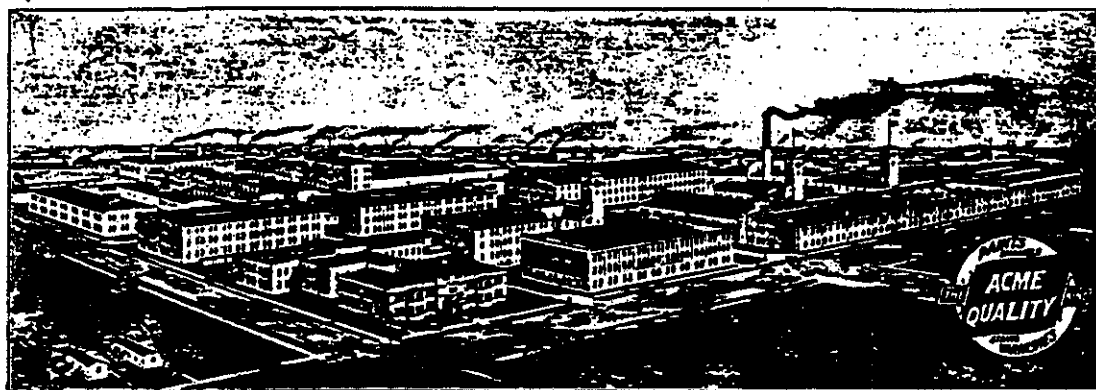




Plant of the Acme White Lead and Color Works, Detroit, Mich.

"ACME QUALITY"

The enormous plant of the Acme White Lead and Color Works, of Detroit, Mich., an illustration of which appears herewith, stands as a monument to the efforts of two men—William L. Davies and Thomas Neal.

It was back in 1884, in the town of Grand Rapids, that Davies and Neal began the manufacture of paints. Their factory at that time consisted in the main of makeshift apparatus arranged in the rear of their small store. Davies was employed in a wholesale drug store at the time, furnishing a share of the capital, and, with his knowledge of chemicals, incidentally giving out some bits of advice concerning the manufacture of their product. Neal, also interested in the capital of the firm, conducted the factory until it was fairly on its feet.

The methods employed in the manufacture of the paints and varnishes in those days were primitive—not greatly improved upon since the early method of the Greeks—that of casting buttons of lead, which were placed in unglazed pots, at the bottom of which were pools of acetic acid; the pots were then exposed to a process of slow, natural heat, and the gas and acid thus obtained gave the desired result. This process of corrosion, however, required from seventy to ninety days' time, to say nothing of the large number of pots and apparatus for the making of so small a quantity of paint. It was, therefore, too expensive to be practical. With the early manufacture of paint in this country, however, "spent" tanbark was added to the heat-producing element, and a series of further improvements were perfected.

In 1907, after a continual round of improvements and expansions, the Acme White Lead and Color Works, already having attained the station of one of the leading manufacturers of paint and varnish in the world, purchased a patented discovery of an inventor by the name of Rowley, of St. Louis. This invention completely turned the methods employed in the past topsy-turvy, and opened wide the gateway to larger and better things in the manufacturing world for the owners of the enterprise.

Where there were two men doing the work at the time of the business inception in 1884, today the plant is operated by a corps of 500 men and women, and where the capital was formerly \$2,800, today it runs into the millions. Their output for one year at the present rate of producing, is as follows: 1,500,000 gallons of liquid paint; 3,600,000 pounds of paste; 10,100,-

000 pounds of white lead; 1,500,000 gallons of high-grade varnish; 3,500,000 pounds of dry color; 4,000,000 pounds of red lead, and 1,500,000 pounds of kalsomine.

The Downey-Cavasso Glass and Paint Company, established in Oakland about a year ago, is now carrying representative lines of the leading manufacturers on the Coast, and has become one of the leading jobbing concerns of the east bay section. The company distributes the products of the Bass-Hueter Paint Company, and is the agency for Beaver Board and Liquid Stone paint, Bird Neponset Roofing and Jap-a-Lac and Keystone finishes. In connection with the paint and varnish business, they operate one of the largest and most complete mirror manufacturing plants in the West. They maintain their own factory, which is equipped with the most up-to-date facilities for beveling and resilvering. They also deal extensively in high-grade lubricating oils. They are located at 368-370 Twelfth Street, near Franklin. Ben Nedderman, the jovial representative of the company, has returned from a successful trip thru the valley, and states that things look to be in very good condition. Cal H. Sevensen, formerly with the Talbott Paint Company, of East Oakland, is now associated with the Downey-Cavasso Glass and Paint Company.

Under date of June first, we are advised that the Chadeloid Chemical Company of New York, owner of patents covering the Neutral paint and varnish removers (made and sold by many of the leading manufacturers of paint and varnishes, as licensees), has brought suit against the Wilson Remover Co. for alleged infringement. This action was filed in the United States District Court of the southern district of New York, and an order has been entered requiring defendants to show cause why preliminary injunction should not issue.

According to the annual report of the California Development Board for 1912, the year 1911 was the best yet, the mineral, agricultural and manufactured products of the State exceeding one billion dollars in value. The addition of this vast sum of the most substantial credits must result in a largely increased demand, accelerated trade activity, and upon most substantial business conditions. *Over.*