who keeps plugging
away may never soar to such heights, but he
at least saved the humiliation of such a
fall.
"There isn't reason why success should not

be won by the young men of today. Certainly
there is no lack of opportunity in many lines.
Some fields may seem overworked, but there
are new avenues constantly opening up. But
you must work, work, work, and then work
some more, and stick to it, if you want to get
to the front. That is the price that must be
paid, and no man who ever accomplished any-
thing of which he had reason to feel proud but
will tell you it was worth all the labor it in-
volved."

ROGUES INFEST OCEAN LINERS.

IN SPITE of the greatest vigilance on the
part of the steamship officials, especially
on board the big Atlantic liners, with a
view to stamping out the gambling evil, the
win or lose instinct still exists, and many
thousands of pounds are annually lost and won
on the ocean highway. Indeed, the ingratia-
ting, though unscrupulous, gentlemen who are
ever anxious to "take a hand" continue to
flourish, as, legendarily coming to his aid, all
sorts of dodges are now practiced—frequently
with great success—to victimize sea travelers
who seem to have more money than wisdom.
Quite recently an officer on one of the largest
mail steamship lines between America and
England told of a case where a young heiress
was nearly trapped by one of these scoundrels.
It appears the girl was returning with her
maid to relations near New York, and on the
boat became acquainted with a man who had
every appearance of being well-to-do.
Attracted by his manner, the lady did not
attempt to discourage his attentions, and by
the end of the voyage the two appeared to be
fast friends. Arrived in New York the scamp
—for he was nothing less—made violent love,
and then incidentally touched upon a matter of
business he had in hand. Eventually he per-
suaded the girl to lend him a large sum of
money, and had it not been for the timely in-
tervention of her lawyer, who called at the hotel
and, hearing the tale, stopped payment of the
check, the coqueting lady would now have been
several thousand dollars to the bad.
Again, a good haul was made not long ago
by two of these gentry—who often work in
pairs—on a big steamer in the South Pacific.
Almost without exception the passengers on
large boats arrange a sweepstake on each day's
voyage, which culminates towards the end of
the voyage in an "auction sweep," the chief
difference in the latter from the ordinary
sweepstake being that the allotted holders are
obliged to dispose of their numbers again by
the man who works for auction. For this purpose one of the passengers
and the harder he is shown to get an auctioneer, and the most
works the greater his chances "run" often fetches \$25 or more.
On this occasion one of the rascals concluded
there's a good differ the proceedings, but on obtaining the million than those."

run from the captain. Immediately placed the
number against the name of his confederate
upon the list in the saloon. In the meantime
the latter had induced the lucky holder to ex-
change numbers for the "sport of the thing,"
and in this way the scoundrel came out of
the bargain over \$500 to the good.
On another occasion the passengers on a
steamer bound for Australia were ingeniously
duped. One of the first-class passengers, who
had every appearance of respectability, repre-
sented himself to be the secretary of a chari-
table institution near London, and gave out to
all on board that he was visiting the Colony
for the purpose of opening a branch in
Australia.
Whenever concerts were arranged in the eve-
ning the bogus secretary obtained the permis-
sion of the captain to place his collecting box
upon the saloon table. Almost every passenger
contributed handsomely towards what appeared
to be so worthy a cause, and by the end of
the voyage the donations aggregated a
large amount.
Not till too late was it discovered that the
tale about the institution was a pure inven-
tion, the collecting box, which seemed perfect-
ly genuine, having been specially obtained and
labeled for the occasion. But once the man set
foot in Australia he was never seen or heard
of again.
Woolly Art.
Frederick Remington, the Illustrator, fresh
from a western trip on which he had been
making studies of Indians and cowpunchers
and things outdoors, met an art editor who
insisted upon dragging him up to an exhibition
of very impressionistic pictures, relating Every-
body's Magazine.
"You don't seem
editor as they were
like them."
Remington, remark-
ing as a boy, cracked up before replying:
"Like 'em? Say! I've got two malden nudes
in New Rochelle that can knit better pictures
than these!"

0007-SWP-043092

0007-SWP-000126249

There are members of the Young Men's club of the Army, White Lane, who spent a very enjoyable evening last Saturday at the Hotel Tilden. A banquet was furnished at which J. E. Phillips acted as toast master. Following the banquet the members adjourned to the Hotel Tilden room, where various athletic programs were rendered, including exhibitions by the Army guard. The club will hold a similar event next month. The meetings are proving very popular with the employees of the Army company.

VISIT WHITE LEAD PLANT.

U. of M. Students Royalty Rates
Set at 10% for Works

[illegible]

... of the university visited the Ames works on Saturday and were given a royal reception. While their... from the building they... of the... of the most enthusiastic... Lunches were served...

FAYORS THE PAINT BILL

The Company says it is
in full compliance with the
requirements of the Federal Reserve Act and the National
Banking Act, and that it is in full compliance with all
other laws governing banks.
The company also states that it has no other business
concerns, and that its entire capital is invested in the
banking business.

Mudlark
Tramie Bird
Mar. April 1909

The Rt. Rev. Arthur L. Williams, D.D., Bishop of Nebraska, favored Medalla and promoted his own high efficiency by a week's stay here on his way to a conference of bishops of the Episcopal Church in New York. It was a rare pleasure to meet Dr. Williams, being he was equally a man among men and a scholar among the learned, while his episcopal honors sat so lightly upon him that one might suppose him to the manner born. For was this without reason, the Bishop's father having been an eminent Presbyterian minister, his own long pastorate having been passed in democratic Chicago, and his bishopric being now in acrometis, and liberal Nebraska.

of mild manners and serene temper, a parent-ly smile free from care for the morrow, which, however, is little wonder, seeing that Mr. White is equally healthy, wealthy, and wise, and may moreover have got all in the good old way of early to bed and early to rise. Why Mr. White is wise appears from his theory of life, which he reports to have ascertained from youth onwards, that the first twenty-five years of a man's life should simply suffice for his education in both school and business of preparation, that the second twenty-five should suffice for his active productive

Mr. A. B. Holden, widely known in Chicago as conductor of the largest retail shoe business in that great city, found Modliar a good place for rheumatism. Mr. Holden is peculiar—in his business methods, for he never advertised in the daily press, as all his rivals do of course; but staked all upon location in State street combined with selling better shoes at the price than anyone else could do. Success was slow but sure, though perhaps only Mr. Holden could have achieved it.

Saskatchewan, Canada, sent us one of its prosperous grain dealers that have grown great along with the rapid development of the vast wheat fields of the Northwest. Mr. Bunn had the Roosevelt teeth, smile, vigor, and also the intellectual activity of our versatile ex-President. In particular his reading of history was both wide and deep, and recalled the dictum of Bacon that "historia makes men wise." Recent history had convinced Mr. Bunn that Madison could relieve securities, and he found it even as he had heard.

[illegible]

Mr. H. H. White

per and should provide the means for him to secure an income during the last twenty-five year section of a normal life. Our friend has the great satisfaction of having realized this theory, and he certainly looks well on it. He is gray haired, indeed, but with the unclouded eye and the unimpaired cheek of youth, and especially without that insidious lead of senility which so many allow to burden their advanced age.

One of Mr. White's best investments has been that in the Acme Lead and Paint Company of Detroit, which he was one of the first persons to organize in 1894 on a capital of \$5,000. It has since grown to nearly

Detroit Free Press
5/9/09

Acme Employees Meet
Thirty-five members of the Young Men's club of the Acme White Lead works, spent a very enjoyable evening last Thursday at the Hotel Teller. A banquet was furnished at which V. L. Philpott acted as toastmaster. Following the banquet the members adjourned to the Turkish room where a vaudeville program was rendered, including selections by the Acme quartet. The club will hold a similar event next month. The meetings are proving very popular with the employees of the Acme company.

Detroit Free Press
5/12/09

VISIT WHITE LEAD PLANT
Under the leadership of Prof. Alfred H. White, a member of the class in chemical technology at the University of Michigan, visited the plant of the Acme White Lead & Color Works Saturday. Every year Prof. White brings his class to the big Detroit paint plant to show its members the application of the latest chemical practice in a large manufacturing business. The administration building of the plant was decorated in white and blue. All the employees wore the Michigan colors in honor of the visit. Luncheon was served in the company's cafe and at the conclusion of the feast, President William L. Davies welcomed the class to the plant. Davies then gave a talk illustrating the various processes of manufacturing white lead by the so-called MIM system. The plant was then inspected by the class.

North Side News
5/18/09

A group of the university visited the Acme works on Saturday and were given a royal reception. While they were seated at the building they also decorated the breasts of the employees some of the most enthusiastic being the girls. Luncheon was served, songs sung and cheers given.

Detroit News
4-24-09

FAVORS THE PAINT BILL
The Acme Company Says It Is In Favor With Their Method. The Acme White Lead and Color Works have opposed the White Lead Bill, but the other kind of white lead, and has so stated to both the House and Senate committees. The Acme company is giving full weight to every measure and printing the substance of their point of view. The bill is practically the object of the bill they have no objection in the least. The objection is that the bill is an interference with the state's power and they have worked to prevent it. They have worked to prevent it.

Madame
Tramier, Inds
Mar. April 1909



Mrs. M. K. White.

three millions. It is remarkable that these four original investors, directors, and chief officers have remained living and constant during this quarter century. As for Mrs. White, she is a lady so happy in herself and so genial to others that she had little need of the fortune that Mr. White has won for her; nor, on the other hand, has that fortune been able to spoil her native goodness. She was gifted with a memory of marvelous retentiveness, which could recall scenes, incidents, and names galore from the wide travels she had made. Later in their stay our guests were joined by one of their sons, Mr. L. E. White, purchasing agent for the great plough works at Albion, Mich., and possessed of a business energy and acumen quite worthy of his successful sire.

The lady mentioned in the article, "A Defense of Self-Defense," as the saucy sister of Mr. Harry Edwards, was of course not at all impudent saucy, but she was decidedly piquant saucy, and no quality goes better with the plain bread and meat of humdrum life. But Mrs. K. Gushard's mind was as marked for potency as for piquancy, and persons who have wasted their vitality poring over dictionaries—Greek, Latin, French, and German, all—would still profit by an interview with Mrs. Gushard, to learn what the real article is. Our Lady Potentia didn't walk or ride though both well and supple, didn't sing though possessed of an excellent voice, didn't paint for her complexion had no need of it, didn't draw except friends, didn't discourse at all freely.

0007-SWP-043095

Detroit Journal

4/10/29

APPROVES WATERS' PAINT BILL
 Acme White Lead & Color Works does not oppose the Waters' paint bill, said Thomas Neal, general manager of that firm. But on the other hand approves it, and has no objection to the bill's passage.

Detroit Times
4-23-29

NO REASON TO OPPOSE
 Acme Company Already Complies With the Aim of the Waters' Paint Bill.
 The Acme White Lead & Color Works does not oppose the Waters' paint bill, but on the other hand approves it, said Neal, who stated that both the house and Senate committees. The Acme company is giving full weight and not measure, and stating the formulas of their paint on their labels, and as that is practically the object of the bill they see no objection to its passage. The objection is coming from interests outside of this state. Other states have passed similar laws and they have worked to positive advantage of honest paint manufacturers.

Pacific Paint Hall Paper
Picture Frame Trade
April 1929

The New Era Paint and Varnish Co. moved to its location, 187-89 Second Street, on April 1st. A two-story and basement building, containing more than 40 square feet of space, largely increases its facilities business. Manager Armstrong states that business been so good as to make it extremely difficult to keep things moving too.

The Detroit Saturday Night
May 5-1929

It is encouraging when local concerns feel the impact of reviving business. The Acme White Lead & Color Works report that the month of April was the largest, from the standpoint of sales, in the history of the company.

Standard April 10-1929



MOVING DISPLAY FURNISHED TO DEALERS BY ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

One highly effective automaton is the carpenter display, eleven of which were manufactured for E. C. Atkins & Co., Inc., Indianapolis, Ind. The miniature figure of the carpenter, thirty inches high, stands on a finished oak base, which contains the mechanism. The first series of motions show him bending over, steadying the boards with his left hand, and with his right propelling the saw. In the second series he straightens to an upright position, and by motions of his head and left hand stimulates an animated conversation with the onlookers. This is conveyed by the sign at the base of the display, which changes four times.

The publicity department of E. C. Atkins & Co. is prepared to mail personal letters to any lists of names furnished by hardware dealers, these being mailed shortly following the use of the mechanical figure.

Two thousand of the Neal's carriage paint display

were made for the Acme White Lead and Color Works, Detroit, Mich. The display is 26 inches wide by 18 inches high and 6 inches deep. The background is lithographed, there being a space between it and the arch of trees of a couple of inches.

The cart, horse, etc., stand between the two. At the back of the cart is a real basket, while the umbrella also stands out from the picture. These points give a "real" appearance to the device, which distinctly differentiate it from a flat lithograph.

There are ten movements. The wheel of the cart revolves rapidly; the four legs of the horse keep up a swift gallop and his head occasionally moves as if with a snort. The boy sitting in front whips the horse; the baby makes vain efforts to stop the revolutions of the wheel, and the Irishmen continually move their heads as if speaking the words shown on the background.

The device is contained in an oak box, surrounded by a frame of the same material. It is operated by a clock motor which runs about six hours with one winding.

0007-SWP-043096

FOUR CAMPAIGN ESSENTIALS

For Consideration in Advertising a Manufactured Product

By A. M. WOODWARD, Adm. Mgr. Acme White Lead and Color Works, Detroit, Mich.

THIS subject is a very broad one and hardly admits of doing more than to touch upon general methods employed by manufacturers, and the broader principles involved in marketing or creating customers for their goods.

There is no standard method for accomplishing this and no method that could be successfully applied in exactly the same manner to even two manufacturers in the same line of business. Each case calls for special consideration and the advertising methods employed depend upon the product, the plans, and the policy of the manufacturer.

Advertising as you are possibly thinking of it in the form of advertisements in periodicals, circulars, signs and letters, may be properly termed the outward and visible sign of an inward and profitable organization and is more properly named "publicity." Publicity is the strongest form of advertising and the most far-reaching in its effect, but advertising in its broader and more comprehensive sense is done by the entire organization.

The employees in the manufacturing department, whose skill and care result in goods that please customers, constitute one of the most effective forms of advertising and make all other forms doubly effective. The correspondence, whose letters are clear, courteous and convincing is a good advertiser; the salesman in his talks to customers and the most effective address is one of the most effective advertisements in the organization, and even the telephone girl can do good or bad advertising for an organization, as a result of the manner in which she performs her duties.

And so it goes from President to office boy—all are good or bad advertisers in accordance with the manner in which they perform their duties and their capacity for creating favorable or unfavorable impressions concerning the organization and its products. All manufactured products made to be sold are advertised in one way or another.

The fundamental features of good advertising I consider to be: Quality, Distinctiveness, Truthfulness, Persistence.

Let us discuss these features one by one.

What Is Quality?

QUALITY does not necessarily mean the best from the standpoint of materials or workmanship that it is possible to produce. It does mean a product that possesses the essential elements necessary to please consumers.

Desires differ, conditions differ and consequently products even of the same general character must differ to satisfy the diversified desires and to meet the conditions that regulate the desires of consumers. Our pocket books may not permit purchasing the highest type of quality, but we may be able to own one bought at a lower figure that will prove fully satisfactory, and if it satisfies it is considered proper that it be recommended for the satisfactory service it will give. Our taste in food, clothing and forms of recreation are not all satisfied with the highest in price that can be bought, although they may be justly designated as "best quality," based on cost of production.

The real test of merit, or satisfactory quality, depends upon rendering satisfactory service to consumers. Quality that pleases is the first and most essential feature upon which to build any campaign of publicity and without it no publicity campaign, no matter how skillfully executed, can make a permanent success.

Methods of Securing Distinctiveness

DISTINCTIVENESS. Every manufactured product should have a distinctive name, it only to distinguish it from similar goods upon the market. The virtues proclaimed by advertising must be tied to a tangible and definite quantity with a distinctive

name of its own that will absolutely identify and distinguish it. This name is the "brand." It possesses considerable value in exact ratio to the advertising effort that is put forth to make it popular, qualified by its ability to please consumers. Names in themselves are utterly meaningless, such as "Uneda" and "Bopello" have, through the expenditure of vast sums of money, become household words, standing for household commodities that have been literally forced upon consumers by continuous publicity upon a business scale.

It is not the name therefore that brings success but what it is made to mean by advertising.

In a general way, names which in themselves express the nature of a product are better in my estimation than those selected for distinctiveness, and certainly this must be true when conditions do not admit of spending the millions in money essential to establish them as additions to the vocabularies of nations with a significance that is clearly defined.

The Trade Mark is another method of securing distinctiveness. A brand and trade mark may be combined, or a name may consist of a picture produced in a distinctive style, but it is always a distinctive dealer, the value of which, like that of a brand, depends upon the money and effort expended to make it popular, and the degree of success in this direction it has attained.

The flag of a nation is in effect its trade-mark, with a significance that is plain to all, but which without the association that clings about a national emblem would be absolutely meaningless. It was H. O. Havens, the owner of the Sugar Trust, who said he "would rather own a that has lasted longer than a million year old, and grown as a result of continuous and honest treatment of patients and gradually earned a reputation that stands for success. Most of these successes were established before persistent advertising became, as it is now, an essential element in building a business success, and many of them are, or will be, obliged to adopt modern advertising methods in order to retain their position. This must be true, particularly in instances where competition is keen. Well-directed persistent advertising is bound to win; but the business world is dotted with moon-grown mounds, the tomb stones of energy expended to erect a structure without proper plans or defined direction—failures in advertising through lack of proper persistence—upon which sorrowing survivors have carved the epitaph: "An Advertising Failure."

Advertising Is One Kind of a Game

RUTHFULNESS in publicity statements does more to create and establish confidence than any other element of advertising work. Tell the truth, and tell it all. Tell it in plain words that break a spirit of constant suspense and certainty that are bound to carry conviction. Don't exaggerate or overstate. "Best in the world" phrase. Let your statement mean something and let that "something" be unmistakably plain and true. It is the height of folly to assume that exaggerated and misleading statements can assist in any way in building a permanently successful business, for such methods invariably destroy rather than establish confidence. Remember also that you "can't fool all of the people all of the time." Advertising is a confidence game. Not, however, in the sense that we refer to the "gold brick" sharp, but in the way of creating confidence by means of strong, convincing and truthful statements regarding commodities that are "truthful" as the statements concerning them. Creating confidence in the initial score of the process of establishing a reputation. A good reputation, the most valuable asset of a business, results from proving to consumers the truth of the claims made for a product. The reputable manufacturer has one kind of a reputation and the gold brick sharp has another.

The Try-it-Out Proposition
Generally Falls

PERSISTENCY. This is the feature of good advertising upon which probably more "stumbling" is done than upon any other. Too many, without advertising experience, regard as an investment upon which immediate and profitable returns must be realized to warrant a continuance, as a rule this is impossible. There may be some articles manufactured and sold such as urgent want, that has little competition and that affords such a splendid margin of profit that publicity brings such immediate and abundant returns as to make true the

dream of the unadvised advertiser, that all it is necessary to do is to take an advertisement and have watch the coin roll in. I don't know of any such article.

Creating confidence in a product, which is the real mission of advertising, is a much slower process. It requires constant study, experimenting, watchfulness and continued and persistent study. To establish confidence in the minds of possible purchasers by advertising is a tangible, definite, practical proposition, as certain of satisfactory quality and requiring the same amount of ingenuity, skill, and persistence and persistent effort required in producing a perfect product.

There are a lot of advertising failures due to amply advertising as "fast advertising." There are a lot more due to "just trying it out." It is the intelligent, persistent effort that wins, or as it has been aptly put: "keeping everlastingly at it brings success."

The Time to Hesitate

THE time to hesitate about advertising is before you advertise, not after.

And it is proper to hesitate before: to hesitate long enough to determine what you expect to accomplish, how you expect to accomplish it, and why your plan should accomplish it. If you don't hesitate that long, don't advertise. The building of confidence is just like any other building. It must keep on building if the structure would grow—it won't build itself.

There is many a successful business structure that has been built on pure persistence—advertising persistence it is true—but not the publicity advertising that results from good service and satisfied customers. The kind that has lasted along years in and out of continuous and honest treatment of patients and gradually earned a reputation that stands for success. Most of these successes were established before persistent advertising became, as it is now, an essential element in building a business success, and many of them are, or will be, obliged to adopt modern advertising methods in order to retain their position. This must be true, particularly in instances where competition is keen. Well-directed persistent advertising is bound to win; but the business world is dotted with moon-grown mounds, the tomb stones of energy expended to erect a structure without proper plans or defined direction—failures in advertising through lack of proper persistence—upon which sorrowing survivors have carved the epitaph: "An Advertising Failure."

The selection of mediums of publicity requires the same sort of discrimination that is exercised when a physician prescribes a course of treatment for a patient. It is seldom that two patients suffering from the same ailment are treated in exactly the same way. It all depends upon the patient, his constitution, temperament, environment and other conditions which must be regarded.

And so it is in advertising. There is no one method that will succeed in all cases. It depends upon the product, the plans, and the policy of the manufacturer. The selection of mediums of publicity requires the same sort of discrimination that is exercised when a physician prescribes a course of treatment for a patient. It is seldom that two patients suffering from the same ailment are treated in exactly the same way. It all depends upon the patient, his constitution, temperament, environment and other conditions which must be regarded.

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EXHIBIT OF THE WHITE LEAD BUILDING, DETROIT, MICH., AT THE WISCONSIN

0007-SWP-043097

0007-SWP-000126253

From the foregoing it may therefore be gathered that it is the ability to select the right medium, to use each to the best advantage and by co-operative use of all, produce the most effective results in creating confidence in a product, which distinguishes successful advertising.

Hardware 4/10/89



EXHIBIT OF THE ACME WHITE LEAD AND COLOR WORKS, OF
DETROIT, MICH., AT THE WISCONSIN CONVENTION

0007-SWP-043098

*Spokane Annual Convention Architectural League
of America 1905*

and I have in my hand invitations from the Acme White Lead and Color Works, the American Blower Company, and the Ideal Manufacturing Company, who have extended this invitation to you. Any members of the convention who desire to visit these institutions will be given an opportunity, and it will be made easy for them, if they will simply indicate that desire to any member of the Club or to our Bureau here. And further, if there are any points of interest not covered by our program, that our guests wish to see, the same will be made possible by communicating their wishes to members of the Club. We wish also, if there are ladies in attendance, that they shall participate in all of the entertainments. Again, it is a great pleasure for the Detroit Architectural Club to act as hosts on this occasion. (Applause.)

The Detroit Times
May 14 - 1929

[illegible]

Paint, Oil and Drug Review July 7, 1902

ACME SELLS A BLOCK OF STOCK

The following item is taken from the *Detroit News* of June 28:

The Acme White Lead and Color Works last week sold to eastern capitalists upwards of 10,000 shares of common stock at not less than \$37 per share.

"It is understood that more than \$37 per share was paid. In the local market \$39 was asked Saturday, and this morning \$39.50. Thomas Neal, secretary and general manager, however, will make no more definite statement than that "the price was not less than \$37, at which the stock was placed on the market in the early part of the year.

"The sale of this block of upwards of 10,000 shares will have no bearing on the present management and conduct of the business," said Mr. Neal. "It can be construed an investment on the part of the purchasers. The deal does mean, however, the ultimate extension of the white lead department of our industry."

The Detroit News
April 22-1909

Paint Men Fighting Hard.
LANSING, Mich., April 22.—A number of paint manufacturers were before the senate committee on state affairs this morning in opposition to the Waters bill requiring paint manufacturers to print the formula of their product on their cans. The paint men say it will destroy competition and give small order houses a chance to make every kind of paint the formula of which have cost thousands of dollars to the leading paint makers of the country.

Detroit Free Press
April 22-1909

PAINT MAKERS ARE NOT OPPOSING BILL

Manufacturers of Paints Do Not Oppose Bill
Waters Measure Opposed by

Representatives of the Paint Manufacturers Association, who are opposed to the Waters measure, have been represented by the paint manufacturers and are not opposing the bill. The measure is now before the senate committee on state affairs.

The Acme White Lead Company, which does not oppose the bill, is one of the other paint manufacturers. The measure is now before the senate committee on state affairs.

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Detroit Free Press
April 22-1909

STUDENTS VISIT BIG PAINT PLANT

U. of M. Seniors Study Practical Chemistry as Applied in

Acme Factory

Interesting processes in the manufacture of paints, enamels, stains, varnishes, kalsomine and white lead were investigated yesterday by about 40 U. of M. seniors, members of the class in chemical technology, who, under the direction of Prof. Alfred M. ... visited the plant of the Acme White Lead & Paint Works.

The big plant is one of the largest in the city. It is located on the corner of ... and ... streets.

The students were accompanied by ... of the Acme White Lead & Paint Works. They were shown the various processes of converting raw material into paints, enamels, stains, varnishes and kalsomine.

Then the students foregathered in the company's cafe, where luncheon was served. President William L. Davis in a brief address expressed the appreciation of the Acme company's ...

The first trip of inspection was through the company's main building, where the party was shown the various processes of converting raw material into paints, enamels, stains, varnishes and kalsomine.

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0007-SWP-043099

WILL FIGHT CONSUMPTION BY FACTORY MEETINGS

Physicians Will Address Noon Meeting and Literature on Tuberculosis Will Be Distributed.

William L. Davies, president of the Acme White Lead & Color works, gave a number of valuable suggestions to the members of the Detroit Society for the Study and Prevention of Tuberculosis, in the Hotel Pontchartrain, Thursday afternoon, with reference to the holding of meetings in factories at noon. He offered to furnish a list of some 20 or 30 factories where such meetings might be held, in the effort the society is making in carrying on its campaign of education.

It has been arranged to have addresses delivered in these factories by physicians, and also to distribute literature on the subject of tuberculosis. In regard to making collections in the factories, Mr. Davies suggested that the boxes for contributions be left in the various factories, and that the office force, at the close of the day, the proper committee take up these boxes.

Dr. W. A. Evans, health commissioner of Chicago, and one of the trustees of the Chicago Tuberculosis Hospital, will speak at the meeting arranged by the society at noon, Saturday, in the Detroit opera house, on the cooperation of officials and citizens in the fight against tuberculosis.

Detroit Lat. Night

Acme White Lead & Color Co. on June 2 mailed its stockholders claim for 5 per cent dividend on the \$2,000,000 authorized common stock.

GENERAL MOTORS PRICE GOES UP

SENSATIONAL ADVANCE IN FEW WEEKS; LOCAL DIVIDEND CHECKS MAILED TODAY.

General Motors common stock has been going up in price at almost a sensational rate recently.

About a month ago this stock was sold in Detroit at 40 per share. Today 50 per share was bid and the prospective buyer could not get the amount of stock he wanted.

General Motors is the automobile holding company that now owns the Olds, Buick, and Cadillac plants and the Pontiac plant. It is working out a plan to still others. It is now in a circle that is as broad as the plant in Pontiac and will move it to Detroit, but this is denied by officials of the company.

Investment circles are also interested in the local dividend checks mailed today by the Acme White Lead Co. It is a 5 per cent dividend on the common, the authorized issue of which is \$2,000,000.

Great Lakes Engineering Co. also mails dividend checks today. Holders of bonds of the Development Co. of America, in which several Detroit capitalists are interested, have received notices that the company is to retire \$1,000,000 of bonds for the purpose of further development. The company owns copper mines in Arizona.

0007-SWP-043100

The Detroit Times June 9, 1909

CASH ROLLS IN FOR FIGHT AGAINST CONSUMPTION

Blue Star Day Is Bumper Success,
Indications Being That Last
Year's Collections Will
Be Greatly Exceeded.

Few Refused to be "Tagged" for
Worthy Cause—Lam W. Bowen
Gives \$50 for His Badge.

The spirit of the Blue Star has captured the town. Detroit has surrendered unconditionally to the gallant host headed by Mrs. William Chittenden, Jr., as mayor of the city and marshal of the day. The man or woman who appeared on the street without a Blue Star badge was looked upon almost as a curiosity. The spirit of the occasion was present everywhere and rich and poor alike succumbed to its subtle influence. Those who refused to give were decidedly in the minority.

While no estimates are possible at this time, the feeling prevails in the headquarters of the Blue Star Society for the Study and Prevention of Tuberculosis in the Hotel Chittenden, that the contributions for this year will far exceed those of last year. At least all indications point that way. The contributions, by a rule, are larger and certainly more numerous than on the same occasion for the purpose of the same year, now better understood, while the percentage of refusals is proportionately lower.

The way the checks have been coming in from merchants, manufacturers and business men in various lines of trade has been most encouraging to the women in charge of the work. Many were heard to say, "I wish I had a pocket book."

"If some one didn't relieve me of these checks soon I won't have any room for my gloves," she said.

Lam Bowen Gives \$50.

Instead of that down-town business man who is usually seen over the Postoffice with his "confidential" check, Lam W. Bowen dropped them in the street, and the chaparrone and aides, who were for a large amount in some instances. Lam W. Bowen gave for \$50 and the D. M. Ferry Co. contributed a like amount. The Blue Star Society's contribution reported by the workers on the streets was one of the largest received by the chaparrone. At the Washington arcade, a young woman, explained that she was giving it for her father and added that he might want to make his own when he returns from a visit out of the city.

About 1,000 badges were given out from headquarters and the amount raised will now be definitely known until every one of these has been returned and the contents counted, which may take a day or two. Up to noon, two boxes had been returned, full, and others were given out in their place.

Business Men Co-Operate.

A feature of the charity this year is the way the manufacturing institutions and merchants have co-operated with the society. The committee on factories, headed by Mrs. George E. Kerwin, distributed between 300 and 400 boxes among the larger industrial institutions of the city and the institutions themselves are looking after the collections.

Early Wednesday morning, 4,000 tags were sent to each of the following concerns among others: Park, Davis, & Co., the Packard Motor Car Co., the Cadillac Motor Car Co., the Acme White Lead & Color Works, the Burroughs Adding Machine Works, the Detroit Steel Boat Works and Frederick Stearns & Co. Nearly all of them sent in for 1,000 additional tags before noon, and the Packard Co. after using up 5,000 sent for 1,000 more.

As Tuesday was pay day with the Michigan Car & Foundry Co., the concern requested that the plant be canvassed that day and this was done with splendid results. The San Telmo Cigar Co. had its pay day Wednesday, and the employees contributed liberally to the tuberculosis charity fund.

Two or three of the factory boxes have already been opened. They averaged about \$35 each.

Free Lunch Workers.

A striking instance of the way the merchants are co-operating was brought to the attention of two or three aides during the forenoon. They went into Gray & Worcester's up-town drug store to get a light lunch. When they asked for their checks none was forthcoming.

"We were instructed to serve all persons wearing that badge or other arm-free of charge," explained the dispenser.

B. Siegel Is Generous.

Mrs. Frank Newman, one of the chaparrones, met B. Siegel at the door of his establishment. He explained his pockets of all the change. He had which was a good-sized bundle and asked her to step to the side.

(Continued on Page Seven)

0007-SWP-043101

0007-SWP-000126257

CASH ROLLS IN FOR FIGHT AGAINST CONSUMPTION

(Continued from Page One.)

More. With his permission she visited the fitting rooms on the top floor, where nearly 200 girls are employed, and every one without exception contributed to the fund. When she came out of the store her box was nearly full.

A chaperon at Woodward and State reported that from 8 o'clock to noon she had but three refusals from men, and in each instance the man was well-dressed and prosperous looking. Most of the refusals, the workers agreed, were from women.

"The way some of them look at us they must think we have tuberculosis ourselves and are afraid to come near us," said one charming young woman. "It was noted that while some very fashionable dressed women were content to contribute a penny poorer people of the working classes invariably came forward with at least a nickel or a dime.

Mayor's Reception. As "acting" mayoress for the day, Mrs. W. J. Chittenden, Jr. held a reception in the mayor's office for an hour previous to noon. Wednesday. Mayor Broeltmeyer welcomed her, while Secretary Van Fleet acted as master of ceremonies and Sergt. Hicks as usher. Mrs. Charles F. Hammond and Mrs. Ransom George acted as aides to the mayoress, and saw to it that no one who was presented went away without a blue star tag, collecting the proper contributions therefor.

All the heads of city departments attended the reception and most of the minor officials in the city hall, and the mayoral chambers presented an unusual appearance. Contrary to custom at receptions there, there were no cigars, smoking being tacitly forbidden.

"I am enjoying every minute of my brief term," said Mrs. Chittenden. "Perhaps I should not say so, but while I am a politician, I can still tell the truth. All the city officials have been so very generous in this good cause, and the mayor has been very kind to show his interest by turning over for his office for the time.

"I am more than ever interested in politics now, especially since I find that the city officials are such courteous gentlemen."

"Are you converted to the cause of equal suffrage now?" was asked.

"I do not know the least thing about it," admitted the mayoress for an hour.

As an antidote to human nature, Blue Star day is infallible. The grouch and the close-fisted individual are revealed in their true colors, while from some of the shabbiest dressed pedestrians come some of the largest contributions.

"I have received contributions of 50 cents from some men who looked as though they could not afford to give a dime," said one of the workers on Woodward-ave. On the other hand, some men who look good for a dollar still have not contributed or a dime in the past and will not give a contribution.

Ed Doyle Gives \$20.

At the main entrance to the Majestic building, three of the prettiest workers for the Society for the Study and Prevention of Tuberculosis have been stationed, and their station bids fair to become the banner one in the matter of contributions. E. H. Doyle, proprietor of the building, was one of the earliest "victims." After paying \$10 for a tag at the main entrance, he went around to the Michigan-ave. side and paid another \$10 for a second tag.

Attorney Alex J. Groesbeck came bustling along, deep in thought, and in a hurry to get to his office. He was promptly spotted by one of the fair-aiders and finally cornered with the assistance of Mr. Doyle. He bought his release with two crisp \$5 notes.

A well-dressed citizen who was habed as he was hurrying past, on his way to his office, dug down into his pocket and produced two dimes. "Take your choice," he said, holding them out in his palm.

"I'll take both," promptly answered his "captor" smiling her action to the word.

Here's a Grouch.

"If you folks ask me for money again, I'll have you run in," snarled one grouchy individual who had run the gauntlet of the Blue-Star brigade for several blocks without once loosening up.

One man, after purchasing a tag from the workers at the Majestic building entrance, was seized with a happy second thought and, retracing his steps, handed a card to the worker. It was an advertisement for a new "cigar."

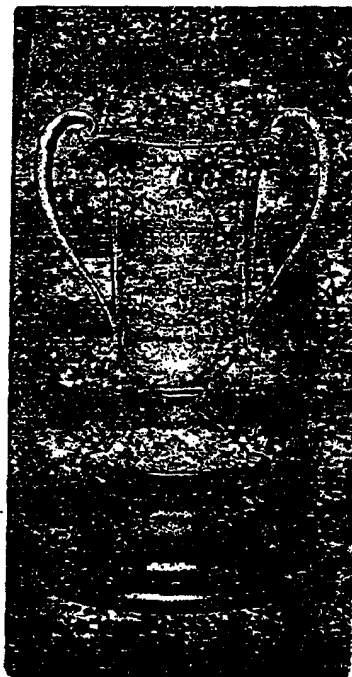
"Just send your patients over to me and I'll cure them of tuberculosis in 24 hours," he said, confidentially.

"Will you buy a tag?" asked a manly woman, sweetly, of a well-dressed woman in the corridor of the Majestic arcade.

"Well, I suppose I'll have to," was the rather petulant response. She produced a half dollar and asked for change. It was finally secured and she gave 10 cents.

0007-SWP-043102

THE FRANKLIN
PRESS
TROPHY CUP



0007-SWP-043103

The Franklin Press Trophy Cup



DETROIT is the center of several great industries with world-wide scope, and scores of others that are fast reaching that supreme achievement. The city has also developed eminent statesmen, renowned artists, great writers, and her greatness is constantly finding new manifestations. The city is just now especially growing along industrial lines with rapid strides, and extending on every hand.

To foster the spirit of progress so manifest everywhere "IN DETROIT where life is worth living," Mr. A. H. Finn, General Manager of The Franklin Press, engaged Wright, Kay & Co. to produce a trophy cup to present to the Adcraft Club of Detroit. This latter organization is made up of some of the brightest minds in this great commercial city, men who have the writing, designing, and making of business literature, and in many cases have the spending of large sums for publicity, as well as the directing of large sales forces.

It goes without saying that these men have a most vital part in the upbuilding of the future greater Detroit. For the purpose of calling out the best powers of this bright galaxy, and at the same time encourage the building up of Detroit establishments engaged in the printing and engraving arts, The Franklin Press trophy cup was conceived, designed, and manufactured. It is generally conceded to be a beautiful specimen of the silversmith's art.

It has been presented to the Adcraft Club, to be awarded annually to the member who shall produce in Detroit, during the current year, the piece of commercial literature adjudged by the committee of award the best among all competitors, according to a certain Code of Rules.

The gentleman first to win the cup is Mr. H. S. Cowan, assistant advertising manager of the Acme White Lead and Color Works. The booklet that drew down the prize was a comparatively modest piece of literature; but it was so well executed in every particular, that it scored the highest percentage among some very effective pieces of business-bringing literature.

The rules of award are given on another page.

The Code of Rules Governing the Awarding of the Trophy Cup



The following Code of Rules to govern the awarding of the Trophy Cup was adopted by the Committee appointed by the President of the Adcraft Club to act in conjunction with Mr. Finn.

1. All contestants must be members, in good standing, of the Adcraft Club of Detroit.
2. Any contestant may submit one or more pieces of literature.
3. All exhibits shall be in the hands of the judges by September 1st of each year. This date, however, can be changed by vote of the Club.
4. Five copies of each exhibit entered must be submitted, one for the donors of the Cup, one for the archives of the club, and one for each of the judges.
5. All exhibits shall have been printed during the twelve months prior to the closing of the contest.
6. By advertising literature is meant any form of catalog, booklet, or circular, and shall be judged from the standpoint of its effectiveness in accomplishing the desired results as well as from the standpoint of general attractiveness, composition, and artistic arrangement.
7. Any contestant may submit, in connection with his exhibit, a transcription statement, in typewriting, of not more than one hundred words, summarizing the intent of the publication and the restrictive conditions, if any, under which it was produced.
8. In connection with the catalog, booklet, or circular submitted the contestant shall submit, if feasible, the original "dummy" and instructions given the printer, to enable the judges to determine how far the contestant directed the lay-out, make-up, etc., and what proportion of the credit belongs to the printer.
9. Only work entirely produced in Detroit can win 100 points. Every portion of the completed work done outside of Detroit shall have possible points of credit deducted in full for that portion of the work; but the judges may award the discretionary 10 points (as set forth in the schedule) as in their judgment the quality of the work and circumstances of the case seem to warrant.
10. There shall be three judges of award. The President of the Adcraft Club, ex-officio, (who shall not be a competitor) and two who shall be elected or appointed as the club shall decide.
11. The cup shall remain the property of the Adcraft Club and shall be awarded each year at the Annual Banquet to the member successfully competing under these rules. The name of the successful contestant shall be engraved upon the cup.
12. In making their award the judges shall be governed by the following:

Schedule of Possible Points of Credit	
Composition—Literary quality, English, Selling force, Logic and Proofreading.....	30
Design—Artistic quality, Individuality, Effectiveness.....	15
Appropriateness—Drawings, Photographs, Mechanical Layout.....	10
Plates.....	10
Typography.....	10
Press Work.....	10
Binding.....	10
Discretionary.....	10
Possible Points.....	100

13. The judges will be expected to file their report within 30 days after exhibits are in their hands.

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CASH ROLLS IN FOL FIGHT AGAINST CONSUMPTION

(Continued from Page One.)

more. With his permission she visited the sitting rooms on the top floor, where nearly 200 girls are employed, and every one without exception contributed to the fund. When she came out of the store her box was nearly full.

A chaperon at Woodward and State reported that from 8 o'clock to noon she had but three refusals from men, and in each instance the man was well-dressed and prosperous looking. Most of the refusals, the workers agreed, were from women.

"The way some of them look at us they must think we have tuberculosis ourselves and are afraid to come near us," said one charming young woman.

It was noted that while some very fashionable dressed women were content to contribute a penny, poorer people of the working classes invariably came forward with at least a nickel or a dime.

Mayor's Holds Reception

As evening mayors for a day, Mrs. W. I. Chittenden, Jr. held a reception in the mayor's office for an hour previous to noon. Wednesday Mayor Bretmeyer welcomed them, while Secretary Van Fleet acted as master of ceremonies and Bertr. Hicks as usher. Mrs. Charles F. Hammond and Mrs. Ransom George acted as aides to the mayors, and saw to it that no one who was presented went away without a blue star tax collect- ing the proper contributions therefor.

All the heads of city departments attended the reception and most of the minor officials of the city hall, and the mayoral chaperons presented an unusual appearance. Contrary to custom at receptions there, there were no cigars, smoking being tacitly forbidden.

"I am enjoying every minute of my brief term," said Mrs. Chittenden.

"Perhaps I should not say so, but while I am a politician, I can still tell the truth. All the city officials have been so very generous in this good cause, and the mayor has been very kind to show his interest by turning over for his name for the time.

"I am most deeply interested in politics especially since I find that the city officials are such courteous gentlemen."

"Are you converted to the cause of equal suffrage now?" was asked.

"I do not know the next thing about it," admitted the mayors for an hour.

As an illustration of human nature, Blue Star day is infallible. The grouch and the close-fisted individual are revealed in their true colors, while from some of the shabbiest dressed pedestrians come some of the largest contributions.

"I have received contributions of 50 cents from some men who looked as though they could not afford to give a dime," said one of the workers on Woodward-ave. On the other hand, some men who look good for a dollar at least hurriedly drop a nickel or a dime in the box and pass on, like a

Mr. Doyle Gives \$25

At the main entrance to the Majestic building, three of the prettiest workers for the Society for the Study and Prevention of Tuberculosis have been stationed, and their station has been to become the banner one in the matter of contributions. E. H. Doyle, proprietor of the building, was one of the earliest "victims." After paying \$10 for a tag at the main entrance, he went around to the Michigan-ave. side and paid another \$10 for a second tag.

Attorney Alex J. Groesbeck came bustling along, deep in thought, and in a hurry to get to his office. He was promptly spotted by one of the fair solicitors and finally cornered with the assistance of Mr. Doyle. He bought his release with two crisp \$5 notes.

A well-dressed citizen who was nabbed as he was hurrying past, on his way to his office, dug down into his pocket and produced two dimes.

"Take your choice," he said, holding them out in his palm.

"I'll take both," promptly answered his "captor" smiling benediction to the word.

Here's a Grouch

"If you folks ask me for money again, I'll have you run in," snarled one grouch individual who had run the gauntlet of the Blue Star brigade for several blocks without once loosening up.

One man, after purchasing a tag from the workers at the Majestic building entrance, was seized with a happy second thought, and retracing his steps, handed a card to the worker. It was an advertisement for a new "cure."

"Just send your patients over to me and I'll cure them of tuberculosis in 24 hours," he said, confidentially.

"Will you buy a tag?" asked a matronly woman, sweetly, of a well-dressed woman, in the corridor of the Majestic arcade.

"Well, I suppose I'll have to," was the rather petulant response. She produced a half dollar and asked for change. It was finally secured and she gave 10 cents.

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[illegible]

NEW ADDITION TO
Acme White Lead & Color Works
WITH BRICKS IN FRONT
The Acme White Lead & Color Works are having prepared by Donaldson & Melzer, architects, plans for a large addition to their plant. The nature of this extension is a new dry color factory, made necessary not only by the large increase in their business, but also on account of a few recent accidents in their white lead process. The new building will be about 160x20 feet, and three stories in height.

A bolt of lightning started a fire on the roof of the Acme White Lead & Color Works, St. Aubin and Clay avenues, yesterday, but employees extinguished it before the department arrived.

DR. HOLLEY ON LEAD AND ZINC PIGMENTS.

THE LEAD AND ZINC PIGMENTS; by Clifford Dyer Holley, B. S., Ph. D., chief chemist Acme White Lead and Color Works; New York, John Wiley & Sons.

This is a book of 340 pages, handsomely printed and illustrated, on heavy plate paper. It is a very complete treatise on white lead and zinc white and the allied pigments. Though sufficiently technical to satisfy the average chemist, it is couched in plain language that the ordinary reader can understand. Careful writing makes easy reading, and in this volume Dr. Holley has taken evident pains to make his meaning clear in every instance without resort to chemical or technical terms.

The subjects treated include, "The Development of the White Lead Industry in the United States;" "Brands, Production and Prices;" "The Modern Application of the Dutch Process;" "The Carter Process;" "The Rowley Process;" "The Matheson Process;" "The Sublimed Lead Pigments;" "Manufacture of Zinc Oxide;" "Zinc-Lead White;" "The Oxide of Lead," etc., etc. There are 31 chapters, each of special interest. A chapter on Practical Tests is of timely importance just now when the results of the North Dakota tests are becoming available. This book will take a high place in the literature of the lead and zinc pigments.

The Acme White Lead & Color Works, Detroit, Mich., is building a three-story addition, 60 x 160 ft., to its plant.

Hardraic
June 25/08

EXHIBITS

The exhibit hall was open from 1 to 7 p. m. each afternoon during the convention, and also on Thursday evening until 11 o'clock. A list of the exhibitors follows:

- [illegible]

0007-SWP-043107

Hardware - June 25/1909

WHERE ENERGY WON

The Growth and Development of a Progressive Massachusetts Store

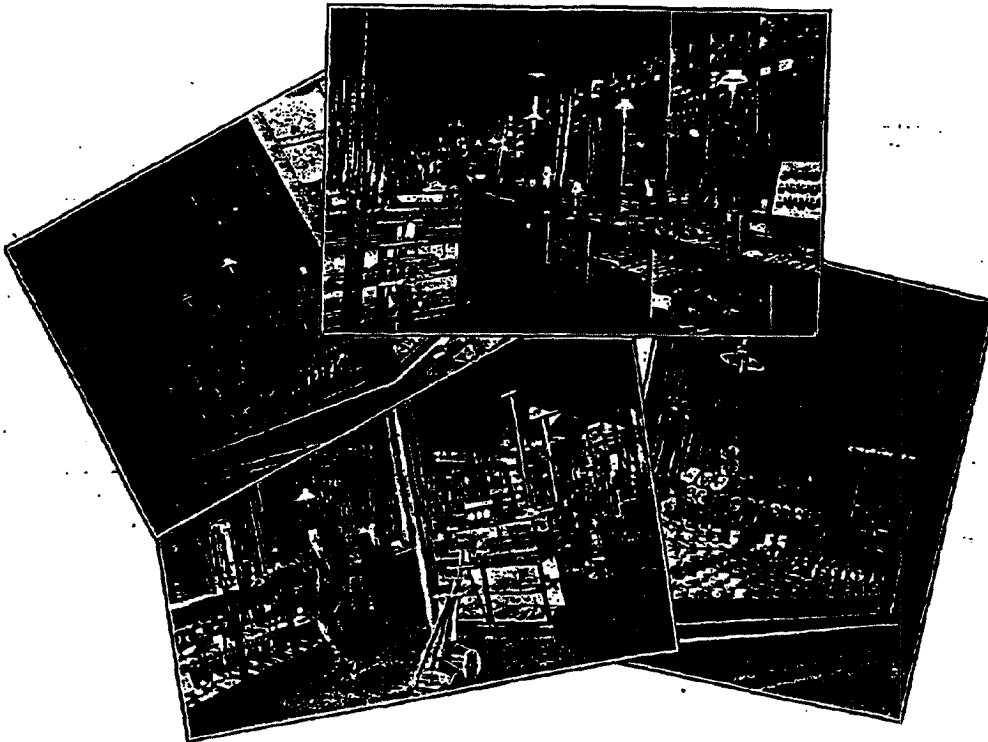
Tobacco, a great variety of notions, a few padlocks, nails, screws and blank keys formed the nucleus for the present hardware business of Joseph A. Lawrence, New Bedford, Mass. He started in business in 1899 in a store 16 x 30 feet, with a capital of \$250 and a mortgage of \$125 on the stock. A feature of special interest in connection with the development of Mr. Lawrence's store is the fact that prior to this time he had never engaged in business, not even as a clerk for someone else.

Of the small stock carried the hardware portion appealed

bought by Mr. Lawrence; the proper place for these, he considers, is the 5 and 10 cent store. Whenever he makes a sale he is confident that the customer has secured the best on the market. A full line of paints made by the Acme White & Color Works, Detroit, Mich., is carried.

Window displays are made every week. These, as well as the display cards, are originated in the store. For his particular location Mr. Lawrence considers window displays more profitable than newspaper advertising. Different portions of the store are shown in the accompanying group of illustrations. These are reproduced from photographs in post-card form, which Mr. Lawrence sends out.

A principle adopted by Mr. Lawrence which has no doubt contributed largely to the success of the business is, "Never misrepresent anything to a customer." "If your goods are all right tell him so," says Mr. Lawrence, "and if for any



A GROUP OF VIEWS OF JOSEPH A. LAWRENCE'S STORE, REPRODUCED FROM HIS SOUVENIR POST CARDS

to him the strongest, and gradually it was increased until the business outgrew the accommodations and Mr. Lawrence was forced to move. In the new quarters he occupied a floor space 50 x 21 feet and had the use of two windows. Business continued to grow and consequently the stock increased. So last January the business was moved to the present location at 1032-34 Acushnet Avenue.

Here the first floor and basement are used, each 115 x 35 feet. A strictly retail business is done, the approximate value of the stock being \$15,000. The stock includes general hardware, agricultural implements, fishing tackle, garden hose, guns and rifles, hammocks, paints and varnishes, safety razors, stoves and ranges. Specialties are made in builders' supplies and carpenters' tools. Cheap goods are never

reason they are not up to the standard, be equally frank. If a customer asks for something you haven't got, tell him where he can get it, and nine times out of ten he will continue to come to your store for hardware."

The display boxes in this store are made by W. C. Heller & Co., of Montpelier, Ohio. The entire inside woodwork is finished with light oak varnish and stain. The fixtures are valued at about \$3,000. A National cash register is used, furnished by the National Cash Register Company, of New York. Two slips are filled out with each sale; one goes to the customer and the carbon copy is filed in the cash register. A credit business is done. Bills are sent out the first and the fifteenth of each month, with very satisfactory results.

Goods are purchased from both jobbers and manufac-

0007-SWP-043108

0007-SWP-000126264

Every manufactured product should have a distinctive name, if only to distinguish it from similar goods upon the market, writes A. M. Woodruff in the *Mail Order Journal*. The virtues proclaimed by advertising must be tied to a tangible and definite quantity with a distinctiveness of its own that will absolutely identify and distinguish it. This name is the "brand." It possesses commercial value in exact ratio to the advertising effort that is put forth to make it popular, qualified by its ability to please consumers. Names in themselves utterly meaningless, such as "Luceda" and "Sajolin," have, through the expenditure of vast sums of money, become household words, standing for household commodities that have been literally forced upon consumers by continuous publicity upon an immense scale.

It is not the name, therefore, that brings success, but what it is made to mean by advertising.

Detroit Free Press Nov. 28 '09

THE DET

ACME PLANT HAS PROSPEROUS YEAR

Big Paint Concern Will Enter New Fields—Braz. Branch

Factories Elsewhere.

Stockholders of the Acme White Lead & Color Works will this week receive the fourth quarterly dividend of 2 per cent on the common stock if he paid this year. The dividend will be made December 1.

The institution has had a most prosperous year, and while no official announcement has been made, there is no doubt that the board of directors will be recommending for the statement that an extraordinary dividend of 10 percent making \$100,000 for the entire year, be paid to the stockholders on the 15th of Christmas, giving the stockholders \$100,000 for the entire year. A similar sum will have to be placed in the surplus account for the manufacture of the new factory of the state, that was expected to revolutionize the industry, and which is now being completed. It is expected that the new factory will be completed in 1907, and will be ready to receive the new machinery. The new machinery will be placed in the new factory, and the old machinery will be placed in the new factory. The new machinery will be placed in the new factory, and the old machinery will be placed in the new factory.

The company also plans some extensions of magnitude. It will enter on the manufacture of rad lead and other products as rapidly as the buildings can be procured, and the output thus will be greatly increased.

"So satisfactory is the new white lead 'process' process that plans are being made to start branch factories in various sections of the United States. Mr. Neal says that branches will be established on the Pacific

cast, probably in San Francisco;
on St. Louis, on the Atlantic Coast
and probably in the northwest.
This aggressive policy means that
the Acme White Lead and other works
propose it is secure for the
profit that is certain to accrue from
the manufacture of white lead under
the method that is working a
revolution in the paint trade.

0007-SWP-043109

Daniel Davies, who had been connected with the Acme White Lead & Color Works for forty years and in recent years was a sales representative for Berry Brothers, died in the Henry Ford Hospital, Detroit, Mich., on May 8th, aged 72 years.