

White City News

PUBLISHED BY

Devoted to mat-
ters of interest
to our Repre-
sentatives . . .

PAINTS, ENAMELS



COLORS, VARNISHES

VOL. I NO. 1

MAY 29,
1903

DETROIT, MICH

Department of General Trade.

F. R. DOUGALL, Sales Manager.

The first edition of the WHITE CITY NEWS is, we hope, a step upward and onward. Progress is our motto. The name, "White City News," suggested itself to us from the frequent remarks of the trade, whose members have at various times visited us, referring to the beauty, extensiveness and well kept condition of our plant, comparing it with the World's Fair at Chicago in 1893, all our buildings being painted white, and it being our intention to always keep them painted white, we have decided that a newspaper published by us for the benefit of our representatives and our distributors representatives, should bear a distinctive title. We think and feel that the WHITE CITY NEWS will go forth on its mission from the white city of Acmeville, and be received by all representatives offering Acme goods to the trade all over this wonderful country with greater favor than *Thoughts* has been. If this is so, we will feel that the change has been a good one. Our object is to fill this little paper with good, interesting, instructive news; not for the benefit of any one set of representatives, but for all salesmen who are offering Acme products, no matter what class of trade they are handling. We want all our men and our distributors' men to send us along as many items of news, that will be instructive to their co-workers as they can pick up, and we want to impress upon you the fact that you are in a position every day to pick up many items of interest that will help your brother representative. We intend having a section of this paper devoted to the Department of Manufacturing Trades, of Railway Trade, of Carriage and Auto-

mobile Trades, and the general trade, each under a separate heading, but should be of interest to all as showing what an extensive business the Acme White Lead and Color Works is enjoying.

NOTICE

To all our representatives and to our distributors and their representatives we wish to state that The Buffalo Oil, Paint and Varnish Co., of Buffalo, N. Y., has now signed the non-exchange agreement, and is entitled to all protection. Do not exchange their goods.

Salesmanship is that quality in a salesman which enables him within the shortest space of time to place in possession of his customer the greatest amount of satisfactory merchandise, and in the coffers of his employers the greatest amount of profits; while at the same time preserving the lasting respect and good will of the customer.

A Good One.

A friend told me last evening that he had started in to paint his house with New Era, and judging from his experience with the stuff, he did not think I would be able to sell much of it. I asked him why, and he said the painter had taken home two gallons to start with, had worked a day and a half, had gotten over a large portion of the house, was still painting and had not yet opened the second can.

S. H. H

Plug Hat Competition.

Do not forget that a *new* customer on the line in competition each month, entitles you to credit for two points, whereas an order from an old customer entitles you to only one point.

Do not forget also that unless you mark "new customer" on the margin of your order or duplicate order opposite the proper entry, we are unable to tell a new customer from an old one, and you naturally receive credit for only one point.

Please also put down in the margin the amount of goods sold under the competition, as, (N. C. P. \$15 00) besides showing the total amount of your order in the upper left-hand corner. A careful observance of the above points will enable us to credit you with the proper number of points each month.

New Era Panoramas.

Acme representatives please read carefully the following letter from Mr. C. F. Elliott:

Do you want to save one-third of the panoramas that are sent out?

There is not one out of every ten that lasts more than two or three days, and it is all due to the fact that the rollers will not turn without being greased when they are put up. I have to fix one or two of these things up every day or two, and I notice after I once get them oiled up they never break. I spoke about this matter at the convention and was promised it would be looked after, but it has not. C. F. E

To overcome this complaint we are going, in future, to attach a tag, containing the following notice, to one of the handles of each panorama.

NOTICE

If rollers in panorama do not turn freely, remove the back, which is fastened with four screws, and put a few drops of oil in each roller socket.

ACME WHITE LEAD AND COLOR WORKS

We cannot oil very well before they leave the factory, as nine-tenths of them are shipped to our distributors and are stored by them for a certain length of time. So, you see, if we did oil, it would be perfectly dry again before the dealers received them.

WHITE CITY NEWS

Department of Manufacturing Trades.

T. W. CONNOR, Sales Manager.

This being the initial number of the WHITE CITY NEWS it will perhaps not be amiss that the editor of this department should make his bow to his co-laborers and colleagues and at the same time give a synopsis of the plan of procedure in handling and the object of same. We hope, by the liberal use of these columns, through clippings obtained from the leading weekly trade journals of the country, to keep those assisting us in building up manufacturing trade business, posted on all important changes in name, location or management of the concerns to whom we cater as well as views of the formation or projected formation of new concerns, and in addition thereto items of interest from our daily business that would be news to the majority of our readers, such as the installation of dipping plants, car load or large initial orders (occasionally only and then for the purpose of calling attention to some particular concern or line of goods) and all contracts will be published as received giving names of concerns and line of goods contracted for, and such other happenings as the editor may deem of interest to all.

You are not expected to contribute to the columns of this paper, in any way; however, if you should happen to forget yourself and send in a clipping or write a little "skit" it will be gladly received and the editor of this department will know you are interested.

Address all such communications under personal cover to

T. W. CONNOR.

We are pleased to acknowledge receipt of contract covering complete line in White and Colors Neal's Bedstead Enamels, including a Henderson Tank, from The Metal Bed Company of Tacoma, Wash., including order for twelve barrels of goods for immediate shipment.

The St. Louis Well Machine and Tool Company, St. Louis, Mo., are mailing to the trade circulars E, G, H and K, handsomely printed on enameled paper and bound so that any circular can be removed and another substituted or an indefinite number added until the extensible cover is filled. The list includes, besides well drilling machines, the Warren oil well engine, profitable locomotive boilers, all kinds of well tools, casings, drilling cables, sand lines, etc. Prices and full specifications are given for everything needed by the operator of a well-drilling outfit.

The Shawd Gas Engine Company, of which W. F. Backus was principal owner, has been reorganized into the Dayton Gas Engine Company and will remove to Dayton. Considerable additional capital has been subscribed and the new company will start with \$100,000 capital. C. F. Griffith, H. K. Scott and T. F. Penn, of Dayton, with Mr. Backus, will compose the officers of the new concern.

T. B. Carson, of the Bettendorf Metal Wheel Company, finds time to serve his city well. His latest achievement is the procuring of better mail facilities in and out of Davenport. For a long time there has been complaint that there has been no mail either east or west from Davenport in the latter part of the day. Mr. Carson took the matter up with Congressman Wade from the second Iowa district, who laid it before the postoffice department, and the result is a change. Now mail is sent both ways, as he suggested.

The Manufacturing Trade Department was pleased to entertain as visitors Messrs. Stimson and Fisk of the Richmond Ind. Manufacturing Company, of Richmond, Indiana, on the 28th instant. They were shown through the factory and lunched with us, and expressed themselves as surprised at the magnitude of our plant and pleased with what they saw. The Richmond people have been customers of ours for some little time and their trip was preliminary to some extensive improvements they are making in their plant, one of which will be a new enamel room for which we recently shipped them six dipping tanks, four for colors and two for white, the white tanks being our new improved tank with automatic straining device.

Implement manufacturers of the city of Moline, Illinois, in common with independent manufacturers throughout the country, have raised a protest against the trusts, which they declare are choking the business life out of them. They have appealed in a petition to President Roosevelt and hope for action. There are thirty-three combinations which the implement men declare affect their business and on account of which they are forced into higher prices and smaller profits. The implement men say that trade has been checked, because farmers are using old machinery rather than buy the new at high prices. Foreign trade has decreased and it is charged that the agricultural supremacy of the nation is threatened. It is declared that jobbers are not making any money because of the small profits on sales.

Andrew Carnegie, lately elected president of the Iron and Steel Institute of Great Britain, in his inaugural address called attention to the recurring periods of depression and to the many failures in the iron and steel industry of concerns well established in the trade and not over-capitalized. Of course he did not venture any prediction regarding the United States Steel Corporation; but he left his hearers to imagine what trials may be before this great concern, plucked as it has been by promoters and enormously expanded, when the tide of trade turns and demand falls off so that even the extortionate prices now exacted for its products would not yield dividends.

Popular Varnishes.



We show herewith a cut of our "Popular Varnish" package.

"Popular Varnish" is the new name for "Utility Varnish," the change in name having been deemed advisable for various reasons. There has been no change in quality or style of package. This line of Varnishes is found extremely desirable for the dealer, and should be placed in every stock. The package is very neat and convenient. Easy to open. Easy to close. No broken nozzles. Contents can be kept free from dust, with no loss by evaporation. The goods can be used from the package direct, without pouring into another container.

These points appeal to the consumer. The small cans on a dealer's shelves makes it unnecessary for him to open a gallon package and supply his customers with small quantities, and does away with the consequent loss and necessity for him to hunt up some kind of a bottle or can in which to put it.

The line is described at more length on page 23 in Rapid-Seller booklet for May.

I am in receipt of *Thupghis* and was surprised to note that I had been elected a second degree member of the Acme Plug Hat Club. I wish to thank you for this honor, and assure you I will take great pleasure in wearing the fob. H. C. C.

WHITE CITY NEWS

Department of Railway Trade.

BENSON E. BROWN, Sales Manager.

We received an order last Tuesday at 10:00 a. m. from the Pressed Steel Car Company for 3,000 gallons of Karbonet Black, and at 11:00 a. m. several mills were grinding the black. The order was sent by telegram, a letter following to rush, and we wired back that the goods would be shipped Saturday. We received another telegram to hurry and ship sooner, if possible. This order came when we were very busy, in fact one of the busiest months we ever had, and our factory has been running nights to fill orders; nevertheless we were able to ship these goods one day ahead, and the goods left here Friday afternoon.

The purchasing agent told the writer that he appreciated the effort we made in filling the order so promptly and we were certainly entitled to consideration, and that he would show his appreciation by giving us future business whenever opportunity presented itself. I wish to compliment the factory for the extra effort they made in handling this order so satisfactorily, and it is a great help to the salesman to have orders shipped so promptly.

Neal's Locomotive Black. (Our Old Standard and Reliable.)

The Santa Fe Railway have been using more or less of our enamel for the past few years. About ten months ago a sample of Locomotive Black was sent to the shops at Topeka to be tested. Several other Locomotive Blacks were tested at the same time, and the result of test sent to the purchasing agent, and our black showed up so much better than any of the others that the Santa Fe have decided to adopt same as standard for all their shops. This is a high compliment to our Neal's Locomotive Black.

Neal's Locomotive Russia Jacket Enamel.

The following letters speak for themselves:

Mr. Fredericks, Storekeeper,
Lake Erie & Western R. R.,
Lima, Ohio

Dear Sir—After careful and exhaustive tests of several jacket enamels, we have decided to use Neal's Locomotive Russia Jacket Enamel, as it has proved to be superior to all others. Please use this in future on requisitions

Yours truly,
H. F. BALL, S. M. P.

Mr. Murphy, Storekeeper,
L. S. & M. S. R. Co.,
Columbus, Ohio

Dear Sir—After careful and exhaustive tests of several jacket enamels, we have decided to use Neal's

Locomotive Russia Jacket Enamel, as it has proved to be superior to all others. Please use this in future on requisitions

Yours truly,
H. F. BALL, S. M. P.

The Baltimore & Ohio have adopted our Neal's Locomotive Black, Neal's Russia Jacket Enamel, Green Cab Enamel and Colors in Japan at their shops at Newark, Zanesville, Cleveland, Lorain, Ohio, and Garrett, Ind.

Partial List of Roads to Whom We Have Sold Goods During the Month of May.

The Bessemer & Lake Erie
The Baltimore & Ohio, Chillicothe, Ohio
" " " " Baltimore, Md
" " " " Cleveland, Ohio
" " " " Zanesville, Ohio
" " " " Newark, Ohio
" " " " Lorain, Ohio
" " " " Garrett, Ind.
Cleveland, Akron & Columbus Railway
Baldwin Locomotive Works, Philadelphia, Pa
Chicago, Burlington & Quincy Railway
Michigan Central Railroad, Detroit, Mich.
" " " " Jackson, Mich
Cornwall Railroad
Buffalo, Rochester & Pittsburg Railroad
Cleveland, Cincinnati, Chicago & St. Louis Railway, Urbana, Ill.
Cleveland, Cincinnati, Chicago & St. Louis Railway, Mattoon, Ill.
Cleveland, Cincinnati, Chicago & St. Louis Railway, Galton, Ohio
Cleveland, Cincinnati, Chicago & St. Louis Railway, Delaware, Ohio.
Cleveland, Cincinnati, Chicago & St. Louis Railway, Indianapolis, Ind.
Cleveland, Cincinnati, Chicago & St. Louis Railway, Wabash, Ind.
Pennsylvania Railroad Co., Renova, Pa.
" " " " Baltimore, Md
" " " " Elmira, N. Y.
Chicago, Rock Island & Pacific Railroad
Cumberland Valley Railroad
Louisiana & Arkansas Railroad
Mexican International Railroad
Newburgh, Dutchess & Connecticut Railroad.

Bulletin No. 91 on Neal's Carriage Paint.

We are disappointed in not having received more responses up to date to above bulletin. We trust that our representatives will place themselves in possession of the facts we want and post us at an early date covering conditions as they exist.

Referring to Dan Davies' letter in *Thoughts* of the 16th, I beg to say I agree with him in a measure. I do not think any harm will come to us on account of competitors carrying them away, but I think only about one-fourth of our customers to whom we give a catalog will be able to find it for you on your next trip. I never give a man a catalog until I tell him that a discount sheet will be found in same and get him to agree to keep it in a private drawer. Then I ask the house to send it.

S. H. H.

Sorry to Lose Him.



J. R. NEWELL

Mr. J. R. Newell is leaving us on June 8th, to go into the paint business for himself, at Los Angeles, Cal. We are very sorry to lose Jack, and we know all our representatives will be, also. However, we wish him all kinds of success in his new venture. Long life to Jack.

Looks Fine.

Mr. Orr had just received 800 pounds Michigan Seal White Lead, and had ordered 1000 pounds more about an hour before I was there. Mr. Orr is painting his house with it, and I went to see it and it looks fine. Thos. Stephens, the painter, is from Bad Axe, and he says: "It is the *finest lead* I ever used. The neatness of package, being perfectly tight, makes a fine impression to anyone intending to use lead." They are greatly pleased with the lead. I am glad I saw this. Will push it and can recommend it to anyone.

W. W.

Mrs. Cater writes me that the fob has arrived O. K. and is a beauty. I wish to thank you kindly for same. H. C. C.

I note from the enclosed notice the sad accident befallen our beloved Mr. Wilson. Allow me to extend to him and family the sorrow of my heart to learn of this sad accident and that he may rapidly recover, and that his injuries are no worse and that we may see his smiling face at our next annual convention.

C. M.

With regret I have received the information through *Thoughts* that our fellow representative, H. L. Wilson, has been injured in a wreck. I trust that the injuries are very slight and that recovery will be speedy. I wish to express my best wishes for such recovery and trust that his injuries may not be of such nature as to disable him from his active labor and that the injury may prove only a temporary one at best. With sincere wishes for his speedy recovery I am,

Very truly, W. J. S.

WHITE CITY NEWS



H. K. HALLADAY

We are just in receipt of a nice big car load order from Uncle Henry, to be shipped to Geo. E. Watson & Co., of Chicago. Henry is to put in about two weeks' work with Geo. E. Watson & Co., and we will look forward to another car at the expiration of that period. "Come on, boys."

Presenting Our Line.

You ask us what arguments we use in presenting our line. In reply I beg to say I seldom ever get a chance to use any. I talk quality from first to last; I give them information concerning the surface that may be covered with New Era as compared with lead and oil mixed by the painter, and if they ask me how our paint compares with other brands, I wave them all aside as unworthy to be brought into the discussion. Should anyone have the temerity to question any of my propositions I am prepared to prove them by demonstrations. Your asking for arguments reminds me that when I was a young fellow I used to think I could sing, and when out in society and the entertainment took a musical turn, some of my friends would say: Now, Hart, sing us *your* song. That always made me mad

S. H. H.



C. F. MCCAULEY

We are just in receipt of a nice large stock order from Mr. Charles F. McCauley, to be shipped to the Cruze Sterling Co., of Knoxville, Tenn. This is a new account and will make us a splendid connection. "Come on, boys."

Filled with Delight.

Mr. Arthur Wilson, of the Indianapolis Hardware Company, is putting a coat or two of paint on his home. He says that it is the best looking job of paint in the neighborhood, except Mr. Stewart's. They are both New Era. There are others of the force of the store who are doing likewise. They are all much delighted with the appearance and say that there are many comments from their friends and neighbors. W. J. S.

Amount of Orders.

We again ask you to put the amounts of your sales on your original orders and also upon the duplicates which you send in to us.

Kindly co-operate in the future in this respect, and your doing so will be fully appreciated in the office.



DAN DAVIES

Mr. Dan Davies has just been promoted to the position of District Sales Manager for the district of the Missouri Valley and the Southwest. This district comprises the states of South Dakota, Northwestern Iowa, Nebraska, Missouri, Kansas, Colorado, New Mexico, Oklahoma, Indian Territory, Western Arkansas and Texas. Mr. Davies has been our general representative for many years in the West, and his long and varied experience with us eminently fits him for his new duties. We know all his friends will be glad to hear of his success.

Special New Era Varnish Offer.

Mr. Mehlig's letter in *Thoughts* noticed, especially his remarks about it being one of the best thought-out schemes we have ever had. As I made the original suggestion, feel proud to have so favorable criticism from so able a salesman, and wish to say that I also think we should continue the offer in the fall.

W. C. N.

We would like to have the views of our other men on this proposition.



ALF R. KELLY.

Alf. has just sent us in an order for a car load of our goods, to be shipped to Tenbrook & Co., Sacramento, Cal. Alf. spent three days in Sacramento and during that time sold to the large contract painters of that town, 12 bbls. New Era Paint, O. W. These 12 bbls. were shipped through Tenbrook & Co., and were included in the car. "Come on, boys."

It Helps Trade.

Monthly *Spatters* received by the trade. Nearly every customer speaks highly of it, how neatly it is gotten up and that it contains valuable information and they read it with pride and look forward to receiving it with pleasure. I think it helps us sell goods, as it is a good medium for advertising, and such a favorite with the trade. I hope that each copy will be of more and more interest to customers.

C. M.

Just at this time our factory can take care of a larger volume of jobbing and store trade goods. Our Manufacturing Department is asking for more business. Gentlemen of the selling force, we appeal to you to silence the cry of the Manufacturing Department for orders.



E. R. HOAG

We are just in receipt of a car load order from Mr. E. R. Hoag to be shipped to the Logan-Gregg Hardware Co., of Pittsburgh, Pa. "Come on boys."

White City News

PUBLISHED BY

DEVOTED TO MAT-
TERS OF INTEREST
TO OUR REPRESENTATIVES.

PAINTS, ENAMELS



COLORS, VARNISHES

DETROIT, MICH

VOL. I No. 2

JUNE 6

1903

Department of General Trade.

F R DOUGALL, Sales Manager

Arguments?

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

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

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



COME-ON-BOYS DOUGALL

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

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

But now take the matter of liquid paint:

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

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

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

Painted His Sole with New Era.

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

J. A. SUMNER.

WHITE CITY NEWS



WM. GALLIE.

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

"Stretchiest Paint" He Ever Saw.

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

C. F. MCC.

The Knocker.

EDWARD W. MILLER

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

Whose aim in life appears to be to knock

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

And the things that make life livable to mock,

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

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

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

Thank You, Dan.

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

DAN.

Stoneham, Mass., May 15th, 1903.

Acme White Lead and Color Works.

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

JAMES A. VALLER.

Best Painted House in County.

Elizabethtown, Ind., May 30th, 1903.

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

PETER E. WILLS.

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

W. J. S.



H. L. WILSON

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

This Is Gratifying.

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

Acme White Lead and Color Works, Detroit, Mich.

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

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

Yours for business,

WM. T. HILL.
Practical House Painter

April 30th, 1903.

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

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

WHITE CITY NEWS

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

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

Yours truly,
ACME WHITE LEAD AND COLOR WORKS

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

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

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

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

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

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

Yours truly,

WM. T. HILL.
Practical House Painter

Mr. W. J. Salvage Wins.



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

Congratulations, Mr. Salvage.

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

Plug Hat Competition for June.

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



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

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

We are in receipt of your favor of the 28th, and in reply, will say that our point man reports that he is very much interested in your weekly letters, that the points given in them are quite beneficial to him, and we believe such is the case with our traveling representatives, although we have not had a report from them on this matter.

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

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

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

Members Acme Plug Hat Club.

Admitted	Contest
Alf. R. Kelly ..	March 1, 1903 .. Mich Seal Lead
I. D. Wilson ..	Oct. 1, 1901 .. W and I Paint
H. L. Wilson ..	Nov. 1, 1901 .. Liquid Wood Filler
W. C. Neal ..	Dec. 1, 1901 .. New Era H. G.
H. F. Whitaker ..	March 1, 1902 .. Davies' V. S.
S. A. Hunter ..	April 1, 1902 .. Granite Floor Paint
H. P. Torrance ..	June 1, 1902 .. N. C. P. and T. D.
H. C. Cater ..	June 1, 1902 .. Highest number of points for six months
F. B. Sangster ..	July 1, 1902 .. Unity Varnishes
S. W. Newell ..	Oct. 1, 1902 .. W and I Paint
A. D. Hoagg ..	Dec. 1, 1902 .. New Era A. V.
C. Mehlig ..	Dec. 1, 1902 .. Highest number of points for six months
James Dougall ..	Feb. 1, 1903 .. Household Paint
Wm. Galle ..	March 1, 1903 .. Davies' V. S.
W. J. Salvage ..	June 1, 1903 .. N. C. P. and T. D.

SECOND DEGREE MEMBERS.

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

THIRD DEGREE MEMBERS

Alf. R. Kelly ..	Nov. 1, 1902 .. Davies' L. F.
------------------	-------------------------------

FOURTH DEGREE MEMBERS

Alf. R. Kelly ..	April 1, 1903 .. Granite Floor Paint
------------------	--------------------------------------

White City News

PUBLISHED BY

DEVOTED TO MAT-
TERS OF INTEREST
TO OUR REPRESENTATIVES.

PAINTS, ENAMELS



COLORS, VARNISHES

VOL. I NO. 1

JUNE 13

1903

DETROIT, MICH

Department of General Trade.

F. R. DOUGALL, Sales Manager.

The following is correct and is quoted from the *Detroit Evening News* of June 9th, 1903.

A BIG DEAL IN PAINT BUSINESS.

THE PENINSULAR LEAD WORKS SELLS MFG. BRANCH TO ACME PEOPLE.

Jobbing and Store Trade Will Go to a New Concern of Young Business Men.

The Peninsular Lead and Color Works, Ltd., ownership will change hands within a few days, the stockholders having decided to avail themselves of a very liberal and advantageous offer to dispose of the good will, machinery and merchandise.

It is stated by the interested parties that the variety of goods manufactured by the Peninsular company, coupled with a large and growing demand of business, made it apparent that something must soon be done towards increasing the size of their plant, or some other method devised to care for the increasing business. It was therefore decided, as a means of relief, to cease catering in the future to the manufacturing and kindred trades, and confine themselves to the manufacture and sale of ready mixed paints and house painters' supplies for the jobbing and store trade, as this policy would make it possible for them to cease manufacturing dry colors and oil paints in bulk for manufacturers. A purchaser was found in the Acme White Lead and Color Works for the manufacturing trade branch of the business, and they will take it over at once.

In order to perpetuate the other portion of the business, the jobbing and store trade, it was thought best to organize a new company, with ample capital, under the name of the Peninsular Paint and Varnish Co.

The management of the company, it is understood, is to be placed in the hands of capable, experienced young men, whose names are withheld for the present. It is understood, however, that the relationship between the new company and the Acme White Lead and Color Works will be very friendly. In fact, it is stated that some of the Acme Co.'s stockholders will be largely interested in it. This will not appear strange when it is known that the two companies do not compete to any great extent, catering, as they do, to different classes of trade, and there is a distinct advantage to both concerns to work in harmony.

The Acme company manufactures most of the crude materials used in its own goods, makes its own cans, operates its own printing plant, etc., and is equipped

on a complete and extensive scale, which places it in a position to supply crude materials to other paint manufacturers. Enjoying the patronage of the Peninsular company, as it will, it is obvious that both companies will be benefited by the arrangement.

SALES IN MIDDLE WEST.

S. H. Hart Made District Sales Manager for Acme White Lead and Color Works.

[Detroit News Tribune, Sunday, June 7th, 1903.]

A "special bulletin" has been issued by the Acme White Lead and Color Works, announcing the fact that S. H. Hart has been appointed district sales manager for the Middle West, embracing



S. H. HART.

Appointed District Sales Manager in the Middle West for the Acme White Lead and Color Works.

West Virginia, Ohio, Indiana and a part of Illinois. He will have charge of five regular representatives in the territory.

Mr. Hart has been Michigan representative of the firm, and is its oldest representative, having started with it eighteen years ago, shortly after its foundation. He is especially well posted in the paint and varnish trade.

Chase-McFarland.

It is in order to offer congratulations to our friend Walter D. Chase, representative of Messrs. Colburn, Birks & Co., Peoria, Ills. He is now a happy benedict, having been married to Miss Jerta McFarland, of Monmouth, Ills., Monday, June 8th. May they enjoy a long, happy and prosperous married life.



F. B. SANGSTER

We are just in receipt of an order for a carload of our goods from Mr. F. B. Sangster, to be shipped to the Buffalo Glass Company, Buffalo, New York. We want to congratulate Mr. Sangster, and we would like to take this occasion to again impress upon our men the fact that we are in a position to ship any number of car shipments. "Come on boys."

This is Good.

Crosshill, S. C., June 7th, 1903.
Acme White Lead and Color Works,
Detroit, Mich.

Gentlemen: The enclosed letter will give you an idea of what I am doing with New Era Paint. I can send you as many letters like this one as you want.

Yours truly,
W. T. HILL.

Crosshill, S. C., June 2d, 1903.
Acme White Lead and Color Works,
Detroit, Mich.

Gentlemen: I have just had my house painted with your New Era Paint, which was highly recommended to me by Mr. W. T. Hill, who painted my house. Mr. Hill is a No. 1 painter of twenty-five years' experience. He advised me to buy your New Era Paint; I did so and must say that it is the best paint on the market and that I am more than pleased.

Yours truly,
E. C. CHAPMAN.
Broker.

WHITE CITY NEWS

Won His Spurs.

Responding to your favor of June 4th, 1903, advising me of my success in winning the honors of my spurs in the competition of May Specialties, I assure you that I shall endeavor to so regulate my

conduct in future that the new tile shall not swell while the wearer has same in use. In the secret work I pledge no divulgence. Thanking you for honors that have been conferred in your recent action, I am, very sincerely, W. J. S.

FROM THE JUNE ISSUE OF "SPATTERS"

Spatters

RESULT OF \$50 PRIZE COMPETITION



IN our April issue we offered three prizes, one of \$25, one of \$15 and one of \$10 for the best suggestions for a phrase, or a phrase and design in combination, appropriate for our entire line of Paints, Colors, Enamels and Varnishes. It was to be of a character that would permit of its use in general advertising or in bringing any particular line of our goods before the public.

We are gratified to note from the numerous replies received that the readers of SPATTERS have evidenced so much interest in this competition, and desire to thank all those who submitted suggestions to us.

However we think that the demands of the competition and our own requirements have been more nearly met with in the suggestion credited to Mr. J. James Robertson of Kalamazoo, Mich. This design and phrase "Acme Quality" more nearly answers our requirements than any of the other replies which were received.

The design reproduced on this page is of such a nature as to enable it to be used in every department of our business. "Acme Quality" is a synonym for all that is perfect in the manufacture of Paints, Colors, Enamels and Varnishes. We intend to feature it in every instance until the design "Acme Quality" will become so associated with ourselves and so associated with the best of paint manufacture that it will require but that mark to serve as a guarantee of excellence wherever seen.

The second prize of \$15 we have awarded to Mr. A. E. Peters of Detroit, Mich., whose design and phrase "The Highest

Point of Excellence" more nearly approached what we wanted than any other submitted.

Mr. V. W. Hartman of Detroit, was awarded the third prize of \$10 for a phrase and design, "Acme Quality, Absolute Purity."

It was perhaps only to be expected that in a competition of this nature there should be a majority of replies sent in from our own city and such has proven to be the case. The wide-spread interest however shown in our work, and the manner in which those contending have evinced a conception of our aims, have convinced us that the many readers of SPATTERS are fully aware of the standard of excellence we have set for our goods.

A list of those sending designs worthy of mention follows:

Miss Eulalie James, Natchez, Miss.; Miss Marion Reed, Omaha, Neb.; Miss Gertrude Greene, Melbourne,

Ky.; Miss Ella S. Benton, Peoria, Ill.; Mr. G. McDonald, Peoria, Ill.; M. Furchgott, St. Louis, Mo.; J. Rigney, Philadelphia, Pa.; W. P. Bottolfson, Winona, Minn.; D. F. Sears, South Yarmouth, Mass.; L. H. Cammock, Huntington, W. Va.; John R. Miller, Indianapolis, Ind.; Austin H. Woods, Chicago, Ill.; W. T. McCullough, Dillsboro, Ind.; Wm. Hagen, Troy, N. Y.; C. B. Hart, Raleigh, N. C.; Kirke H. Hoagg, Davenport, Ia.; A. D. Hoagg, Davenport, Ia.; J. H. Henderson, Knoxville, Tenn.; M. A. Klein, Fitchburg, Mass.; W. Ullemeyer, Rock Island, Ill.; J. W. Cargill, Duluth, Minn.; R. T. Martin, Indiana, Pa.; Henry M. Hulst, Greenwich, N. Y.



H. L. Wilson's Honeymoon Trip.



H. L. WILSON

H. L. has been married about six years, but some of his friends at Columbus, Ohio, who know of his fondness for practical jokes, recently afforded him an opportunity to indulge in amusement of this kind to his heart's content.

His friends were making a farewell visit and accompanied Mrs. Wilson and himself to the depot. He noticed their solicitous attention to his comfort and convenience and could not even check his own baggage; his friends attended to this.

It developed, however, that the baggage was covered with old shoes, artificial flowers, mottoes, etc. One of the apt phrases read: "They will TRY to appear unconcerned, but they are NOT."

More friends than he knew of in Columbus gathered around their car to see them off and shout congratulations, offer advice, and demonstrate their wishes for "good luck" by showering them with rice, shoes, etc.

It cost H. L. a new crisp dollar bill to have the car swept out. He arose to explain to his fellow passengers that they were *not* on their honeymoon. They shouted him down. The few who were at all inclined to be reasonable were taken away and talked to privately and this cost him more \$\$\$\$\$.

He is now *thinking* about how all this kindness can be reciprocated.

Vacation Time.

Now is the time to make diligent inquiry in regard to the possibility of furnishing paint, liquid slating, etc., for school buildings. This work is always done during the vacation months of July and August and the business is generally placed early in July. You should make every effort to get acquainted with members of school boards, and assist the dealer in landing orders for goods.

WHITE CITY NEWS

Department of Manufacturing Trades.

T. W. CONNOR, Sales Manager

The Widdicomb Furniture Company, of Grand Rapids, has renewed its corporate existence for a term of thirty years.

The Banner Manufacturing Company, of Mount Airy, N. C., has been chartered to manufacture furniture, operate saw-mills, planing mills, etc. The capital

The Globe Land and Loan Company, of Mascot, Minn., have disposed of the Thorsteinson furniture stock to the Globe Furniture Company, which will continue the business at the old stand.

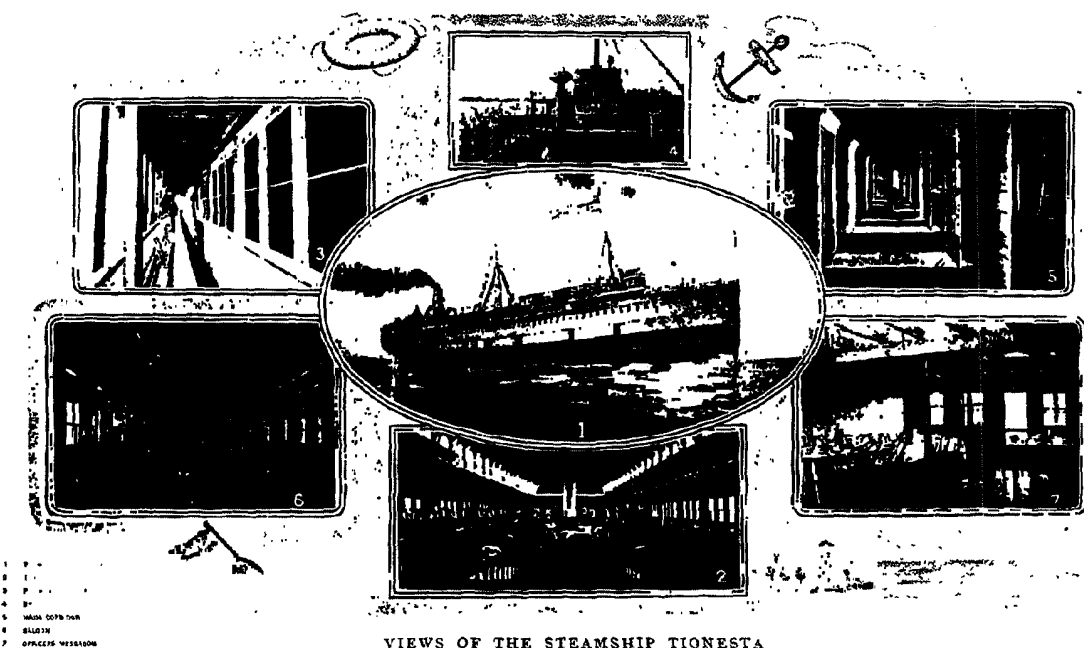
The Ryder Wagon Works, of High Point, N. C., one of the latest enterprises for our neighboring town, Thomasville, Ga., began business last week, the output the first day being fifty wagons. The very latest and best machinery is installed

The building of the Pittsburg Bedstead and Spring Company, of Pittsburg, Pa., a four story structure at 133-35 First Avenue, and extending through to Water Street, was destroyed by fire recently.

Few people have any idea of the extensiveness of the exportation of American made furniture. In March of this year alone our exports amounted to \$388,010. In nine months South Africa alone took our furniture to the value of over \$590,000.

FROM THE JUNE ISSUE OF "SPATTERS"

The interior of this magnificent steamship finished with Neal's Enamels (the genuine).



VIEWS OF THE STEAMSHIP TIONESTA

Of the Anchor Line, running between Buffalo and Duluth.

THE INTERIOR WOODWORK IS FINISHED THROUGHOUT IN MAHOGANY AND SNOW WHITE OF OUR NEAL'S ENAMEL (THE GENUINE).

The new Steamship "Tionesta," is one of the finest vessels on the lakes. She is 350 feet long, 45 feet beam with 28 feet depth of hold. Her engines are quadruple expansion in type and her boilers, equipped with the latest appliances, carry a working pressure of 210 pounds. She contains one hundred staterooms, twelve of these are luxurious suites with bath. All interior woodwork in the steamer with the painting, carving and decorating was done by The Vinton Co., of Detroit. Mr. Frank E. Kirby was architect; Mr. Louis Kell designed the cabin work. Our Neal's Enamel, Snow White, rubbed to a dull satin-like finish, with the deep mahogany groundwork forms a strikingly beautiful combination. In every particular only the highest grade of decorative work has entered into the completion of the steamer. She is a veritable floating palace.

stock is \$19,000, which may be increased to \$25,000. The incorporators are J. B. Banner, J. L. Banner, E. C. Foy, J. D. Smith, R. K. Marshall and R. L. Haymore, all of Mt. Airy.

The desk factory, one of Tell City's leading industries, is to be removed to Evansville in the near future, it is said. A site is reported to have been donated in Evansville. The plant is now employing about sixty men in Tell City, and has always done a thriving business.

in this plant. The capacity of the shop will be 8,000 wagons per year, requiring 240 workmen. Mr. Ryder, the promoter of this large enterprise, is an old railroad man, and is popular with the people throughout the state.

The West Coast Wagon Company have drawn plans for a new factory building, 70x120 feet in dimensions, to be erected of brick on the company's present site at Fourteenth and A streets, Tacoma, Wash.

We are in receipt of the twenty-eighth annual catalogue of the Kauffman Manufacturing Company, of Ashland, O., showing their line of iron and brass beds, spring beds, cots, cribs, folding tables, chairs, kitchen tables, kitchen cabinets, swings, etc. The Kauffman Manufacturing Company's line possesses a certain individuality and uniqueness which puts it beyond competition, as dealers have come to know that they cannot find the goods this concern turns out elsewhere.

WHITE CITY NEWS

For this reason alone the Kauffman Company's new catalogue is of unusual interest and fully worth sending for. An increase in the capital stock of B. F. Avery & Sons, of Louisville, Ky., from \$582,000 to \$1,400,000, was ordered at a recent meeting of the stockholders of the company. The stock will be divided into preferred and common, \$900,000 and \$500,000 respectively. Each stockholder will receive one share of the preferred stock for each share of the old stock held and \$465,000 of the common stock will be prorated among the present shareholders, being a stock dividend of 80 per cent. The remainder of the stock, both common and preferred, will be held pending sale, as treasury stock.

Syracuse, N. Y., papers report that Patrick H. Halleran and F. P. Costigan of that city are interested in the organization of a new company to be capitalized at \$200,000, to manufacture farm implements and dump wagons. It is proposed to locate a factory in East Syracuse, giving employment to 300 men. It is also said that the new company will absorb several industries in these lines located elsewhere. The parties named have control of a number of patents which they expect to use in the manufacture of implements.

A company has been organized in Stewartstown, Pa., for the manufacture of furniture. The officers are W. H. Fulton, president; C. W. Shaw, secretary; W. C. McClung, treasurer.

Articles incorporating the Champion Rocking Chair Company, of Newark, N. J., have been put on record. Capital stock, \$125,000, held by George F. Hall, A. George Parker and Shirley Terry, of New York.

The Orion Hay Press Co., Orion, Ill., have been incorporated; capital, \$6,000. The company will manufacture hay presses. Messrs. G. A. Fair, P. Westerland and F. L. Anderson are the incorporators.

Messrs. R. L. Paul, F. F. and S. P. Jewell, of Glasgow, Ky., have bought the planing mill of Lewis, Vaughan & Hicks, and will organize a company with a capital stock of \$25,000 to manufacture furniture.

The Oregon Furniture Manufacturing Company's warehouse, at Portland, Ore., was destroyed by fire on April 23. Loss, \$25,000; insurance, \$15,000.

Fire totally destroyed the plant of the Rockford Office Furniture Company, of Rockford, Ill., April 28. Loss, \$20,000; fully insured.

Weems-Lockwood Furniture Company is the name of a new furniture factory to be erected at Greenwood, Miss., for the manufacture of a complete line of medium grade bedroom suits, wardrobes, kitchen safes and cupboards, odd dressers and beds. The officers of the new company are as follows: G. A. Wilson, president; Sam R. Weems, vice president and treasurer; Geo. H. Lockwood, Jr., secretary, and long experience in the furniture business should enable the gentlemen to put on the market a fine salable article, ranking with the best in its line. The factory is to be a substantial affair, four stories in height, 200x70 feet large, built of brick and iron, mill construction, on a site fifteen acres in extent, and will be equipped with steam and electric power and the most modern and approved machinery and appliances for the manufacture of furniture. The company would like to get into immediate correspondence with manufacturers and dealers in such supplies, as they will need, both for the factory building and for its equipment.

The Columbus (Ga.) Buggy Company have been organized, and will take charge of the Davis Wagon Company and operate the works. The new company will be entirely separate from the latter company. The incorporators are Clarence P. Bush, Wm. H. Bowe, H. B. Pohlman and John T. Davis, Jr. The capital stock, to begin with, is to be \$50,000, divided into shares of \$100 each, and the privilege of increasing it to \$250,000 is prayed for.

The new implement industry to be established at Syracuse, N. Y., will be known as the General Manufacturers' Supply Company. The company will be capitalized at \$200,000 and will manufacture dump wagons and farm implements. They have leased a building formerly occupied as a car house by one of the local traction companies. The promoters are P. H. Halloran and F. P. Costigan.

The Luce-Redmond Chair Company, Limited, is the name of a new organization, at Big Rapids, Mich., which has bought for cash the long established Crescent Furniture Company plant, whose manager, George W. Cawrord, died recently. The purchasers are all Grand Rapids furniture men, and the company is organized with \$50,000 capital, and promises to employ 100 or more hands.

The Whitney Dumping Wagon Co., of Hornellsville, N. Y., have been incorporated, with a capital stock of \$50,000

The school desk factory of Maquoketa, Iowa, has been reorganized by W. M. Welsh & Co., of Chicago, who have started the plant in operation.

It is announced that the South Bend Wagon Company will close their plant at Mishawaka, Ind., as soon as their new factory at Fort Smith, Ark., is ready to be operated.

The Grain Separator Co., Sparta, Wis., have been organized with a capital of \$10,000. The company expect to manufacture the Richardson patent separator. The officers are Messrs. E. H. Shattuck, president; C. H. Shattuck, vice-president; W. C. Hawkins, secretary and manager, and W. H. Stelling, treasurer.

Mr. Brown, manager of the implement and extra department of Baker & Hamilton, reports that the Benicia Agricultural Works will renew operations in a few days, after having been closed down for some time for repairs. Mr. F. A. Brand, the manager of the Benicia Agricultural Works, is expected any day to arrive from Australia.

The Chial Wind Stacker Company, capital \$50,000, has been incorporated at Fargo, N.D. The directors are W. E. Jones, A. Hendrix, A. J. Craig, E. S. Blake, of Fargo; Geo. H. Condy, Cooperstown; John Chial, Lake Park, Minn., and William Milner, of Casselton. Mr. Jones is president and Mr. Hendrix manager, secretary and treasurer.

The New York Agricultural Co., are about to begin the construction of their new factory in East Somerville, N. J. Ground has already been broken for the foundation, which will be laid as soon as the weather permits. The Board of Trade has the assurance of Mr. Stewart A. French, the manager of the concern, that all material and work for the construction of the factory will be obtained there.

The Lee & Morrison Company, of Rochester, N. Y., have filed articles of incorporation indicating their intention to manufacture agricultural implements, carriages and bicycles and to deal in field and garden seeds. The capital stock of the company is \$40,000 and the officers are as follows: President and general manager, J. Avery Lee; vice-president, Leonard Morrison; secretary and treasurer, W. H. Rowerdink.

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY

PAINTS, ENAMELS



COLORS, VARNISHES

DETROIT, MICH

VOL. I.

JUNE 20, 1903.

NO. 4

Department of Manufacturing Trades.

T. W. CONNOR, Sales Manager.

We are sending out a series of four letters to the bedstead trade, commencing June 15th, ending July 15th, as this is the time of year when many of these concerns talk price, new goods, experiment and make trial runs and we believe it will pay to look over this class of trade in your respective territories pretty thoroughly at this time.

In the letters above referred to we are featuring Anti-Rust and as replies or inquiries are received we will pass them to you for attention and shall expect you to jump in and strike while the iron is hot.

These goods are of interest to every iron bed manufacturer, large or small, in the country and the time to get their interest is now, while the goods are new and before the other fellow wakes up.

The goods are sent out, of heavy semi-paste consistency; will work, for thin Anti-Rust coat, half and half with reducer; will bake in one hour at 180 degrees, or two hours at 160 degrees, or air dry to handle in eight hours and fully harden in twenty-four. They are the toughest and most tenacious of any goods of the class ever produced, not excepting our White Priming, which up to this time has been almost without a rival in this respect, and as their use will save a coat of white or primer under colors, to say nothing of the saving in time, they cannot well be overlooked by the up-to-date manufacturer. A little investigation on your part will give you a host of talking points, in addition to those mentioned, and you will wonder that we did not think of this before. Most of the concerns that we have thus far supplied with the goods have rigged up a flat tank between the chipping tables and stock room, and the bed ends are run through this tank before being piled up in stock or sent to finishing room, and the results are so thoroughly satisfactory that they are contemplating putting in a stationary agitator tank with straining device attach-

ment for the work and this is what they will all eventually come to. Let us be the first to get in and then stay.

We will send with these goods any style of tank desired and are in a position to give prompt service at this time of the year.

In the future this department will keep a classified list of painters, enamelers, finishers and superintendents, with name, address, qualifications and wage and position desired (when given), and as you come across openings in your travels make request on us for names on our list in class desired and same will be sent on to you promptly. You can then take the matter up direct with the party or his sponsor, whose name will also be given in each case.

Let us have the name, address, age (approximate), present occupation and that desired and wage wanted of any you may know of at this time who desire a change or that you may find at some future time.



M. TAYLOR

Mr. Taylor sends in order for car shipment Aug 1st, to Moline Plow Co.

Acme White Lead & Color Works.

Gentlemen: We would with pleasure recommend your paints and varnish such as we are now using and have used for the past ten years, to the manufacturers of agricultural implements in lines similar to our own. During the past winter we have paid special attention to your No. 5 Medium Vermillion and your Devil's Red. We

have found both of these colors very durable and these paints in the paste form, as you are furnishing us at the present time, are giving us better results than from any paint we have ever used.

Your Agricultural Coach Varnish has stood up better the past year than any varnish we have bought heretofore.

All of our painting now is done with your agitating dipping tanks. Since we have installed these tanks we have had a better finish on our goods at considerable less cost. Reports from our trade would indicate that the finish of our goods is better than it was when we painted our implements entirely by hand.

Yours very truly,
GALE MANUFACTURING CO.
L. E. WHITE, Purchasing Agt

Acme White Lead & Color Works.

Gentlemen: In reply to your favor of the 1st will say that we have used your dipping tank for several years and find it perfectly satisfactory, in fact we could not get along without it as it distributes the paint evenly and produces better work than could be done by hand. The quality of your paints and varnishes we can speak of in the same high terms as we do of your dipping tank.

We are, yours respectfully,
SPECIALTY MANUFACTURING COMPANY
L. T. GORENFLO, President.

Patrick H. Halloran and Frank P. Costigan, who have a number of patents, are said to be interested in the proposed organization of a company with \$200,000 capital, to erect a factory in Syracuse, N. Y., or in East Syracuse and manufacture farming implements. The new company is to build a large factory and the announcement is made that a merger will be brought about later, on one of several farming implement factories, the plants of which are located elsewhere. This will be a direct and important gain to Syracuse, and will result in bringing to that city a large number of skilled workmen with their families, and will thus promote to quite a degree an increase of the population of Syracuse.

WHITE CITY NEWS



H. C. CATER

Mr. Cater sends in order for car shipment of our products to the Wilder P. Clark Co., of Winchendon, Mass., also contract covering year's supply in enamels and colors (including dipping outfit) from the New England Lock and Hinge Co., of the same place, who are makers of iron toys.

The contract for the erection of a new factory for the American Shredder Co. at Fair Oaks, Wis., has been awarded. The building will be a one story structure, 80 by 180 feet. It will be of solid brick, of Jefferson manufacture, with cement floors throughout and gravel roof. The factory will be divided into a carpenter shop, blacksmith shop and paint shop. The company will furnish its own fire protection by means of a large tank.

The Crescent Forge and Shovel Co., Havana, Ill., has succeeded by purchase to the shapes department portion of the business of the Havana Metal Wheel Co. It has also purchased the full complement of machinery, power plant, real estate, materials and manufactured goods pertaining to the department. The goods will go on the market under the "Crescent" brand and will be maintained at the high standard for which that company has always been noted.

The Knickerboker Metallic Bed Co. has been incorporated under the laws of the State of New York, with a capital stock of \$51,000. The incorporators are: Isaiah Josephi and Sidney Bernheimer, of New York City, and Sidney Goetter, of Arlington, N. J. The above concern succeeds the Knickerboker Brass Bed Co., of Kearney, N. J., which recently effected a settlement with its creditors on a basis of 25 cents on the dollar. The schedules showed assets, \$8,822.62 and liabilities \$40,222.80. The new concern has resumed operations at this factory at Kearney, N. J., and will be ready with its new line July next. The company will manufacture iron beds in addition to brass beds.

The Mission style of furniture has taken this country by storm, and seems to have filled the place in America that is occupied by l'art nouveau in France and the Arts and Crafts in England. It is much like the English Arts and Crafts furniture in many ways, but does not stray so far from simplicity. In that, no doubt, lies its chief appeal to us. It is not hard to understand, it is durable, it is clean, and above all it is good in design. Perhaps this is largely because the designs are kept simple, but we believe there is an opportunity to evolve from the Mission style a more elaborate style, that shall be quite as much in keeping with American ideals and at the same time suitable for parlor use. How the evolution may be made we do not know, but we hope the attempt will be made.

An application for the Pneumatic Cotton Harvester Co., capitalized at \$250,000, and backed by Memphis and St. Louis capitalists, has been filed, according to a special to the *New York Commercial* from Memphis, Tenn. The company will manufacture and sell a pneumatic-tube cotton picker. The incorporators are Geo. H. Zempter, inventor of the apparatus; Col. Robert Koenitzer, of St. Louis, and Henry Caro, C. D. Bridges and W. A. Dryden of Memphis. The mechanism of the machine consists of a 4-horsepower gasoline engine, rotary fan and a number of rubber tubes. The engine will be geared to the fan, which will be revolved at great speed, creating a vacuum in the air chest, with which it has connection. This vacuum will be communicated to the rubber tubes, which are to be applied to the cotton bolls, sucking the cotton from them by pneumatic force. The apparatus is to be placed in an ordinary farm wagon. The machine is operated by men who will fit the tubes to the bolls. It is claimed one man, with one of these tubes, can gather as much cotton as four or five pickers.

Acme White Lead and Color Works.

Gentlemen: In reply to yours of the 1st regarding an expression of our appreciation of your material, we beg to say that it has been the policy of this company under no circumstances to furnish such endorsement over its signature. We believe the fact that we are using your material is sufficient to show you that we consider it all right, otherwise we should certainly not use it. We trust you will appreciate our position in the matter and not feel that we are in the slightest antagonistic to the Acme White Lead and Color Works.

THE THOMAS M'FG CO.



P. W. ALLISON

Mr. Allison sends in contract for year's supply Vermilion, Green, Primer and Reducers, for Taylor Wagon Works, of Lynchburg, Va. Contract includes complete dipping outfit. Also contract for year's supply of Priming and Finishing White Enamel and Reducer and Tanks from J. J. Robinson & Co., of Bloomsburg, Pa., who are makers of toy furniture and mouldings.

Acme White Lead & Color Works.

Gentlemen: In handing to you herewith St. Louis exchange for invoice, May 28th, and in full settlement of account to date, we wish to thank you for the courteous treatment accorded us the past season. We appreciate that the prompt and efficient manner in which you have handled our orders, the uniform quality of the material furnished and the facilities afforded in the use of the "Dipping Equipment," have contributed in no small measure to the success of this, our "banner" year.

We recall with pleasure the pleasant relations that have existed between us the past four years, during which we have used large quantities of your paints and other material; and from our past experience with you, have reason to feel that any business entrusted to the Acme White Lead and Color Works will be given proper attention.

Within the next two weeks we close our factory down for the season, and about August first shall be ready to renew our contract with you for our requirements in your line, the coming season.

OWOSSO MANUFACTURING CO.

SUCCESS.

by John Trotwood Moore

'Tis a coward who quits to misfortune,
'Tis the knave who changes each day,
'Tis the fool who wins half the battle,
Then throws all his chances away
There is little in life but labor,
And tomorrow may find that a dream,
Success is the bride of Endeavor,
And luck—but a meteor's gleam
The time to succeed is when others,
Discouraged, show traces of drear,
The battle is fought in the homestretch—
And won—'twixt the flag and the wire!

WHITE CITY NEWS

Department of General Trade.

F. R. DOUGALL, Sales Manager.

Our Interolite is being used on one of the finest office buildings now being erected in Los Angeles. The owner, Mr. Johnson, one of the most conservative property owners in this section, spent four or five months in investigating the merits of the different varnishes upon the market, and finally decided that Interolite was what he wanted. The painter, Mr. Mason, who has the contract for the work, says that he has but one objection to the goods, namely, that he has only used but one coat so far, and this looks so well, that he is afraid the owner will not allow a second to be put on. The job will take from 150 to 200 gallons. A. R. K.

Courtesy is one of the most essential requisites in the calling of a salesman, as well as one of his most valuable assets.

Boys, don't give up when you hear there are about ten paint and varnish salesmen ahead of you. There are ten hundred behind you.

There are plenty of men on the road who can take orders. There are not so many who can sell goods. We want representatives who can sell goods.

It gives me much pleasure to note the advancement of my fellow representative, Mr. S. H. Hart, to the position of district manager of the Middle West. There is no doubt but that Mr. Hart is the right man in the right place. His years of service will be very valuable to him in governing those who labor under his direction. As

one of those who work in his district I feel that no better choice could be made, and wish to assure him of my hearty co-operation, should I remain under his guiding star. With best of wishes for his success and many years of successful management, I am, very truly,
W. J. S.

I have been travelling a week or so with Mr. C. W. Payne, who represents the Geo. E. Watson Company of Chicago, and I wish to say a word about Mr. Payne's promptness in sending in his orders. He makes a rule to never retire until he has written up all orders taken that day, answers all correspondence, stamps it and either sees that it is put on the train that night or put in the post-office himself. No matter what time we get in a town,

Payne writes out his orders and mails them if it takes until 12 o'clock; then he says he rests easy and is ready for the next day with a clean sheet. This gets his goods out to his trade promptly, or at least so far as he can do, and I think it is a very good plan, and I believe a person should make an effort like Mr. Payne does to wind up each day's work before turning in.

H. H. H.



DAN DAVIES

We are just in receipt of a large car load order, sent in by our representatives Mr. Dan Davies and Mr. P. H. Bethge, to be shipped to the Alexander Drug Company of Oklahoma City, Okla. The Alexander Drug Company are our general distributors for Oklahoma. "Come on boys."

Allow me to congratulate you on the very striking and attractive new dress of *Spatters*. With her daisies on the outside and a large number between her covers she is a *Devil's Red Bird* that will fly to the ends of the earth.

A. D. H.

We issued a bulletin a short time ago stating that we would extend this special varnish offer for a period. We did that at the earnest request of several of our representatives. We hope all our men will take advantage of this thirty days' extension and that we will see a renewed interest in the special varnish offer. "Take Hold and Lift."

Special Notice to Dealers.

Write your order on other side of this page; tear off this half and send it to your Jobber. Retain the other half with copy of your order.

This offer is open only until Aug. 1st, 1903.

Special Offer to Dealers on New Era Architectural Varnishes

With an order for New Era Varnishes amounting to		VALUE
\$25	NET, we will send GRATIS, 4 gal- lons in 1 gal. cans.	No. 1 Coach or Lt. H. O. Finish \$ 3.75
\$50	NET, we will send GRATIS, 8 gal- lons in 1 gal. cans.	No. 1 Coach or Lt. H. O. Finish 7.50
\$75	NET, we will send GRATIS, 12 gal- lons in 1 gal. cans.	No. 1 Coach or Lt. H. O. Finish 11.25

Conditions

1. This offer applies only to your first order for NEW ERA VARNISHES
2. The order must be sent to your Jobber WITH THIS NOTICE ATTACHED with the request that the Jobber forward the order and this notice to us
3. The order must be filled and shipped by us, direct from factory and charged to YOUR JOBBER.

See Price List and Discount on Last Page.

Enter Your Order on Inside of This Page.

*White Lead
& Color Works*
DETROIT, MICH.

Special Notice to Jobbers.
Place your O. K. on this order and send it to us to be shipped direct from Detroit for your account.

WHITE CITY NEWS



ALF R. KELLY

Still they come. "Come on boys." Another car load order from Alf. Shipped to the W. F. Little Paint Company, of Los Angeles, Cal.

Colfax, Ind., June 12th, 1903.

Your representative, Mr. W. J. Selvage, sold me some New Era Paint for my hotel about one year since; also your Keystone Metallic. I used these in painting my brick building in September 1902, using the Metallic Paint for the brick, and the New Era, Outside White, for trimming the woodwork. I want to say that I am more than pleased with the result of both paints. The metallic has a fine lustre and stands out well on the brick while the New Era, Outside White, is in very fine condition. I shall use more paint this season and will certainly use the goods made by the Acme Works for the work at hand. I can cheerfully recommend your "New Era" goods to those contemplating any kind of work where paints are used.

C. W. COBB



C. F. ELLIOTT

We have just received a large car load order for our goods from Fred, to be shipped to Robinson Bros. & Company, of Louisville, Ky. Robinson Bros. & Company are our general distributors for Kentucky, and they are enjoying a very good business in Acme products, and are very enthusiastic over the line. "Come on boys."

The following communication was received by Mr. Louis Forch, salesman for the Geo. E. Watson Company, of Chicago. It says a word for Neal's Enamels and is especially appreciated from practical finishers like Messrs. McKinney & Weibel:

Highland Park, Ill., May 25th, 1903.

Mr. Louis Forch,

Chicago, Ill.

Dear Sir: Replying to your question in relation to the Neal's Enamels will state that we have tried almost all enamels upon the market and after using the Neal goods we are pleased to state that we consider them the best we have ever used in point of

quality as well as price and can cheerfully recommend the Neal's Enamels to the trade.

Yours truly,

McKINNEY & WEIBEL.

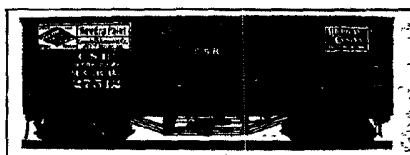
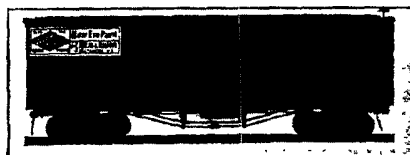
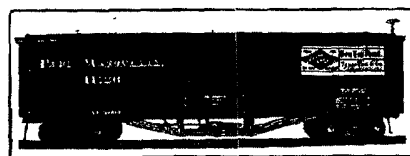
Acme White Lead and Color Works.

Gentlemen: Replying to your letter of May 28th, regarding weekly letters covering "talking points," would say we think them well worth while, and we think we would like to see them continued. We furnish them to our representatives and to those of our salesmen here in the house who are selling goods to the consumers.

THE A. B. WHITING PAINT AND GLASS CO

Some Early June Car Load Orders.

These illustrations are from snap shots of loaded cars, made by our official photographer, as the cars were waiting on our sidings to be pulled out. They indicate the favor with which New Era Paint is being received in various parts of the country; as the bulk of the goods in each car is composed of these goods, the balance being the "Acme Quality of Paint Specialties." For the benefit of those whose eyesight is not sufficiently sharp to discern the names on the cars we quote them below;



Tenbrook & Company,
Sacramento, California.

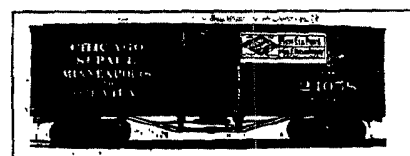
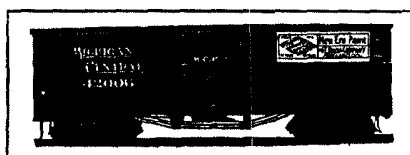
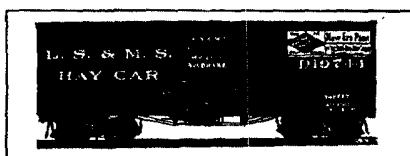
Carlin & Fulton,
Baltimore, Maryland.

Logan-Gregg Hardware Company,
Pittsburg, Pennsylvania.

Smith Brothes Hardware Co.,
Columbus, Ohio.

F. E. Beach & Company,
Portland, Oregon.

Geo. E. Watson Company,
Chicago, Illinois.



White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY



PAINTS, ENAMELS



COLORS, VARNISHES



DETROIT, MICH

VOL. I.

JUNE 27, 1903.

NO. 5



F. R. DOUGALL, Sales Manager.

Our Sentiments, Too.

We print the following clipped from the first page of the *Skylight*, the monthly paper of Sears, Roebuck & Company, of Chicago. The sentiment is in accord with the spirit of our own organization.

The man who works without learning is but a common piece of machinery, which grows poorer in the using, for he is not even lubricated with the oil of ambition.

The future holds out its own favors for him who is willing and anxious to so qualify himself to-day that he may be ready for to-morrow's opportunity.

Sweeping a floor may teach a boy nothing of drugs, paints or hardware, but it exemplifies willing spirit that is indicative of application—and persistent application is the best guarantee of success.

MOTTO

I shall learn something to-day which will add to my store of knowledge, that, when opportunity comes, I may be chosen as *one who knows*.

They Wanted the Best.

I have to-day closed with M. E. McHaffie & Son, of Stilesville, Indiana, for 150 gallons of New Era Paint for their stock and breeding barns together with their residence properties. Mr. McHaffie says that many brands of paint have been offered him, many so-called high-grade, but none have the qualities for wear and beautiful finish of New Era. This sale was made through the Coatsville Drug Company. McHaffie & Son are the owners of the famous Red King and Dan Patch II, which are the finest horses in Indiana. Their broad acres number 1200

and are as fertile as the crow flies over. They will use many gallons of our goods in the future as they are high-grade people and want the best made which they consider they have in "Acme Quality."

W. J. S.

Happiness is a ray of sunshine between two clouds.

A Hint on Etiquette.

The editor of an Iowa paper asks. "When going to a funeral, should you knock when you get to the door or just walk in without any noise whatever?"

It is bad form to knock at a funeral. The opportunities for knocking prior to that event are considered ample. The thing to do is to boost as much as possible, in the hope that some one will do as much for you some day.—*Exchange*.



M. J. REYNOLDS

Manager, Paint Department
Burhans & Black Company, Syracuse, N. Y.

We are in receipt of a carload order through Mr. Reynolds, who, as most of our boys will remember, represented us for a number of years, severing his connection to take charge of the paint department of our distributors in Syracuse. Glad to hear from you "Mert." We are sure that this department of the Burhans & Black Co.'s business, under your management, backed by their high standing with the trade, will continue to be a source of gratification to all concerned.

Special Bulletin.



C. F. ELLIOTT

District Sales Manager for the District of the Southern States

We are pleased to announce that Mr. C. F. Elliott has been appointed District Sales Manager for the District of the Southern States. Territory will comprise the States of Kentucky, Florida and Georgia and portions of Tennessee and Alabama. He will have under his supervision a corps of competent representatives who will assist him in building business in the sunny South. Mr. Elliott's sterling business ability, qualifies him to fill this position most creditably. He has the faculty for gaining the confidence of his trade, and holding it by letting no opportunity pass to promote their interests.

We know that his many friends will join us in extending hearty congratulations.

Mayville, Mich., June 18th, 1903.

Acme White Lead and Color Works,
Detroit, Mich.

Dear Sirs. Yours of the 16th received; will say that New Era gives good satisfaction, and I believe it to be the best paint on the market to-day. It covers good, spreads easy and has a very nice gloss. My opinion is that New Era cannot be too highly recommended.

Yours truly,
G. L. MICHAEL.

WHITE CITY NEWS

Successful Salesman.



E. H. MASSIE,
of Robinson Bros. & Co., Louisville, Ky.

On the Nation's birthday, July 4th, 1871, Mr. E. H. Massie first saw the light of day. After completing his education in the public schools he entered the employ of Robinson Bros. & Co. in the year 1887, beginning at the bottom of the ladder in a humble capacity.

After successfully filling the position of stock clerk, with two years' experience in the billing department, he was given an opportunity to go on the road. Previous to this, while in the order department, he was ever eager to wait on transient customers, and to secure an order seemed to be his particular delight. His indefatigable energy, push and determination to succeed stood the test of the trials of early road experiences, and gradually he rose to the position of leading representative of the firm.

Mr. Massie is endowed with a wonderful amount of zeal and capacity for hard work. He has made it his rule to work for the best interests of his customers, while at the same time the products of the various manufacturers for whom Robinson Bros. & Co. are agents are ably represented and their many good qualities and superior advantages are snug as one sweet song among the hills and valleys of the Blue Grass State.

If you are unable to find an opportunity, go to work and make one.

A Good Word for Neal's Enamels.

Mr. D. H. Shafer, manager of the Danielsville Supply Company, Danielsville, Pa., says that after using most every known brand of enamels on the market he struck "Neal's," and finds them the "best ever." For beauty of finish and durability they can not be beat. What more can we expect? H. A. G.

Any act by which a man makes one enemy is in the end a losing game.

A salesman should remain in a town as long as he can do business there.

A salesman will soon learn that controversial argument with a buyer on any subject is without profit.

Look at a picture in the most favorable light, and be as generous to your fellow man as you are to the picture.

It is one of the peculiar things about business that a salesman seldom hears any complaint about his competitors' goods from the buyers and he *always* hears of lower prices, but *never* of higher ones.

We had the pleasure of entertaining Mr. Harry Baugh, one of the Norton Paint and Hardware Company's salesmen of Toledo, Ohio, the other day. We showed Mr. Baugh through our plant, and he was very much pleased with what he saw, and told us that he picked up some valuable information, and that he would return to Toledo with the firm resolve of pushing Acme products, especially New Era Paint, harder than ever.

Special Bulletin.



E. R. HOAG
District Sales Manager for the District of the Central East

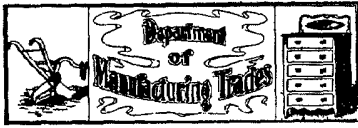
We are confident that the appointment of our affable representative, Mr. E. R. Hoag, to the position of District Sales Manager for the District of the Central East will meet with universal approval. His district will comprise the States of Pennsylvania, New Jersey and Connecticut, and portions of Ohio, New York State and Long Island. He will control the movements of such competent representatives as are required to look after our interests in his new field of action. His experience and progressive spirit particularly qualifies him for the position.

We know his many friends will join us in extending congratulations.

Our General Distributors.

California	
W. E. Little Paint Co., Tenbrook & Co., W. E. Little Paint Co.	Los Angeles Sacramento San Diego
Connecticut	
J. L. White, 185 Asylum Street.	Hartford
Florida	
The S. B. Hubbard Co., Tampa Hardware Co.	Jacksonville Tampa
Georgia	
Bush Hardware Co.	Columbus
Illinois	
Geo. E. Watson Co., Colburn, Birks & Co.	Chicago Peoria
Indiana	
Indianapolis Hardware Co.	Indianapolis
Iowa	
Sickels, Preston & Nutting Co., W. H. Torbert, J. W. Edgerly & Co., Hornick, Hess & More,	Davenport Dubuque Ottumwa Sioux City
Kansas	
A. B. Whiting Paint & Glass Co.	Topeka
Kentucky	
R. M. McFarland, Robinson Bros. & Co.	Henderson Louisville
Louisiana	
Parker-Blake Co., Ltd.	New Orleans
Maryland	
Carlin & Fulton,	Baltimore
Massachusetts	
E. & F. King & Co.	Boston
Minnesota	
Hackett, Walther, Gates & Hdw Co.	St. Paul
New York	
Buffalo Glass Co., Sickles & Nutting Co., Burlington & Black Co., Jno. L. Thompson, Sons & Co.,	Buffalo New York City Syracuse Troy
North Carolina	
Burwell & Dunn Co., Hart-Ward Hdw Co.	Charlotte Raleigh
Ohio	
Smith Bros. Hdw Co., Norton Paint & Hardware Co.	Columbus Toledo
Oklahoma Territory	
Alexander Drug Co.	Oklahoma City
Oregon	
F. E. Beach & Co.	Portland
Pennsylvania	
H. B. Semple & Sons, Moyer Bros., Indwale Co., Phelps-Straw & Co.	Easton Bloomsburg Hanover Pittsburg Reading Wilkesbarre
South Carolina	
Murray Drug Co.	Columbia
Tennessee	
Fritts & Wiehl, Benedict, Warren & Davidson Co., Strother Drug Co.	Chattanooga Memphis Bristol
Texas	
Houston Drug Co., Greiner-Kelly Drug Co.	Houston Sherman
Utah	
G. F. Culmer & Bro.	Salt Lake City
Virginia	
Barker-Jennings Hdw Co.	Lynchburg
Washington	
A. S. Johnson & Co.	Tacoma
West Virginia	
The Kanawha Drug Co., The Williams & Davison Co., W. H. Chapman & Sons.	Charleston Clarksburg Wheeling

WHITE CITY NEWS



T W CONNOR, Sales Manager

Trade Talk.

The following is a copy of second letter to bedstead trade which goes out this week, and from the number of replies received to the first letter, which went out last week, we believe there will be "something doing" with us in the bedstead line this season. The replies thus far received show clearly that these goods represent an interesting proposition to the bedstead trade, and it is up to us to be the first to get in with them. Let us leave no stone unturned to do so:

To secure a first-class finish upon metal bedsteads it is necessary to start right.

Rusted frames cannot be finished satisfactorily unless the rust is entirely removed. This is a troublesome and expensive operation.

It is better not to permit the frames to rust. This can be done without costing any more for finishing than the process you now use.

Neal's Anti-Rust takes the place of a coat of Priming Enamel. It costs less for material and no more for applying, so that you gain the difference in price as well as avoid the possibility of unsatisfactory work resulting from the attempt to cover up rust.

Neal's Bedstead Enamel in colors will cover solid in one coat over either steel or cream colors, in which we offer this Anti-Rust. White will cover solid over either color with one coat of Priming and one of Finishing.

Your present process (no matter what it is) cannot be more economical.

The work as it comes from the foundry may be dipped in Neal's Anti-Rust and laid aside without anxiety until such time as you may desire to finish it in white or any colors that may be desired.

It is our business to know how to finish this class of work properly, expeditiously and economically, and we have the methods and materials to do so.

We should be glad to correspond with you upon this subject, whether you feel satisfied with your present process or not.

We may be able to make some suggestions that are worthy of your careful consideration.

The Harrison Wagon Company, of Grand Rapids, Mich., are running an advertisement in the trade journals in which they show a cut, in combination, of a hickory tree, pail of paint and the finished wagon and give the paint no little credit for the general result. This is very gratifying to us as we have supplied them for the past several years.

"Dipping" Notes.

The following from LaCrosse Plow Company, of LaCrosse, Wis., considering their conservatism, is very gratifying. They are the largest plow and implement manufacturers in the Northwest and have

had our Dipping System in operation nearly a year now, and Mr. Taylor is to be congratulated on having secured their business and retaining same. His initial order from them was for two full cars, tanks and material, and that the supervision of the installation of tanks, which were of twenty-four barrel capacity, and manipulation of material on the start was handled properly is evidenced by their letter:

LaCrosse, Wis., June 18th, 1903.
Acme White Lead and Color Works,
Detroit, Mich.

Gentlemen: Answering your favor of the 16th, we are very well pleased with the working of our dipping system of painting, which was installed according to your directions.

Yours truly,
LA CROSSE PLOW COMPANY.
H. J. HIRSCHMEIER, Vice-president

The following from Jenks & Muir Manufacturing Company, of Detroit, speaks for itself. They have bought of us exclusively for the past eight years, notwithstanding the numerous tests they have made of other makes of goods, for they are very liberal minded and always willing to give the "other fellow" a show, but that they are competent judges of good material is evidenced by their continued use of Neal's Enamels, and they have just started in on our latest, Anti-Rust and Reducer:

Detroit, Mich., May 21, 1903
Acme White Lead and Color Works,
Detroit, Mich.

Dear Sirs: We have been doing business with you for many years, buying your enamels, both white and colored, for use on iron beds, and we are much pleased to say that we consider them the best goods made in the country. They have given us entire satisfaction and we believe them to be right in every way. The tanks that we are using, furnished by you, have always worked nicely and the entire outfit has always given us complete satisfaction.

Yours truly,
JENKS & MUIR MANUFACTURING CO
C. J. JENKS, President

State Fairs 1903.

The following is a list of dates for the State fairs during the coming months:

American Institute, New York	Sept. 22, 24
Colorado, Pueblo	Sept. 14, 18
Georgia, Southern Interstate	Oct. 8, 10
Idaho Intermountain, Boise	Oct. 12, 17
Illinois, Springfield	Sept. 26, Oct. 3
Indiana, Indianapolis	Sept. 14, 18
Iowa, Des Moines	Aug. 21, 29
Kansas, Hutchinson	Sept. 14, 19
Kentucky, Owensboro	Sept. 22, 26
Maine, Lewiston	Sept. 1, 4
Massachusetts Horticultural, Boston	Sept. 10, 13
Michigan, Pontiac	Sept. 7, 11
Minnesota, Hamline	Aug. 31, Sept. 5
Missouri, Sedalia	Aug. 17, 21
Nebraska, Lincoln	Sept. 7, 11
New Brunswick, Fredericton	Sept. 21, 26
New Hampshire, Concord	Sept. 1, 4
New Jersey Interstate, Trenton	Sept. 28, Oct. 2

New York, Syracuse	Sept. 7, 12
North Carolina, Raleigh	Oct. 19, 24
Nova Scotia, Halifax	Sept. 9, 17
Ohio, Columbus	Aug. 31, Sept. 4
Oregon, Salem	Sept. 14, 19
Pennsylvania, Bethlehem	Sept. 8, 11
Pennsylvania Horticultural, Philadelphia	Nov. 10, 14
Pennsylvania, Mt. Gretna	Aug. 17, 21
Pennsylvania, Williams Grove	Aug. 24, 29
South Carolina, Columbia	Oct. 27, 30
Texas, Dallas	Sept. 26, Oct. 11
Toronto Industrial	Aug. 27, Sept. 19
Vermont, Rutland	Sept. 8, 11
Washington, North Yakima	Sept. 28, Oct. 3
West Virginia, Wheeling	Sept. 7, 11
Wisconsin, Milwaukee	Sept. 7, 11

It is reported that the Mitchell & Lewis Company, Ltd., of Racine, Wis., have purchased a site for a new warehouse and factory extension for their plant.

The Ironton Disk Plow Company, of Ironton, Ohio, has incorporated with a capital of \$100,000. The incorporators are J. L. Anderson, W. E. Reynolds, C. M. Humes, E. J. Bird, Jr., and Fred P. Horschel.

The phenomenal development of this country during the past century has been largely the result of the birth and growth of the railway and steamboat. The next fifty years' development will be largely the result of irrigation.

The Standard Disk Plow Company, recently organized in Chattanooga, Tenn., with a capital of \$100,000, are reported to be planning to build a plant at a cost of \$30,000, large enough to employ 300 men. It is stated that northern capitalists are interested.

Mr. Will. G. Hunter, for many years a representative of the Champion Wagon Company, and for a number of years Ohio State agent for that company, has resigned to accept a position with the Austin, Tomlinson & Webster Manufacturing Company to represent them in Ohio.

The Mandt Wagon Company, of Stoughton, Wis., controlled by the Moline Plow Company, of Moline, Ill., have secured a site adjoining their plant and have commenced the erection of several brick buildings as additions to the factory. The improvement, it is said, will double the capacity of the plant.

Mr. B. E. Marshall has been appointed assistant treasurer of the American Seeding Machine Company to fill the vacancy caused by the resignation of Mr. Charles S. Kay. Mr. B. J. Wescott is treasurer and Mr. Marshall will assist him. Mr. Marshall has been acting as assistant auditor to Auditor H. E. Colley. Mr. John Frentz, of Baltimore, Md., takes Mr. Marshall's place as assistant auditor.

WHITE CITY NEWS

The Ohio court records show that an involuntary bankruptcy petition has been filed against the Akron Machine Company, of Akron, O. The company manufacture mower knives, sections, lawn mowers, etc.

Mr. Alexis Coquillard, of the Coquillard Wagon Works, South Bend, Ind., left on June 10th for Montreal, from which place he expects to sail for Queensland. He will spend about four months in Europe, visiting England, Scotland, France, Germany, Belgium, Holland and northern countries.

The members of the Bement Club, of Lansing, Mich., held a banquet at the rooms of the Grand River Boat Club on Saturday evening, June 6th. After the discussion of an appropriate menu short talks were made by the heads of various departments of E. Bement's Sons, treating of shop methods and the manner in which manufacturing results are produced.

The annual meeting of the Kentucky Wagon Manufacturing Company, of Louisville, Ky., was held May 14th. The officers of the company were re-elected as follows: President, W. C. Nones; vice-president, J. H. Ward; general manager, J. W. Kennedy; secretary, S. M. Nones; treasurer, Thomas Malone. The annual report of the officers show the affairs of the company to be in excellent condition.

The Rigby-Clove Company filed articles of incorporation recently, for the manufacture of the combined harvester bearing that name. The capital of the company is placed at \$100,000, and their headquarters for manufacture and business are Pendleton, Mo. The incorporators are Mr. G. W. Rigby, president; Mr. J. Clove, vice-president; Mr. W. T. Rigby, secretary; Messrs Charles H. Carter and W. S. Badley.



R. S. BROWN, Sales Manager

It has been decided that a section of this paper be devoted to matters of interest pertaining to the carriage and automobile manufacturing trade; also to impart information from time to time relative to our line of specialties, etc., which might be of material benefit to our representatives, with the object and hope in view that each one of you will "Take Hold and Lift" with the small manufacturing and

the good local shops in your territories, and not leave this entirely to our competitors. Our competitors appear to find time to work and *do work* this trade, and the volume is considerable, possibly not so large in each territory, but as a whole would make a very nice increase in this department.

The early part of this season we secured a list of good local carriage trade and sent out a series of letters to them, and these letters, we believe, were quite instructive, as well as an advertisement for our system. For this reason we will publish them in the space set aside for this department, and ask that you read them carefully when they appear, and keep them to refer to should the occasion require.

The first thing we wish to call your attention to is our Acme System of Carriage Painting, which we placed on the market about seven years ago. This system comprises Gear Primers, Gear Fillers or Gear Surfacers, Gear Colors, Solid Rubbing Color Varnishes, Body Primer, First Coat Body Filler, Body Filler and Rough Stuf.

In this issue I will give you a few hints on Gear Primer. The first thing used in painting a new job is primer, and it is essential that this coat shall be very elastic and durable, for the life and future durability depends largely on the foundation coat, which is the primer. Should the primer be too short or lifeless, the elements will soon destroy the job and cause all the succeeding coats to peel off to the bare wood, just as in building a house, the foundation must be right if future results are to be expected. Lead and oil make a good durable primer and was used until about seven or eight years ago almost exclusively in the large and small carriage shops, but while the lead and oil primers are all that could be desired so far as elasticity and durability are concerned, it requires considerable time to dry and harden, and unless given the required time is very unsatisfactory. When quickened to meet the hurried requirements of modern times, still more unsatisfactory results were obtained and resulted in constant complaints from consumers that the paint did not wear but peeled off, etc., after a short period of use, and often resulted in the manufacturer having to repaint the job for nothing and to stand the expense of freight and cartage besides, which in many cases resulted in the loss of the entire profit on the job, and if they refused to do this, in the loss of a customer.

To obviate this trouble, the Acme intro-

duced our method of painting which has met with universal success. This primer is composed of lead, oil and various other pigments which are specially adapted to not only make an excellent primer or foundation coat but help largely to fill up the open grain of the wood, and by our secret process of treating the oils, we make them dryers instead of non-dryers, thus making a quick process of priming which was so much needed and sought for, yet retaining all the qualities of elasticity and durability that the old method of lead and oil contained. Only one coat of primer is used on a job, for in priming, the wood absorbs a great amount of the elasticity and thus aids in the drying, but if you were to apply a second coat of this same material you would find it would take an exceedingly long time for this to dry and the work would remain sticky or tacky, and would not sandpaper out smooth but would clog up the sandpaper and would roll up instead of sanding out smooth for the succeeding coat, which in our method is Gear Filler or Gear Surfacers.

In our next issue, we will take up the subject of Gear Fillers and Surfacers, Solid Rubbing Color Varnishes, Gear Colors, etc., and in future issues, a list of large manufacturers who are using our method will appear together with testimonials on this system, which should place you in a position to talk intelligently when asked by your prospective purchasers as to its merits and uses.

Letter No. 1 to Carriage Manufacturing Trade.

Lead and oil primers for carriage painting are too slow for these times.

Gear Primers now-a-days must not only be quick, but must *re-sift* as well.

This means that they must be elastic and durable, seal the pores of the wood properly and possess the right filling properties.

This is a difficult combination, but it is represented in our Gear Primers.

Our booklet "Acme System of Carriage Painting" might be interesting reading. We will send it on request.

If you want the names of carriage manufacturers who have used our system for years and know its advantages, we shall be glad to furnish them.

Letter No. 2 to Carriage Manufacturing Trade.

Quality and quickness is the foundation upon which Acme System of Carriage Painting is constructed.

In days past the part that required the most time in preparing a job for market was the painting.

We realized this and perfected a method of painting that would reduce the time limit fully one-third.

In doing this the quality of finish (beauty and durability) have not been sacrificed in the least.

Our System, from Primer to Color-Varnish, fits together with the same nicety as the parts of a vehicle.

Quickness in these days is essential to compete on an equal basis with your competitor, whose up-to-date methods represent a saving in time and labor and a convenience to himself and his customers.

Our Acme System booklet will tell you all about the method and materials.

Acme System has many friends. Their friendship has been merited as the result of years of practical experience with the method.

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY



PAINTS. ENAMELS



COLORS. VARNISHES



DETROIT, MICH

VOL. I.

JULY 3, 1903.

NO. 6



F R DOUGALL, Sales Manager

New Lead Kegs.

It will undoubtedly interest our representatives to know that a very large shipment of lead in assorted sizes has been received by our distributors, The W. E. Little Paint Co., Los Angeles, Cal., and Mr. Kelly has written us that never in his experience did he see a shipment of lead arrive in more satisfactory shape. There was not a leaky package in the entire lot, and to use his expression "if the kegs are all right in other respects, we have a winner."

During the past four months since we have been putting these kegs out, we have only had three complaints, and those were to the effect that the packages absorbed the oil and left the lead in a hardened condition when it came in contact with the package on the inside. In taking the matter up with the manufacturers of the kegs, they stated that in our first carload they had put in a few kegs, upon which they had been experimenting with a new kind of coating, and that same was unsatisfactory, and for that reason we might possibly have a few complaints of the nature referred to above, but if we do, their guarantee on the kegs would make us good for any loss we or our customers would sustain, and that we would have absolutely no trouble of that character in future. The complaints received by us have been so few that we are inclined to accept their statement as representing facts.

We have placed in the box of each representative a little circular giving the points of advantage that customers will receive from buying lead in this kind of package. Those advantages are not imaginary, but real, and based on actual

tests, the customer can get more lead out of these packages than he can ever hope to get out of the old style wooden kegs. This information is given so that if you should have a few complaints, you will carefully investigate them and rest assured that they result from the cause mentioned above, and you should try to overcome any prejudice that may exist with a customer regarding this very much improved style of package. The use of this package by us should be a strong talking point with you, and we hope to enjoy a largely increased business on that account on our various lines of lead.

Patentwood kegs are superior to wooden kegs for at least *ten good reasons*.

1. They are in one piece—not of staves.
2. Smooth on the inside—no joints, cracks or crevices.
3. Absolutely impervious to the action of oil, turpentine, benzine, etc. Do not absorb.
4. Headed with a strong steel cap—no cooping.
5. Air tight—no hard lead.
6. Package can be opened with ease by withdrawing staples and knocking off cap as you would a hoop, and when cap is replaced the package is again air-tight.
7. All the lead and oil can be removed from the keg—no waste.
8. Weigh the same as stave kegs before filling, but compare the weights of a Patentwood with a stave keg after the lead has been removed, and note the difference.
9. Not affected by atmospheric conditions—no expansion or contraction.
10. Attractive in appearance—the *best* keg at *all* times and the *only* keg in *hot weather*—no leakage.

They Increase Sales.

Troy, N. Y., June 5th, 1903.

Acme White Lead and Color Works.

Gentlemen: Replying to your letter of the 28th ult., in reference to your weekly

letters we beg to say that we hand them to our traveling men, and presume they have more or less effect to keep your goods especially before their minds. We know that they all take an active interest in the goods, and anything that will give them new points and ideas will naturally be helpful. We think that your Mr. Wilson, who is in pretty close touch with our traveling men, and a very good friend to them all, would call their attention as he meets them to any new points that would help to build up trade. We are glad to note quite an increase in our sales of your goods this season.

Yours truly,
JOHN L THOMPSON, SONS & CO.

Arguments in Favor of N. C. P.

Neal's Carriage Paints were the first line of ready-mixed carriage paints in colors ever offered the trade.

They have been leaders ever since they were first placed upon the market, twenty years ago.

They are made from the finest grade of carriage varnish, which is most elastic, brilliant and durable.

The black is made from this varnish and the best quality of ivory drop black.

The colors are very finely ground and are especially selected for their richness of tone and permanency of color.

Neal's Carriage Paints are *right* in every sense of the word. They will stand the most severe exposure and usage, and will not check, crack or blister. Very brilliant, very durable and very popular.

They afford a nice margin of profit to the dealer, and as this line possesses the best reputation for quality of any in the country, you should be able to place Neal's Carriage Paints and Neal's Carriage Top Dressing very liberally with your customers.

We want orders.

WHITE CITY NEWS

Successful Salesmen.



FRANK F. SCHADE
Of the Logan-Gregg Hardware Company.,
Pittsburg, Pa.

Mr. Frank F. Schade was educated in the Pittsburg public schools, and then in the Pittsburg high school, graduating from the commercial department, after which he entered the employ of the Logan-Gregg Hardware Company as an invoice clerk, some six or seven years ago. His diligence and desire to learn the business enabled him to quickly qualify himself for other positions and it was only about three years before he was given an opportunity to sell goods upon the road. He was immediately successful and has increased his trade every year, until now he is one of their best salesmen, both as regards the amount he sells and his popularity with the trade. Mr. Schade covers territory east of Pittsburg along the line of the Pennsylvania and West Pennsylvania Railroad as far as Johnstown, and he also has considerable country territory in Westmoreland and Butler counties.

He is quite an athlete, being an enthusiastic turner. He is a whole-souled good fellow whom everybody "takes to" just because they cannot help it, and neither can he. He is a thoroughly well-informed hardware man, and his customers have grown to rely largely upon his judgement in placing their orders, as his is the policy of establishing confidence and good will by giving them intelligent and reliable advice and invariably treating them as he would like to be treated himself. Known as "Ikey" by his friends. Married and has a "chip of the old block" in the form of a boy of three years, of whom he is justly proud.

Always at it wins the day.

In modern business the timid man has a place—generally well to the rear.

Another Good Word for New Era.

Praineville, Mich., June 26th, 1903.
Acme White Lead and Color Works,
Detroit, Mich.

I am spreading "New Era" Paint every day. I have been painting for at least twenty years and have used all kinds of paints and must say that in the last five years have used the New Era in over 90 per cent. of my work. In my judgment it is the purest and best paint on the market. Its purity and durability speaks for itself in the buildings painted with it in this locality; results have been of the best; not a job has been condemned on account of poor quality of paint where I have used New Era. I shall continue to hustle for the same as long as you continue to produce it in its purity as it now is. I remain,
Yours very truly,

MILO LEAHMAN

To him who wills ways are not wanting.

Permanent and solid character is built up out of trivial actions.

Minding your own business, is good business. Time devoted to crying down your competitors is time wasted.

The Philosophy of Mistakes.

The trouble with the man who never makes mistakes, says an exchange, is that he doesn't know a mistake when he makes one.

He who never makes a mistake never makes anything.

Get wise when you make a mistake; the only crime in making a mistake is making the same one twice.

Wise men make mistakes; fools continue to make mistakes.

Dead men never make mistakes.

The man who learns life's lesson without making mistakes is getting his tuition at reduced rates.

A thought of one's own mistakes will soften criticism of other's mistakes.—
Exchange.

The month of June, just closed, was the "biggest June" in the way of business in our history, and July is starting out with a vigor that promises to enable us to celebrate not only on the Fourth, but the "biggest July" we have ever experienced. As Uncle Henry says, "bizness is steppin' sum."

Our General Distributors.

California W E Little Paint Co., Tentbrook & Co., W E Little Paint Co.	Los Angeles Sacramento San Diego
Connecticut J L White, 285 Asylum Street	Hartford
Florida The S B Hubbard Co., Tampa Hardware Co.	Jacksonville Tampa
Georgia Bush Hardware Co.	Columbus
Illinois Geo F Watson Co., Colburn, Birks & Co.	Chicago Peoria
Indiana Indianapolis Hardware Co.	Indianapolis
Iowa Sickels, Preston & Nutting Co., W H Torbert, J W Edgerly & Co., Hornick, Hess & More.	Davenport Dubuque Ottumwa Sioux City
Kansas A B Whiting Paint & Glass Co.	Topeka
Kentucky R M McFarland Robinson Bros. & Co.	Henderson Louisville
Maryland Carlin & Fulton.	Baltimore
Massachusetts E & F King & Co.	Boston
Minnesota Hackett, Walther, Gates & Howe Co.	St Paul
New York Buffalo Glass Co., Sickles & Nutting Co., Burhans & Black Co., Jno L Thompson, Sons & Co.	Buffalo New York City Syracuse Troy
North Carolina Burwell & Dunn Co. Hart-Ward Hdw Co.	Charlotte Raleigh
Ohio Smith Bros Hdw. Co., Norton Paint & Hardware Co.	Columbus Toledo
Oklahoma Territory Alexander Drug Co.	Oklahoma City
Oregon F E Beach & Co.	Portland
Pennsylvania H B Semple & Sons, Moyer Bros., J. T. Hardware Co., Phelps-Straw & Co.	Easton Bloomsburg Hanover Pittsburg Reading Wilkesbarre
South Carolina Murray Drug Co.	Columbia
Tennessee Fritts & Wight Benedict, Warren & Davidson Co., Srother Drug Co.	Chattanooga Memphis Bristol
Texas Houston Drug Co., Greiner-Kelly Drug Co.	Houston Sherman
Utah G F Culmer & Bro.	Salt Lake City
Virginia Barker-Jennings Hdw Co.	Lynchburg
Washington A. S. Johnson & Co.	Tacoma
West Virginia The Kanawha Drug Co., The Williams & Davidson Co., W H. Chapman & Sons.	Charleston Clarksburg Wheeling

WHITE CITY NEWS



T. W. CONNOR, Sales Manager.

In view of the complaint from some of our manufacturing trade men that competitors are not asking advance on blues the following letter and order from the Chattanooga Implement and Manufacturing Company, of East Chattanooga, Tenn., is interested, and it may not be amiss to say here that, based upon complaints mentioned, we have made a thorough investigation of the situation and find that others are in the same position as ourselves as regards raw materials in blues.

When the Ultramarine Company secured control of all the plants in this country, they immediately advanced prices approximately 100 per cent., and everybody is paying it and will have to advance their prices to the trade as we have done or greater, for in advancing our prices we assumed a considerable portion of the advanced cost ourselves, and at prices you now have no one can do better for the same quality and the prices given must be maintained.

East Chattanooga, Tenn., June 6, 1903

Acme White Lead and Color Works,

Gentlemen—We have yours of the 17th inst., and you will please ship us at once, at Boyce, Tenn., 1/2-barrel of No. 5, Blue, Eclipse Paste Paint, same as we have been getting from you.

We are always ready to meet our friends half way in adjusting differences in the price and otherwise, but this time we had to go a little more than half way.

Your Eclipse Blue is certainly the best paint that we have ever used, and we cannot afford to make a change on account of a little advance in price.

Yours truly,

CHATTANOOGA IMP. & MFG CO.

Per E. H. SHOLAR, Gen'l M'gr.

Trade Talk.

We were pleased to entertain Mr. Alfred G. White, manager of the Minneapolis Bedding Company, this week. Mr. White was kind enough to speak very highly of our plant and equipment, and when he left us on the fine new passenger steamer "Tionesta" of the Anchor Line for Duluth, which by the way is finished (interior) with Neal's Enamels, it was our regret that he could not make it convenient to give us more of his time on this trip and we only let him go when he promised to do better by us next time.

Two patents of great importance to the industrial circles of Springfield, Ohio, have lately been granted to residents of that city. One was for a steam dray, the

invention of Mr. Norman Kelly, superintendent of the O. S. Kelly Company, and the other was for a gas engine, granted to Mr. Ralph Thompson and Mr. Edward Koeb. A new company is already being formed to manufacture this gas engine, and the works formerly occupied by the Shawd Gas Engine Company, will likely be occupied by the concern.

Dipping Notes.

The Union National Bank of Richmond, Ind., representing O. G. Davis, of Williamsburg, Ind., and other stockholders, has brought suit for a receivership for the Hussey Mower & Implement Company, of Knightstown, Ind. The enterprise is said to have been a disappointment to investors.

We are in receipt of the Moline Plow Co.'s contract from Mr. Taylor covering full line of Dipping Paints and Reducers, also additional dipping equipment. This is one of the largest accounts of the kind in the country and they have used a great many cars of Eclipse Paste Paints and Eclipse Paint and Varnish Reducers during the past few years, and they are still with us.

The following from Minneapolis Bedding Company, who are makers of a fine line of iron beds and one of Mr. Taylor's banner customers on Neal's Bedstead Enamels, shows conclusively that "Acme Quality" will always win out against cheap competition. We were certainly up against the real thing here for local concerns offered their goods at just about half the price of Neal's and they tested against ours time and again, but always with the same result, however, the Bedding Company never seem to have quite recovered from the shock our prices gave them on the start.

Minneapolis, Minn., May 5, 1903.

Acme White Lead and Color Works

Gentlemen—We are not in the habit of complimenting goods that we are using in our factory, as we are never quite satisfied with the price, but we will say that your goods run even and that we have used the same for several years, and that we still continue to pay the high prices that you are asking for your goods.

Very truly yours,

MINNEAPOLIS BEDDING COMPANY.

Per CHAS. W. MAY, Proprietor.

The following letter from the Bretz Cycle Manufacturing Co., Syracuse, N. Y., will show conclusively that Neal's Bicycle Enamel still holds its own in the market. These people succeeded to the business of the Stearns Company, and they continued the use of the goods that helped make the "yellow fellow" famous. Mr. W. H. Connor, who handles this account, has been very successful with this class for trade, having a number of very repre-

sentative cycle manufacturing concerns on his list and now that the Bicycle Manufacturing business is getting settled down to a stable basis and the prospects are that the manufacture of wheels will increase largely within the next year or two we would like to see our other Manufacturing Trade salesmen "Take Hold and Lift" on Neal's Bicycle Enamels, and now is the time to see them.

Syracuse, N. Y. May 3, 1903

Acme White Lead and Color Works.

Gentlemen—In response to your favor of May 1st, a glance at your order records will show the amount of enamel used by us is not small, and you can rest assured if the materials furnished was not perfect we would not favor you with the volume of business which we do, for in the finishing as well as in the construction of the many thousands of bicycles we produce annually it is imperative, in order that the good reputation of our product be maintained, that all materials used work perfectly, are always uniform in grade and of the highest quality. Having always met with success in using your materials, coupled with the fact that only prompt attention has been given our orders, places us in a position to recommend your goods as being suited to those desiring perfection in your line.

Very truly yours,

BRETZ CYCLE MANUFACTURING CO.

J. E. WALKER

The following from Bay State Metal Wheel Company, of East Templeton, Mass., who are one of the largest manufacturers of baby carriage wheels in the country and incidentally one of Mr. Cater's banner customers, is right to the point. They finish their wheels by dipping one coat in the enamel which has been reduced to proper consistency for flow with Eclipse Color Varnish Reducer, about one part reducer and two of enamel, and bake at 180 degrees for two hours, which gives a very tough and durable as well as handsome finish.

East Templeton, Mass., May 5, 1903

Acme White Lead and Color Works

Dear Sirs—Answering your favor of May 1st will say After using your dipping tanks for the past six months we have found them thoroughly satisfactory. The same can be said of No. 416 Green Dipping Enamel and the Eclipse Color Varnish Reducer which you have been furnishing us.

You may use this testimony as you see fit.

Yours respectfully,

BAY STATE WHEEL COMPANY

Per O. W. SIEBERT

This Will Interest

The plant under construction for the Reed Implement Company, of Battle Creek, Mich., has been sold to the Michigan Consolidated Boat Company. It is understood that as soon as the affairs of the Reed Implement Company are adjudicated in the probate court (occasioned by the death of Mr. Reed, promoter of the company) another implement factory will be erected upon the site now being sought by the new organization.

WHITE CITY NEWS

The Chattanooga Plow Co., Chattanooga, Tenn., have purchased a large tract of land fronting 125 feet on Boyce Street, in that city, and running back 260 feet on Fort Street, which they will use for the immediate enlargement of their plant. The company are already one of the largest in Chattanooga and when the addition is completed they will rank among the largest plow plants in the world. On the new property an immense brick fire-proof

pattern house will be erected at a cost of about \$50,000. The company will then use the present pattern house for their woodworking and finishing departments.

At the regular monthly meeting of the Syracuse Chilled Plow Co., held May 12th, Col. A. C. Chase, after more than twenty years as president, resigned as president and trustee, and his son, Mr. Carleton A. Chase, succeeded to the presi-

dency. Mr. Jonathan C. Chase also resigned as trustee. The vacancies in the board were filled by the election of Messrs. Albert K. Hiscock and Aurin M. Chase. The changes in the official positions leave the officers as follows: President, Mr. Carleton A. Chase; vice-presidents, Messrs. Joseph C. Willets and Aurin M. Chase; secretary, Mr. William W. Wiard; treasurer, Mr. James Manning; superintendent, Mr. Harry Wiard.



R. S. BROWN, Sales Manager

Gear Fillers or Gear Surfacers.

After a gear or set of wheels have been primed and are dry enough to proceed with, the job is then puttied. This part of it depends largely on the grade of work about to be done. If it is a fine job, it is often glazed with putty, by taking some soft carriage maker's putty and applying it with a leather strap, pressing it into the grain of the wood, and when dry sanding out thoroughly, resulting in a smooth surface, the grain being perfectly filled with the putty. This method requires considerable labor, for the putty is all sanded down, or off again, excepting that which remains in the grain of the wood. This is only done on good grades of work, while for a cheap job oftentimes the holes, hammer marks and joints where the rims come together only are puttied, and the job given a good sanding, making same ready for the Gear Filler or Surfacers.

Up to last season, we made only Gear Fillers, which are in liquid form and sold by the gallon, but we found a demand for the goods in paste form and so we make and offer the Filler in paste form and term it Gear Surfacers. The Gear Filler and Surfacers are practically the same thing, with the exception that Gear Fillers are in liquid form and Gear Surfacers are in paste form.

I recommend that you sell Gear Surfacers in preference to Gear Fillers for the following reason: Gear Fillers being in liquid form and containing heavy pigments, are bound to settle after a short period, and this causes unfavorable reports from the foreman painter, whose judgment and reports invariably largely influence the proprietor in his purchases and the foreman painter is a factor which we are bound to respect and cater to. On the other hand, the Gear Surfacers, being in paste form,

remains soft and fresh, and being ground exceedingly fine is better adapted for the small manufacturers and gives better satisfaction. Therefore, I recommend that you push Gear Surfacers in preference to Gear Fillers.

Gear Surfacers are made to conform with our Gear Primer, are quick yet very durable and elastic, in fact they will wear far better than anything known to modern painters, and greatly exceed in durability the lead coat, which was used and is still used by many local and small manufacturers. This Surfacers has great filling properties and is made on the same elastic lines as our Gear Primers, only, of course, considerably less, for this coat has to dry and often be hard enough to sandpaper in twenty-four hours, but when a job has these coats on and is followed up with our Gear Colors or Solid Rubbing Varnish Color and a durable Gear Finishing Varnish applied on the last coat, a solid homogeneous body has been formed that no amount of wear and years of exposure to the elements will cause to peel, scale or flake off. In fact these goods are the acme of perfection, or "Acme Quality."

As to the number of coats of this material, one, two or even three can be used if necessary, and if the party applying it so wishes, but as a usual thing for cheap or medium work, one coat is used and for a good job two coats.

This material is also excellent for repair work, making a very durable coat over an old gear and wheels, also where a job has been black or green and requires to be repainted red, or *vice versa*.

We also present Rub Lead Filler. This is similar to Gear Surfacers, is in paste form but is slower drying and is made so that after it has been applied with a brush in the usual manner, it can then be rubbed into the grain of the wood with the finger tips, thus saving an immense amount of labor (such as strip glazing and resanding). This method is often used where fine work is done, but it requires an expert to handle it and to get the required results, for a man who does not understand using

it will rub it in with one stroke of his hand, and on the return stroke rub it out again. It is not necessary to always rub Rub Lead Filler. It can be used same as Gear Surfacers and only brushed on but, of course, will not absolutely fill up the grain as it would if rubbed or pressed into the grain. Both Gear Surfacers and Rub Lead Fillers are in paste form and are sold by the pound, Reds and Yellows in 25-lb. and 100-lb. tins; Blacks in 25-lb. and 75-lb. tins.

Letter No. 3 to Carriage Manufacturing Trade.

In carriage painting there are three points of vital importance in securing the right finish—

1. Beauty.
2. Durability.
3. Quickness.

No one of these points will stand alone. The combination must be secured to insure success. The Acme Method of Carriage Painting combines all.

Write for our booklet, or let us demonstrate our ability to back up our statements by trying the goods practically at your place.

We can give you the names of customers who have used Acme Method for years and thoroughly understand its advantages.

Letter No. 4 to Carriage Manufacturing Trade.

There is usually more trouble in the painting department of a carriage factory than in all others combined.

There should not be and is not where the Acme Method of Carriage Painting is in use.

The Method is quick and secures a handsome finish at a minimum cost.

Each part of the method from primers to finishing is built with these objects in view.

Our booklet will tell all about it.

Letter No. 5 to Carriage Manufacturing Trade.

The finish of a job has an awful lot to do with the sale.

A well built job poorly painted is never a success from the standpoint of making sales.

Acme Method of Carriage Painting will do justice to a well built job.

The Method comprises Primers, Fillers and Solid Rubbing Color-Varnishes. We were the first to advocate this method of painting and have had more practical experience than those who have followed in our footsteps.

Our Solid Rubbing Color-Varnishes combine great adhesive and flowing properties, are heavy-bodied and "round-up" to a splendid surface.

The quality of the stock used and our method of combining same insures the most durable finish that can be obtained.

Write for booklet on "Acme Method."

We have many customers who have had five years, or more, practical experience with Acme Method. They are its best friends. You can have names if you wish.

Let us send our demonstrator to your factory. He will prove our statements. It won't cost you anything, and we will risk the investment.

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.

JULY 11, 1903.

NO. 7



F. R. DOUGALL, SALES MANAGER



The steadily increasing demand for Davies' Varno-Floor-Stain speaks volumes as to the general desirability of this addition to our line of Rapid-Selling Specialties.

Davies' Varno-Floor-Stain is not, as the name might imply, suitable only as a high grade floor finish. It is perfectly adapted as well for enhancing the beauty of, as well as preserving woodwork of all descriptions, inside and out, such as wainscoting, mantels, veranda chairs, refrigerators, and in fact anything about the house that requires brightening up.

We know from experience that the raw material used in the manufacture of this stain is exactly what is required to produce a line of goods that will always invite favorable criticism and help build business.

Davies' Varno-Floor-Stain stains and varnishes in one application. This means a saving in time, labor and material. These are factors that cannot help but appeal to consumers generally.

The colors offered are correct, clear in tone, permanent, very popular, and enable the user to secure a perfect imitation of expensive woods at a trifling cost.

Varnish used in the manufacture of our product is prepared specially to withstand the constant wear and tear which such goods are subjected to, and in consequence our finished product can be depended upon to please the most critical and fastidious.

Every dealer in the country should carry a complete stock of Davies' Varno-Floor Stains, and you need have no hesitancy whatever in recommending these goods in the very highest terms. They will bear you out fully.

Note the high tribute paid our product by our distributors, The A. B. Whiting Paint & Glass Company, Topeka:

Topeka, Kansas, July 1, 1903.

Acme White Lead & Color Works

Gentlemen Referring to the last bulletin to salesmen, would say we think dealers will find Davies' Varno-Floor-Stains a splendid article for re-finishing furniture and all interior woodwork, as well as for use on floors. They work much easier than varnish stains, do not set as quickly, and produce a handsomer and more durable finish. In ease of working and durability, they are distinctly superior to Jap-a-lac, which is recommended for about every place that a colored varnish could be used.

We have been selling a large amount for re-finishing furniture damaged in the flood, and think your dealers will find Davies' Varno-Floor-Stain very satisfactory to sell in place of varnish stain, where a high grade article is wanted.

We are enclosing Lacqueret booklet

Yours truly,

H. L. WHITING

Please remember that quality talks, and that a trial order means a permanent and well satisfied customer.

Big Rapids, Mich., July 3, 1903.

To whom it may concern:

Having used Acme Paint, of Detroit, Mich., in painting several churches, covering twelve years' time, I take pleasure in saying that I have found it a first-class article, pure, durable and reasonable in price.

REV DANIEL C. RIEHL,
Pastor 3d Ave M E Church

No other interest should take the place of your employer's. His comes first.

Houston, Texas, June 1, 1903.
Acme White Lead & Color Works.

Gentlemen: Replying to your favor of the 28th, beg to say that the advertising matter referred to has been placed in the hands of our traveling salesmen and we think has accomplished good results.

HOUSTON DRUG CO



We wish our representatives would "Take Hold and Lift" on Acme Wagon and Implement Paint. There is a large demand for this class of goods. They are strictly high quality. We should be getting more of the business.



A. M. WOODWARD

Al Woodward is a pool player of renown—
He would rather skin the boys than wear a crown.
Al sure believes in *fight*.
Just put a pin in these few lines,
He has beaten all the experts in this town

The man who knows how to teach others to do things is worth more than the man who can merely do things himself.

Special Bulletin.



MR. GORDON MONTAGU
Our new factory manager.

Our organization has been further strengthened by the appointment of Mr. Gordon Montagu in the capacity of Factory Manager. He will assume his new duties July 1st.

Mr. Montagu is a man of ripe experience in the manufacture of paints, colors, enamels, varnishes and the varied lines associated with these goods. He has the practical knowledge of the business essential to assume the responsibility of producing goods up to the standard of "Acme Quality," and the executive ability to insure the carrying out of his ideas in a practical manner.

Mr. Montagu will relieve me of many details of the business which have heretofore required my personal attention. He will be ably assisted in the Formulating and Testing Department by Mr. Frank Neal, who will work with him in creating new lines and in continuous practical experimental work, with the view of constantly keeping Acme products up to the highest point of excellence it is possible to attain.

This will in no way effect Mr. Ellis or any of the heads of departments in the discharge of the duties for which they are now responsible.

The hearty co-operation of all concerned is especially requested.

THOMAS NEAL,

Sec. and Gen'l Manager.

June 29th, 1903.

Many may not recognize such to be the case, but it is a fact, and a large fact too, that a properly constructed paint represents much more than a money making article. Though it is the truth to say that good paint seldom represents a loss.

One good way to get orders is to go after them.

Lead Sulphate.

What is the full meaning of lead sulphate?

Why is not lead sulphate considered an adulteration? W. C. P.

Lead carbonate and lead sulphate are both white lead pigments, but, as they also have a different chemical composition, their manufacture is naturally based on different processes. Briefly outlined they are manufactured as follows:

Lead carbonate (white lead) is the product of corrosion which metallic lead undergoes when in contact with moisture, carbonic acid gas and air. There are different modifications of this corrosion process worked here in America, as well as on the continent, but as these modifications are only slightly different from that of the first one adopted—the so-called Dutch process (the difference is only due to the ways and means by which the corrosive agents, the carbonic acid and the moisture, are obtained), we shall here consider only this process.

The metallic lead is cast into thin perforated round plates. "Buckles" are laid into earthen pots, which contain at the bottom a small amount of diluted vinegar. A large number of these charged pots are then piled up in the so-called stacks or corrosion sheds. The piling or stacking is done in the following manner: The floor of these sheds is a two or three feet thick layer of manure or tan bark, on which the first or ground story of pots is placed. After covering these pots with loose boards and a layer of tan bark, a second story of pots is placed, and so on until the whole stack shed is filled up with corrosion pots close to the roof. The sheds are then closed. Care is taken, however, to form ventilation shafts between and on the sides of the piled up pots, so that the air, moisture and the carbonic acid gas, generated by the fermentation of the tan bark and the heat evolved by this fermentation, have free access to the metallic lead buckles.

The chemical action taking place is very slow, and takes from one hundred to one hundred and twenty days to convert the lead into white or basic carbonate of lead.

First the lead is converted by the vinegar and the moisture into basic acetate of lead, and this, then, by the action of the carbonic acid, into basic carbonate of lead.

After the corrosion has been completed the pots are taken from the stack, the corroded lead (now white lead) taken out and separated from all not corroded lead particles, by crushing, sifting and washing. The purified white lead is then collected

and dried and ready for the market.

Picher sublimed lead is principally sulphate of lead, i. e., a chemical combination of the metal lead with sulphuric acid. Its manufacture in the form of a paint pigment is as follows:

Lead ore, containing a small percentage of zinc, both metals chiefly in combination with sulphur, are mixed with coal and then fired by very high heat, in specially constructed furnaces provided with powerful air blasts. Through the action of this intense heat the lead is volatilized or sublimed, combines, however, directly again with the sulphur gases set free, and is further oxidized by the air blast into the white chemical combination, lead sulphate. By the strong current generated by the blast this fine, white, sublimed lead sulphate is carried from the furnace through cooling flues and collected in chambers or collectors. It is then purified from other carried-over substances, and finished by sifting and washing, dried and packed for shipment.

Write it in your heart that every day is the best day of the year.

Finishing and Waxing Floors.

Our Varnotile is the best floor varnish on the market. For all coarse, open-grained woods, fill with paste hardwood fillers having a mineral base, and over this filler, when dry, apply at least two coats of orange gum shellac, except in case of very light woods, when white shellac should be used. Sandpaper each coat, and then for strictly first class work, apply two coats of Varnotile. Rub the last coat of Varnotile with water and pumice stone. Clean perfectly and polish with wax. For close-grained woods the filler may be omitted, shellac fulfilling the same office.

A wise salesman will not boast about sales to a competitor. It may make the competitor work harder for business.

Indianapolis, Ind., June 3, 1903.

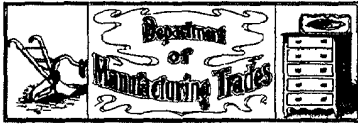
Acme White Lead & Color Works.

Gentlemen: Answering your favor of the 28th ult, regarding weekly letters which you have been sending us from time to time, we have to say that we have been making use of same, and think them of interest and assistance to our representatives, and would be pleased to have you continue same.

Thanking you for the inquiry, we are

Yours respectfully,
INDIANAPOLIS HARDWARE CO.

WHITE CITY NEWS



T. W. CONNOR, SALES MANAGER

Dan?

The angler wears a thoughtful look,
As home he paddles in his dory,
He's reading Isaac Walton's book
And framing up a nice fish story.



S. W. BAKER

The above is a fairly good likeness of "Sam," as Mr. Baker is familiarly called by those who remember his first connection with the Acme Co. of several years ago. Since then he has been wandering but has now come back into the "fold" and is the latest acquisition to the Manufacturing Trade Department which he will represent in the South.

Mr. Baker is a traveler of ripe experience and his work has evidenced his leaning towards the manufacturing trade line as he has been particularly successful with that class of trade in the several territories he has handled and in view of the large manufacturing trade interests in the territory assigned him and his aptitude for this class of business and his ability as a salesman, we bespeak success in good round measure.

In view of some of the strenuous kicks we have had on service, the following from Jones & Bixler Mfg. Co., of Freemansburg, Pa., is interesting, especially so considering that they are located at quite a distance and in a section where we at one time experienced considerable trouble in getting anything like satisfactory freight service.

We are making extensive additions to our grinding and mixing equipment this

summer, and trust the day is not far distant when all our customers can say the same as Jones & Bixler, not only with regard to shipments, but goods as well.

Jones & Bixler are extensive manufacturers of iron toys, have six of our agitator tanks in use, and their letter speaks for itself:

Freemansburg, Pa., June 20, 1902.

Acme White Lead & Color Works.

Gentlemen: We have been using your paints for the past year and find them very satisfactory, price, covering capacity and richness of color surpassing anything we used before.

Your promptness in filling our orders at short notice is commended. Yours truly,

JONES & BIXLER MFG CO.
L. S. Bixler, Pres. and Gen. Mgr.

The following letter from The Standard Metal Bed Co., of New York City, is short and to the point, but very gratifying in view of the fact that they are one of the most particular concerns in the country on finish:

New York, May 6, 1902.

Acme White Lead & Color Works.

Dear Sirs: In answer to your letter dated May 1st, would say your enamels are giving perfect satisfaction, and we shall continue to use them as long as these good results are obtained.

Very truly,
STANDARD METAL BEDSTEAD CO.
E. W. Smith

Following is the fourth and last letter on Anti-Rust to the bedstead trade for this season. Look it over and see if you have missed anything in your talk on these goods to the trade.

Replies are still coming in and we are going to clean up nicely on this proposition; however, we can't get them all at once and that will mean for us to keep right after those we don't land now and get them later, for they will all have these goods in time:

We have made an exhaustive study—from start to finish—of the subject of finishing metal bedsteads. Our Enamels and methods of applying them are being used by many of the largest manufacturers.

The first operation necessary to insure a proper finish is to prevent rust from forming, which is bound to happen if frames are left standing for any length of time after coming from the foundry.

To do this we recommend that they be dipped in our anti-rust preparation—Neal's Anti-Rust.

This does not mean an additional expense, but a saving in dollars and trouble. Neal's Anti-Rust takes the place of a coat of Priming Enamel. It prevents rust and costs less money than Priming Enamel.

When rust forms and is not removed before applying enamel it is impossible to obtain a smooth, handsome finish, no matter how carefully the work is done.

When rust is removed it costs time and money. Neal's Anti-Rust is offered in two shades—steel and cream—and can be used under white and any color.

It enables the maker to turn work out of his foundry and lay it aside to be finished at any convenient time and in any color, without fear of having to stand the expense of removing rust or running the risk of dis-

pleasing his customers by turning out a poor finish.

We know these facts because we have proven them to be facts.

We would be glad to go into details fully with you.

Our information on what is right and what is wrong in the finishing of this class of work is gained by investigations on a broad scale, and by the most practical kind of work.

First Blood of the Season.



W. H. CONNOR

We are in receipt of The Rumsey Co.'s contract, of Seneca Falls N. Y., for their entire line of paint and varnish and reducer supplies which represents first blood for the new manufacturing trade season, just opening, for Mr. Connor.

The Rumsey Co. manufacture a very large line of iron pumps and finish almost entirely by dipping, having four of our Agitator Dipping Tanks in use and have been with us for a number of years as their letter which follows will attest:

Seneca Falls, N. Y., July 8, '03.

Acme White Lead and Color Works

Gentlemen: Replying to your esteemed favor of the 1st, we have been using your tanks, paints and varnish for dipping for the last five and six years and they all have given entire satisfaction. If they had not we surely would not have entered into a contract with you, as we did a few days ago.

Yours respectfully,

B. A. WESSEL,
Treasurer of Rumsey & Co., Limited.

Making a Man.

Hurry the baby as fast as you can,
Hurry him, worry him, make him a man,
Off with his baby clothes, get him in pants,
Feed him on train foods, make him advance,
Hustle him, soon as he's able to walk,
Into a grammar school, cram him with talk.

Fill his poor head full of figures and facts,
Keep on jamming them in till it cracks,
Once boys grew up at a rational rate,
Now we develop a man while you wait,
Rush him through college, compel him to grab
Of every known subject a dip and a dab.

Get him in business and after the cash,
All by the time he can grow a mustache
Let him forget he was ever a boy,
Make gold his God and his jingle his joy,
Keep him a hustling and clear out of breath,
Until he wins—nervous prostration and death.

—Nixon Waterman, in the New York Press.

WHITE CITY NEWS

Why The American Workman is Superior.

The report of the Moseley Commission of British workmen who visited this country last summer contains the following main points.

In the beginning of things, the education of the American boy puts him far in advance of the boy from the British school.

The American factory is far ahead of the equipment in the British industrial plant.

Through this machinery the American workman can do more work in an hour than does the British competitor.

In addition to this, he works more hours in a day.

If he be at piece work and through his individual capacity turns out more work than another in the shop, he not only is not subject to a cut in wages, but is encouraged to do more.

In general, the employer is pleased to increase the output of each man, and is disposed to pay in proportion as the man accomplishes this.

Machinery is welcomed by the employee, who has recognized in it higher wages and lighter work.

As workingmen, any suggestions as to machinery and improved methods are encouraged and rewarded by the employer.

The employer in America is far more

accessible to his men than is the employer in Great Britain.

Gambling among the American workmen is almost unknown as compared with the same evil in Great Britain.

Drunkenness is a comparatively unknown vice.

The Americans can save more money by far.

The American Plow Co. is the name of a new establishment located at Madison, Wis. This company agree to locate in Madison if \$30,000 worth of stock could be sold there and that a site be given with a bonus of \$8,000. These conditions have all been fulfilled and the company was incorporated in Wisconsin last week with a capital of \$200,000. The plans are to build the plow works at once. The shops will be located in the eastern part of the city near the plant of the American Shredder Company.

Work on the great dam being constructed by the St. Joseph and Elkhart Power Co. at Hen Island, a few miles east of South Bend, Ind., on the St. Joseph River, is progressing rapidly. Under favorable conditions the dam will be completed in about sixty days, and if the machinery in the power house can be installed by

September 1st, the dam will furnish from five thousand to eight thousand horsepower by that date. It will be a great event in the history of Northern Indiana, when the vast power derived from this dam shall put in motion the wheels of industry in Mishawaka and South Bend. It is believed that nearly every factory in the two cities will substitute electric for steam power when everything is in readiness.

The National Wagon Manufacturers' Association held a meeting at Old Point Comfort, Va., on the 11th, 12th and 13th of June, which was attended by over thirty representative concerns. Matters of importance to their particular business were gone over in detail. It was shown at this meeting that the cost of manufacturing was as great at this as at any time in the history of wagon making. The prices of all raw materials have advanced very rapidly during the past year. Especially is this true of wood stock, which has advanced 40 per cent., with no prospects of a decline. *Paints and oils have also increased in value.* It was the unanimous opinion that an advance in the price of wagons was a necessity, therefore, dealers can look for an increase in the wagon market at any time.



R. S. BROWN, SALES MANAGER

Solid Rubbing Color Varnishes.

After the surface has been obtained by the use of Gear Primer and Filler, Surfacer or Rub Lead, as before mentioned, a light sanding or mousing off is again necessary, and the job is ready for Solid Rubbing Color Varnish.

By the use of Solid Rubbing the color coat is eliminated entirely. Solid Rubbing Color Varnish is a composition of color and varnish, that is made with color having great covering capacity and extremely elastic, holding up in the varnish to a considerable extent, and covers over the Gear Fillers, Surfacer or Rub Lead solidly, especially the greens and blacks.

The saving of a coat of color is not so great in a single job, but, in a factory turning out from twenty to fifty thousand jobs, this saving of labor, color and time represents a considerable amount of money.

Then, again, a coat of Solid Rubbing, such as ours, is more durable than a coat

of Japan color, and this alone is a recommendation in its behalf.

We have had better success with greens and blacks, than with reds, yellows and blues, and for this reason we adopted a line of elastic colors especially prepared for use over our Primers and Fillers, etc. These we term "Gear Colors."

These colors are similar to Japan colors, only they are very elastic and can be used as a color coat on gears, wheels, etc., and also for making solid rubbings.

All reds, yellows, etc., can not be made sufficiently strong to cover solidly in varnish. Delicate shades, having a rich tone are usually very transparent, and, to make them cover solidly, a great quantity of the pigment would be required to be mixed with the varnish, and when this is done the working and flowing qualities have been sacrificed, and a color varnish that is thick and heavy and one extremely difficult to apply, is the result.

Where delicate shades, as just mentioned, are required, a coat of Gear Color and a coat of color varnish made from the Gear Color, is necessary to get results.

Another objection to the solid rubbings in the reds and yellows is that they settle badly.

Gear Colors are in paste form, are always fresh and especially adapted for

small manufacturers and local shops. With Gear Colors one can, by following the directions on the labels, make as little or as much Solid Rubbing Color Varnish as the requirements call for, thus always having the goods fresh, and in this way a saving is effected, and the goods always work free and easy.

Still another objection to solid reds is as follows: Reds mixed with varnish, especially where large quantities of the pigment is used, get thick and heavy, even in sealed packages. This is due to a chemical action, or oxidization, and when once opened and exposed to the air the goods become quite heavy in a comparatively short space of time.

After the job has been brought up in either Solid Rubbing Color Varnish or in Gear Colors and color varnish, etc., as just mentioned, the job is striped, and a coat of gear finishing varnish applied.

For a high grade job a coat of clear rubbing is used over the Solid Rubbing or Gear Color and color varnish, rubbed out, striped, and finished.

These Gear Colors ought to interest your customers, and I suggest your making an effort to interest the good local shops in your territories.

Next issue will be on Body System.

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY



PAINTS, ENAMELS



COLORS, VARNISHES



DETROIT, MICH.

VOL. 1.

JULY 18, 1903.

NO. 8



F. R. DOUGALL, SALES MANAGER

Talking Points



SELLERS.

Neal's Carriage Paints.

Please remember first, last and all the time, that the enviable reputation the Acme Company enjoys received its start from catering to the public with Neal's Carriage Paint, and that the "Old Original" has, if possible, improved as the years rolled by.

Even with a perfect carriage paint, however, reasonable precautions must be taken to insure the best results.

It is essential that the paint should be well stirred, and every particle of pigment incorporated with the liquid before using, otherwise it will not cover properly.

The surface must be free from dirt, grease or any foreign element that is likely to have a detrimental effect on the paint. This requires washing the work thoroughly, carefully drying and then sanding any rough places, so that the surface will become smooth and even.

The paint should never be put on in a damp or cold room. It is desirable that the temperature be about 70 degrees.

Plenty of time should be given to dry, and if two coats are deemed desirable, a period of from forty-eight to seventy-two hours should elapse between each.

The vehicle painted should not be subjected to moisture in any form until abso-

lutely dry and impervious to the influence of same, otherwise the paint may spot, crack, blister or peel, and be criticized adversely, though the fault does not lie in the paint.

Always use a good clean brush, because unsightly specks in a finished job may be attributed to the paint not being ground properly, whereas a dirty brush is the seat of the trouble.

If the trade understands the necessity of using such goods intelligently, and impart the knowledge acquired to their customers, the problem of always securing an elegant finish will be solved.

Granite Floor Paints.

Too much can not be said favoring the use of Granite Floor Paint. We are satisfied that it surpasses in quality and general desirability any floor paint on the market.

To obtain the best results, conditions must necessarily be favorable and directions explicitly followed.

If the following points are always given proper consideration, complaints which are occasionally made, due to improper use of the goods or conditions beyond our control, will entirely cease.

An important requisite is a floor perfectly clean and dry, because no paint can be made that will adhere to, and give satisfaction on, a surface that is impregnated with dirt or grease. Grease gives the paint a non-drying tendency and causes it to remain tacky.

On new floors two, and preferably three, coats should be applied and ample time between each given to dry, say forty-eight hours if possible—the longer, the better.

Drenching with cold water as soon as the work is completed, and frequently thereafter, keeps the paint bright and wholesome, and adds to its durability.

Granite should be well brushed out, and even, thin coats applied.

Satisfaction can not be obtained by putting on one coat of a light color over a

dark one. At least two should be applied.

If these reasonable precautions are always taken, and if you make it your business to impress these facts on the minds of your trade, success will invariably attend proper treatment of the goods, and you will be surprised how well your customers like this reliable paint, and how rapidly your business will increase.

Special Bulletin.



ALF. R. KELLY.

District Sales Manager for the District of the Pacific and Far West

We know that the appointment of our suave representative, Mr. Alf. R. Kelly, to the position of District Sales Manager for the District of the Pacific and Far West, will be hailed with delight by his hosts of friends, who will we know echo our sentiments, that the promotion is well deserved. His district will comprise the states of Montana, Idaho, Utah, Nevada, California, Oregon, Washington and a portion of Wyoming. Mr. Kelly has covered this territory for many years and has made a most enviable record. His discernment in surrounding himself with such able assistants as are necessary to cover the field will, we know, reflect credit on him as well as the house he represents.

ACME WHITE LEAD AND COLOR WORKS,
THOMAS NEAL,
Secretary and General Manager.

Detroit, Mich. July 12th, 1903.

Successful Salesman



MR. H. HARBECK,
Of Sickles, Preston and Nutting Co., Davenport, Ia.

Mr. H. Harbeck was born in Germany in June, 1849, and after completing his education entered a hardware store where he remained for three years and a half, leaving Hamburg in March, 1869, bound for America. Arriving in this country he remained only a few days in New York then went to Chicago where he likewise made a short stay, eventually settling in Davenport, Iowa, about the last week in March, 1869, and entering the employ of Messrs. Sickles, Preston and Nutting the following week.

He remained in their store until 1881, gaining an enviable reputation for his business ability and genial manners, then went on the road and has traveled for the company continuously since that time.

Mr. Harbeck is popular wherever he goes. He is a most successful salesman, presenting the numerous lines carried by his firm in an able and conscientious manner. His thorough knowledge of the many points about the trade, his willingness to aid his customers in their difficulties and his untiring energy and devotion to his work have won for him the affection and esteem of his many customers and his firm.

Thinks He Has a Hardwood Floor.

Detroit, Mich. July 2nd, 1903.
Acme White Lead and Color Works,
Detroit, Mich.

Gentlemen: I bought some of your light ground filler and put on two coats of it on my pine floor, let it dry, then put on one coat of Davies (dark oak) Varnish-Floor-Stain. Made a great change.

I think I've got a hardwood floor now.

Respectfully yours,

GEO. FRANK,

305 Kirby Ave W.

"Pick-me-up-ops" For The Salesmen.

FROM PICCOLO.

In order to do good work on others, a salesman's own physical and mental condition must be good, and his first effort, *every morning*, should be to place himself in the right attitude of mind before he begins work.

Every salesman of experience *knows* that he has had days when everything seemed bright, and everydody wanted to buy from him; but *does he realize* that the secret lay largely in his own condition, and not so much in that of others?

A salesman must compel himself to hold certain opinions and to determinedly sustain them. He must be absolutely firm in his belief:

1st. That his employers are men of unquestionable integrity, men of judgment, capable buyers, and understand their business.

2nd. That, as a whole, his house is the best in the country, and he is proud to represent it.

3rd. That his goods are what the trade wants and ought to have, and it is a pleasure to offer them.

4th. That the prices given him are fair, and as low as they should be, with justice to his house.

5th. That he is not afraid to ask the price given him, for the goods are worth the money.

6th. That his customers are anxious to see him.

7th. That he expects to sell every man he calls upon, and that his customers want to buy *now*.

8th. That he does not fear competition.

9th. That he will *work*.

10th. That he is "*it*," and everybody knows it.

A salesman should remember that if he does not sell goods, no matter what explanations he may offer, his house can not afford to keep him. He is not employed to make explanations, but to secure orders.

A salesman should understand that his house does not employ him to sell his competitors' goods; that his real duty is to find the advantages in *his own goods*, and to present them to the trade in the most thorough and skillful manner.

A salesman who is always asking his house to get him the "*other fellow's*" goods to sell is giving a sure indication of poor ability.

A salesman has all he can do when he gives strict, conscientious attention to his own goods, without giving time and attention to the goods of his competitors.

A salesman, in conversation with his

trade, should never criticize a competitor's goods, for he is also criticising the judgment of the man who has bought them, and he risks the loss of the buyer's friendship by making unfavorable comment.

A salesman should remember that his house pays something for its goods, and that it is a very close proposition to make adequate profits even under the best conditions.

A salesman should:

1st. Obey instructions—intelligently—not like a schoolboy.

2nd. Not write too many letters.

3rd. Make his correspondence brief and to the point.

4th. Never attempt to cover the case of every customer and condition in one letter.

5th. Write nothing on the order sheet that does not pertain to the order thereon. *Paper is cheap.*

6th. Write about each separate matter on a separate sheet of paper; it saves time and prevents confusion in the house.

7th. Give strict and careful attention to all price-lists, circulars, and other information mailed him by his house. Carelessness in this respect often causes a salesman to miss trade.

Attention.

If you expect to sell Slating now is the time.

Acme Liquid Slating can be offered with confidence, because it has every necessary requisite and consequently will do the work right.

It is offered in the popular colors, black and deep green.

It can be applied by anyone and the desired result readily obtained.

It dries perfectly flat and produces a surface easy to write on, easily kept clean, and the difficulty of endeavoring to accomplish good work on a surface not free from gloss is never encountered.

While school is in session it is not convenient to re-finish blackboards from time to time. The use of Acme renders this unnecessary, because in same we combine the essential features—finish, permanency and durability.

A good article of this character helps sell others, and if you can prevail on parties interested, to adopt our slating, the ground is broken for convincing them that it will be advantageous to use paints, varnishes, enamels, etc., bearing the trade mark "*Acme Quality*."

The field is a good one, our product merits general approval, and we confidently expect a marked increase in business before the season closes.

The Inevitable.

JAS. K. CONNOR.

It chances on a pleasant day while you are on the street,
You stumble quite unwittingly on a friend you're glad to meet.
Then as you stand there trying to talk amid the din,
The usual chump comes wandering bye, and

He will butt in.

You meet another jolly chap, who tips you a sly wink,
And together you and he go in to buy a cooling drink,
Then as you look around the room you meet the sickly grin
Of the usual chump who's always there, and

He will butt in.

Another time while at a dance you meet your only girl,
And with but slight persuasion she deserts the giddy whirl.
Then you find a quiet corner and the question you begin,
And the usual chump comes wandering bye, and

He will butt in.

I wonder when the trumpet sounds and we stand at the gate,
The "Butter-in" will be there too, waiting to hear his fate.
Will St. Peter frown upon him, remembering his sin,
And slam the gate with a fearful slam, so

He can't butt in?

SUGGESTIONS FOR DECORATION.

An Entertaining and Instructive Article from the "Journal of Decorative Art."

The walls of a dainty bedroom are hung for the lower two-thirds with a mouse-colored ingrain paper, serving as an excellent background for numerous photographs and water-colors framed in narrow mouldings finished with aluminum, which are suspended from a combined picture rail and photograph shelf that caps the dado, and serves as a resting-place for plates, vases, and bric-a-brac of one kind or another, as well as for numerous unframed photographs. Above the rail the wall is hung with a deep buff ingrain paper, with a blue frieze of an outline pattern—art nouveau design stenciled upon it. A narrow moulding of an egg and dart pattern, in ivory blue and silver, breaks the ceiling angle. The ceiling is panelled with a stiling of very pale blue, and a centre of cream moire paper, separated by an aluminum half-round moulding. The curtains are blue and buff figured cretonne, over sash curtains of dotted bobbinet. The woodwork is Neal's Snow White Enamel, with oxidized silver hardware. On the floor is a blue wire grass matting, with several rugs in deep blue, warm browns, and mustard yellows. The brass bed and maple furniture of a light and graceful pattern harmonize very well with the decorations.

Filling the Open Joints in a Floor That Is to Be Stained.

Now, when our Davies' Varno-Floor-Stain is becoming so popular the following, taken from the Painters Magazine, will no doubt be of interest to our representatives:

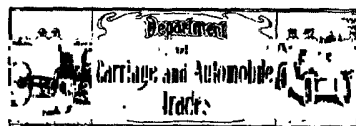
F. K. has to stain the floor of a room in which the joints are somewhat open and desires to know what he had best fill them with before staining.

Answer If the joints are wide we would say that you had best use a mixture of whiting and glazier's putty, to which some blotting paper that has been soaked in water is added, and this mass should be well kneaded together with some brown japan and a little turpentine, then well pressed into the joints with the putty knife. If the joints are narrow, not over one-eighth of an inch in width, ordinary glazier's putty to which sufficient whiting and japan has been added to make it dry fairly quick will serve the purpose. It is best, however, to first give the joints a coating with boiled oil to give the putty a good hold and the putty should be colored to match the stain, as otherwise the filling might show up too prominently. To make a quick and hard drying putty use equal parts dry white lead and whiting, and mix with equal parts of coach japan rubbing varnish and turpentine to a stiff paste. This putty will dry hard over night, unless the joints are very open, but will have to be colored to match the stain before it is used.

A Good Test.

Mr. Ira McCord has just completed a test of New Era against Eagle Lead. Mr. McCord figured on the same number of gallons when mixed for use. He had six cottages to paint and says that he figured 10 gallons to each cottage. He says that he was compelled to purchase two additional gallons of Eagle Lead Paint to finish the three, and had 6½ gallons of New Era left from the same number. These cottages were all the same pattern. Mr. McCord says that New Era Paint is so tough that it has no end to the spreading capacity and all one has to do is brush it out. He says no more White Lead for him. New Era is the stuff. Mr. McCord is an Indianapolis painter and will use New Era on all of his work. He is building a house and will use New Era, as he considers it the best paint made.

W. J. S.



R. B. BROWN, SALES MANAGER

Body System.

In painting a carriage body, the first coat that is applied is the body primer.

Our Body Primer is made extremely elastic, and has great penetrating properties, which is a very essential and necessary feature, if results are to be expected

and a durable job obtained. Body primer is entirely different from gear primer. With gear primers we expect to do some of the filling of the grain, the wood being hickory and open grain, and also very hard to penetrate, while with the body we do not aim to fill at all with the primer, but to simply penetrate the wood, and the wood being soft, it absorbs the primer, providing there is not too much pigment in same. Therefore, our Body Primer has only enough pigment in it to color the liquid and, being thinner as well, the wood absorbs this coat of primer, which is a protecting coat for the succeeding coats of rough stuff, color, rubbing varnish, or finishing coats.

This primer is adapted for modern painting, having the advantage of *quickness* over the lead and oil method, yet retaining all the good points in the latter, and this is accomplished by the same method of treating the oil as in our Gear Primer, viz., by our secret process of extracting the fatty substances, and making the oils elastic dryers instead of non-dryers.

This body primer has received nothing but praise from all sides, and is so good that a man could not very well condemn it with impunity.

After a coat of this body primer is applied, the next process is to putty up the holes, plugs, corners, etc., and when dry a coat of our First Coat Body Filler is applied.

This first-coat body filler is what is termed by carriage painters as "half and half," viz., half keg lead and half rough stuff, and usually a little rubbing varnish added to it.

Our First-Coat Body Filler is made on this basis, but is tinted a reddish hue, so that it is easily seen when the person rubbing the body out of rough stuff rubs down to it. Thus, it acts as a *guide coat* from the bottom. This feature is a good one, for, when a man has rubbed down to this coat he will see that he is nearing the Primer, which will cause him to go cautiously, for if he rubs entirely through the primer and into the wood, the result is that it will immediately raise the grain of the wood, and no amount of after work will bring this back so it will not show when finished.

This first-coat body filler, having been made from half lead, greatly protects the primer. Our primer, as before mentioned, has great penetrating powers, but when rubbed beyond the limits of penetration, the grain is bound to raise.

After the first-coat body filler is applied (four or five coats are usually used for medium and six or seven for high

WHITE CITY NEWS

grade work), and when the last coat has stood long enough to be thoroughly hard (twenty-four hours at least) the body is then taken to the rubbing deck and rubbed out. This rubbing is done with rubbing brick and plenty of water, until the roughness is taken off. Then it is smoothed up to a surface with lump pumice until the desired surface is obtained. After standing usually another day to let the water dry out of the filler, it is sanded off with fine sandpaper, and a coat of japan color applied, or, in some cases, a coat of solid rubbing body black is used instead of the japan color. Then as many coats of black or clear rubbing is used as the grade of work calls for, and the finishing coat of varnish applied.

Body black solid rubbing color varnish is by far blacker than any other solid rubbings on the market, yet it is not as black as black rubbing and can not be made so, yet, for ordinary purposes, it answers the requirements and gives good satisfaction. By its use a coat of color and the application of same is eliminated.

If any of our representatives wish further enlightenment on this subject, same will be cheerfully given through a personal interview, or in answer to questions through these columns.

Letter No. 6 to Carriage Manufacturing Trade.

Lead and oil primers are too slow for these times and conditions.

Acme System Body Primer has all the good qualities of lead and oil primers and none of their bad ones.

No trouble is experienced from the grain raising if rubbed too closely.

It works easily and has great penetrating properties. It does not shrink or cause succeeding coats to shrink or peel.

Our Acme System booklet will tell you all about it.

The Acme System has plenty of friends whose favor is based upon years of practical experience. We should be glad to furnish you with names of some of them.

Letter No. 7 to Carriage Manufacturing Trade.

A more durable filler than the body filler offered with Acme System of Carriage Painting can not be made.

It does not crack, peel or flake, and gives that smooth, elegant surface so much desired by carriage manufacturers.

It does it quickly, easily and continually.

It rubs to a surface with ease, holds out the finish better than rough stuff, is ground finer and has the advantages of being ready for use and absolutely uniform.

By its use you escape "guess work" formulas.

Write for booklet on Acme System of Carriage Painting.

We can send you the names of carriage manufacturers who have used the System very successfully for years.

We have sufficient faith in our System to send a demonstrator to show practical results at your factory at our expense.

Can you ask for more evidence?

Letter No. 8 to Carriage Manufacturing Trade.

Just a few facts about our Solid Rubbing Color Varnish Body Black.

It is a black that is blacker than any other solid blacks on the market.

For durability and covering capacity it is all you can ask for, because there is nothing better.

Covers solidly over Body Filler or Rough Stuff, saving the cost of color and the application of same as well as the time.

Rubs in two days, flows freely and will not crack, peel or flake.

If you wish the names of manufacturers who have had years of practical success with Acme System we shall be glad to send them.

We are ready to send demonstrator to prove our claims any time you say so, and are ready to convince you at our own expense, if you are willing to be convinced.



T. W. CONNOR, SALES MANAGER

This may be considered vacation time by some; not so with this department as is shown by an order just received from M. Taylor for a full car shipment of Eclipse Paste Paint, Reducers and Agricultural Varnish for Anderson Carriage Co., Little Falls Minn. Rush order, too.



M. TAYLOR.

Mr. Taylor has also sent in, from Monmouth Plow Co., Monmouth Ill., year's contract covering dipping tank equipment and materials of our manufacture used by this firm. This is one of Taylors "carload" customers.

CONVENTION DATE FIXED.

Cleveland Committee Selects Tuesday, Wednesday and Thursday, Oct. 20, 21 and 22.

The local committee in charge of arrangements for the forthcoming convention of the National Association of Agricultural Implement and Vehicle Manufacturers, at Cleveland, has recommended to the executive committee of the association that the convention be held on Tuesday, Wednesday and Thursday, October 20, 21 and 22. A leading member of the committee states that the selection of the

date was practically left to the local committee and that he understands that the executive committee of the association will accept the recommendation of the Cleveland committee. In all probability the convention will be held at the time named.

Elaborate preparations for the entertainment of visiting manufacturers and their wives and friends are being made by the Cleveland committee, which is composed of gentlemen connected with prominent Cleveland companies having large trade connections with the leading agricultural implement factories. The Cleveland members of the committee realize that they will have a hard task to equal the entertainment furnished by Minneapolis last fall. The members of the organization really do not demand such elaborate entertainment, but the Cleveland manufacturers are enterprising and they hope to fully equal the splendid program offered to the delegates and guests at Minneapolis in October last. With favorable weather, which may be predicted for Cleveland during the third week in October, the Cleveland committeemen are confident that they will more than satisfy the ladies and gentlemen who come to the convention.

Neal's Bedstead Enamel Anti-Rust.

The iron bed manufacturers show much interest in these goods and we are receiving inquiries daily in response to the circular letter recently sent out.

We know the goods are right and our representatives should take advantage of this opportunity of securing a foothold with firms whom we have been unable to interest in other goods.



BENSON E. BROWN, SALES MANAGER.

Hard to Exterminate

That the disciples of the White City are hard to exterminate was again shown a few days ago. H. V. Deming added a railroad wreck to his long list of road experiences and came through with nothing more serious than a shakedown.

The accident was on the Wabash near Stuebenville, Mo., and there were several lives lost.

We were fully represented at the annual convention of the Master Mechanics' and Master Car Builders' Associations recently held at Saratoga, Messrs. B. E. Brown, H. N. Turner and H. V. Deming being in attendance.

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY



PAINTS, ENAMELS



COLORS, VARNISHES



DETROIT, MICH.

VOL. I.

JULY 25, 1903.

NO. 9



F. R. DOUGALL, SALES MANAGER

\$5.00 and \$10.00 Assortments.

The little booklet on \$5.00 and \$10.00 Assortments which is sent you with this issue of the WHITE CITY NEWS, not only outlines the assortments of our Rapid-Selling Specialties which we are putting up in the above quantities, but also gives the points of advantage, or "talking points" on the various lines. This plan is intended to assist in the introduction of these goods in the stocks of dealers who have not heretofore handled them. We make it easy for the jobbers' salesmen to sell these goods. An extra quantity is included with each assortment, making the

goods cost the dealer virtually 10 per cent. less than the regular price. A full line of advertising matter is also included with each assortment. These assortments can be carried in jobbers' stock ready for shipment, and the dealer is thus enabled to get them promptly after placing his order.

Our \$200 prize competition open to jobbers' salesmen is explained in this issue. A special prize, however, of \$5.00 for each \$100 worth of these assortments sold will be given. For the purpose of keeping an accurate record of sales, we provide each jobber's salesman with a book of order notification blanks, a sample of which is also sent with this issue. These blanks are divided into three parts and perforated, one part being sent by the salesman to his house with the order, another mailed promptly to us, and the other is the record he keeps himself. When his order has been accepted by the jobber, the blank sent them by the salesman should be for-

warded to us. This indicates that the order has actually been accepted, and is or will be shipped, and the amount of the sale is then credited to the salesman's record which we keep here.

Orders not accepted by the jobbing house cannot be counted by us.

The jobber secures his regular margin of profit on these special assortments.

This is the finest opportunity ever offered dealers to place trial orders for stocks of these specialties, all of which are staple, saleable goods, of "Acme Quality." No risk to the dealer is attached to this slight investment, as the goods can not fail to sell, and we have sufficient confidence in our own products to predict that they will, with the assistance of the advertising material furnished, help the dealer materially in building his paint business.

We believe it will be a comparatively easy matter for the majority of jobbers' salesmen to induce their customers to

place orders for these trial assortments, and if the salesman should not feel that he would stand the best of chances to win one of the big prizes, he can at least feel that any special effort on his part will be appreciated in the shape of a special prize amounting to \$5 for each \$100 worth of these assortments sold.

If you are a jobbers' salesman and have not already secured a sales-

To enable new trade, who have not as yet taken advantage of this liberal offer, to do so, we have decided to keep same open until December 1st, 1903.

This offer is open only until Dec. 1st, 1903.

Special Offer to Dealers on New Era Varnishes

With an order for New Era Varnishes amounting to	\$25	NET, we will send GRATIS, 4 gal- lons in 2 gal. cans.	No. 1 Coach or Lt. H. O. Finish	VALUE \$ 3.75
	\$50	NET, we will send GRATIS, 8 gal- lons in 2 gal. cans.	No. 1 Coach or Lt. H. O. Finish	7.50
	\$75	NET, we will send GRATIS, 12 gal- lons in 2 gal. cans.	No. 1 Coach or Lt. H. O. Finish	11.25

Conditions

1. This offer applies only to your first order for NEW ERA VARNISHES.
2. The order must be sent to your Jobber WITH THIS NOTICE ATTACHED with the request that the Jobber forward the order and this notice to us.
3. The order must be filled and shipped by us, direct from factory and charged to YOUR JOBBER.

See Price List and Discount on Last Page.

Enter Your Order on Inside of This Page.



DETROIT, MICH.

Special Notice to Dealers.

Write your order on other side of this page; tear off this half and send it to your Jobber. Retain the other half with copy of your order.

Place your O. K. on this order and send it to us to be shipped direct from Detroit for your account.

Special Notice to Jobbers.

WHITE CITY NEWS

man's outfit for presenting these assortments, together with a book of order notification blanks, send in your request at once and they will be forwarded without delay.

The Merchant and His Drummer.

BY J. V. FARWELL

What would an army be without a drummer? Music is the soul of motion in more ways than one.

The music of the universe is the symphony of motion in suns and planets, which

thus spell out God in large letters. He who set them all in motion said: "Let us make man in our image and let them have dominion over all the earth." Such being man's origin and destiny, it is his special business to make things move, if God knew what He was about when He made him in His own image. The fact of such a creation makes God man's partner in every evolution of progress that makes for righteousness and advancement for the race. The past one hundred years have

seen more advancement than all the other centuries that preceded it.

When I began business in this city fifty years ago country merchants came to town in wagons to select their goods, and that was the only transportation known to the times. The travelling was then done, not to sell goods, but to make a close diagnosis of the merchant who had been his own commercial reporter, to see if he had booked himself properly. I have spent months in such excursions with a horse and buggy to help in starting a trade which now requires an army of commercial travelers over railroads in every direction with sample trunks to meet its ever-increasing demands.

The character of these men twenty-five years ago would not have been scheduled A1 including myself, of course by scrupulously correct reporters; but the growing importance of this new industry soon demanded the best men to fill the bill, both in the minds of buyers as well as sellers. No first-class house could afford to be represented by a third-class man, who would be thus sized up by the first-class buyer and be notified—politely, of course—that his goods were not wanted just then, even if there was none of the kind on the shelves. Whisky and cards were in due time noted as back numbers by all traveling men who wanted a first-class job of any kind—even in selling whisky. Such is human nature in the breed that makes success in any line of business.

It may be possible for third-class men to sell third-class goods for third-class merchants to third-class buyers, but as a rule for no other kind. Hence the character of traveling men has been constantly "breeding up" as we say on the Texas cattle ranches.

The very existence of such an institution as the Sheldon School of Scientific Salesmanship, emphasizes the well-known demand for full-sized men to sell all kinds of goods for first-class houses. While able men by years of practice can, without a college education, master almost any calling, it is a well-known fact that the college-trained mind can, in practice, acquire a proficiency in any profession much sooner than the raw recruit. While this special school is a new thing under the sun, it may prove to be the very thing that the new demand for better qualified salesmen has made necessary, or at least very desirable, to aid young men in taking first-class positions as traveling salesmen.

It is estimated that there are now in the United States 400,000 traveling salesmen.

\$200 in Cash Prizes

1ST PRIZE,	-	\$100.00
2ND "	-	50.00
3RD "	-	25.00
4TH "	-	15.00
5TH "	-	10.00

An Opportunity for Jobbers' Salesmen

The above prizes are offered to the salesmen of jobbing houses selling the largest amount of the \$5.00 and \$10.00 assortments of the "Acme Quality" Line of Specialties in Paints, Enamels, Stains and Varnishes, described in the following pages.

CONDITIONS:

1. Salesmen desiring to take part in competition will please send us their names and the address to which to mail a supply of blanks to be used to notify their house as well as ourselves of orders which they secure.

We shall also send them a little booklet with illustrations and concise, but complete information to enable them to present the goods without trouble.

2. On receipt of notice of order from a salesman we shall request the house, to whom order has been sent, to advise us of shipment, as orders declined for any reason will not be counted.

3. Our own representatives will not take part in competition.

4. Competition will cover the fall season and close December 12, 1903. No notices received later than the last mail of the latter date will be counted.

This proposition is not like introducing new goods. The Acme line of specialties are recognized as staple by all dealers.

In the assortments we have included only the best selling shades and sizes.

The demand for the goods is constant and no dealer investing in an assortment risks buying goods that will stay upon his shelves.

The assortments of the various lines are packed separately, each with a complete line of advertising matter. The extra quantity which we include in each assortment amounts to about 10 per cent and is offered for the purpose of starting the goods with dealers who may not be handling them. This is an inducement which will prove of material assistance in securing new customers.

Send your name, address, and business card or printed stationery of your house to

DEPARTMENT OF PROMOTION.

WHITE CITY NEWS

This grand army of peace in this great republic has been enlisted mostly in the last twenty-five years and has come to stay. The school to train such salesmen is a legitimate child of ever-increasing competition and has also come to stay, if it increases the efficiency of those under its tuition, as is confidently expected that it will. As England has been the most noted nation as a commercial factor, we find that the traveling salesmen were first organized in that country, but Brother Jonathan soon took the lead of John Bull in this method of extending trade. It does not take a Yankee long to appreciate a good thing and move to its music.

The invoice of the qualifications of the successful salesman is composed of a natural condensation of consecrated common sense, which is so uncommon among the majority of men. To know the quality of the goods you sell—through and through—is the best introduction to a buyer who knows his business. To know men as merchants as well as the masculine gender is just as important. Then comes courage as a large part of common sense, which never surrenders to circumstances in making a sale, which will even make circumstances to do it when necessary. The last quality, which is also the first, is the grace of common sense to do the right thing under all circumstances, in such a polite manner that your customer will never forget it.

That always brings another order in due time. Knowing men as merchants, therefore, is most important.

I remember two incidents in my own experience that will illustrate my points. One was a man who reported himself

financially all right, but when I came to sell him goods I found he was as ignorant about them as a mule is of good manners, and in less than an hour I informed him that I had changed my mind about selling him a bill and advised him to try some business that he knew something about. The other was a bright man who knew his business well, but did not know himself. I found him at his hotel that very evening after selling him his goods—dead drunk.

He was well sobered up when he drove up his wagon to get his goods next morning. But I informed him of my discovery of the previous evening of another kind of man from the one I had sold the goods to. I told him I could not make a customer for my firm of a man who was so easily converted into a know-nothing animal. He was completely taken aback, confessed his wrongdoing and promised that it would be the last time he would make a fool of himself if I would let him have his goods.

After some parley I made up my mind that he was in dead earnest and so I let him have the goods. He kept his word and in due time became a wholesale as well as a retail merchant in an inland town and president of the Y. M. C. A. Long afterward he said to me: "That incident was the turning point in my business career and every other kind of career."

Real experience in knowing goods and men must have disciplined every salesman's mind before he can surround his customers and capture their trade. A customer must himself see that you have fairly captured him in the quality and price of your goods before he willingly surrenders, and then he is a pleased

prisoner and worth having for future and larger deals.

To deceive a customer in regard to the quality or price value of goods to get an order is very disorderly conduct in a salesman, for sooner or later the customer will graduate in the school of both agencies which made him buy of you and then when you try again to sell to him he will probably give you a lecture on fair dealing. Experience with him in his deals with you disinherited you from any further interest in his profits or losses.

Give every man credit for knowing the quality and value of your goods until you find you are mistaken, whether he does or not, and you will be more likely to keep your customer for future operations.

We wish to extend our sincere sympathy to the S. B. Hubbard Company, of Jacksonville, Fla., in the loss of their president, Mr. Samuel Birdsey Hubbard, who died at Jacksonville on June 21st. Mr. Hubbard's death will be deeply regretted not only by his intimate friends but by the many business acquaintances of the company.

We regret to announce the death of Dr. Boswell Ward, president of the Ward Bros. Drug Co., of Indianapolis. Dr. Ward died at Winona Lake, Ind., on July 9th aged seventy-two years, and his passing will be a distinct loss to the company whose success has been in a great measure won by his wise and conservative business methods. An earnest Christian, his every business act was guided by the dictates of conscience and his business and private life was a model of courtesy, probity and integrity.



T. W. CONNOR, SALES MANAGER

Trade Talk.

That the manufacturing trade season is fairly under way is evidenced in a very substantial manner by the number of contracts received this week. Mr. W. H. Conner sends in three, as follows: Ohio Cultivator Co., Bellevue, Ohio; Pratt Mfg. Co. Coldwater Mich.; American Screen Door Co., Adrian Mich. and Ironton Mo., and Mr. M. Taylor sends in the Sattley Mfg. Co., Springfield, Ill., all of them are representative concerns in their line of manufacture and may be used as

references at any time as to "Acme Quality" and dipping equipment.

The Aultman & Miller Buckeye Co.

The Aultman & Miller Buckeye Co., recently incorporated at Akron, Ohio, with \$750,000 capital stock, will succeed to the business of Aultman, Miller & Co. The creditors and the court, as reported in *The Implement Age* of July 2nd, gave their final approval to the offer of Judge William A. Vincent, of Chicago, who agreed to pay \$640,000 cash for the assets of the old company, and the new Aultman & Miller Buckeye Co. will continue the manufacture and sale of Buckeye harvesting machines. The Akron twine mill, owned by the old company, will come into control of the new company September 1st, after a lease has expired, under which the mill has been operated by the Travers Bros. Co., of New York.

The directors of the new company are Messrs. C. C. Bolton, Silas Hitchcock and S. W. Folsom, Cleveland, Ohio; Judge William A. Vincent, Chicago, Ill., and Gorton W. Allen, Auburn, N. Y. The three first named are business associates of Senator Hanna, and constitute a majority of the board of directors, thus giving them control. It is generally understood at Akron that the capital to reorganize the business was furnished by Senator Hanna, who is receiving hundreds of letters from all parts of the country, congratulating him on his enterprise in putting money into an independent harvester company.

Judge Vincent has been elected president of the company. He has an intimate knowledge of the implement trade, acquired as counsel for prominent concerns and as a result of several years' experience as counsel for the National Association of Agricultural Implement and Vehicle Manu-

WHITE CITY NEWS

facturers. Mr. Gorton W. Allen has been elected general manager. He is a thirty-third degree machine man, having been general manager for D. M. Osborne & Co. for many years, and in recent years a member of the firm of Henry & Allen, Auburn, N. Y. He was national commissioner from New York to the Columbian Exposition, and also distinguished himself at the Paris Exposition of 1900.

Interview with Judge Vincent.

Judge William A. Vincent was seen by a representative of *The Implement Age*, and said: "The business will be run as an independent concern under the name of the Aultman & Miller Buckeye Co. We are not looking for a fight with the International Harvester Co., but we propose to sell our goods. We have ample capital to

carry on the business. Buckeye harvesting machines have been favorably known to the trade for nearly half a century, and we propose to maintain their high reputation."

The new plant of the Coquillard Wagon Works, at Henderson, Ky., is rapidly nearing completion. The factory buildings have been erected, and at present machinery is being installed. It is the expectation of the management to have the plant in full operation within thirty days.

The Dalsey Manufacturing Company, of Ashley, Ind., has decided to move their plant to Moundsville, W. Va., and has secured a site in the Boom Ground addition, near where the old planing mill stood. They expect to break ground for the plant about August 1st. The company will

manufacture farm implements, steel wheels, lawn swings, push carts, etc.

The Grand Rapids Combination Wagon Box Company, Grand Rapids, Mich., have incorporated with a capital stock of \$30,000. The incorporators are E. Roenlut, Otto R. Roenlut, John A. Gayner, John A. Arpin and C. A. Podawiltz.

A new harrow company, to be known as the Dakota Harrow Co., is to be incorporated in Mitchell, S. Dak., with a capital of \$30,000. Mr. J. H. Brown, of the Detroit Harrow Mfg. Co., was the organizer. The officers of the company are: Wm. M. Smith, president and treasurer; A. A. Truax, secretary and general manager; John Grace, vice-president. The three also comprise the directorate of the company.



R. S. BROWN, SALES MANAGER

Demonstrations.

Demonstration is one feature in the Carriage Manufacturing Trade Department to secure trade wherever the business will warrant it, such as builders who are putting out one thousand or more jobs per year.

It takes from six to ten days to show up the full line, that is, in the Acme System—gear and body. Body system takes the longest, as there is much more work on the bodies than on the gears and wheels.

After we get permission to demonstrate in a factory, we must be very careful not to take the least advantage of the privilege given to enter the plant.

As the Acme System is in two parts—Body and Gear—we will take them separately so as not to get them confused.

First Acme Body System.

Body Primer—First Coat Body Filler. Prepared Rough Stuff—Black in Japan. Solid Rubbing Color Varnish.

The primer takes forty-eight hours to dry, but after it has been on the work for twenty-four hours you can putty, and the third day apply the first coat body filler, which is a very elastic coat and helps to hold up the varnish from sinking. This coat is allowed twenty-four hours to dry. Afterwards apply one coat of rough stuff each day, three to six coats being used, according to grade of work, and when dry rub down with German brick or pumice stone, and water. All to dry out good,

and give one coat of black or solid rubbing color varnish for cheap work, and one coat each of black rubbing and clear rubbing varnish for good work. Rub out with pumice stone and water, ornament, if so desired, and finish.

Second. Acme Gear System.

Wheels and gears are given on coat of primer, either black, red or yellow (whatever color the job is to be finished in), allowed to stand forty-eight hours, putty in twenty-four hours. The third day thoroughly sandpaper and give one coat of gear surfacer or rub lead. Allow twenty-four hours for same to dry; these are tinted according to shade, so that the solid rubbing color varnish, made from our elastic gear colors ground in system which makes them very elastic, will cover over them perfectly.

Should you desire to have a fine job, apply over the surfacer, or rub lead, one coat of gear color and tint the rubbing varnish with the same color, and you will have a first-class job.

Use moss on each coat to take off any dirt that might get on the work during the drying.

After the solid rubbing is dry, moss off, stripe and finish. Or if clear varnish is used, rub down with pumice stone and water, which makes the work look much better when finished, but only first-class shops use that as it costs more.

Great care should be taken to have all coats dry good.

In this system one coat fits in with the other in such a way that the job will last longer than when painted with any other system of painting.

The surfacer and rub lead are ground fine like coach color, which does away with lots of sandpapering.

During this process the demonstrator shows the buyer and foreman painter the results, but the best results for him is a big, fat order and the future business of the concern.

I have been acquainted with this system for several years and have seen other systems worked, but there is nothing I know of that comes up to the standard quality of *Acme System*. Always the same, easy to work, and never comes off.

C. H. M.

Letter No. 9 to Carriage Manufacturing Trade.

Did you ever lose business in the busy season, because you could not get the work out quick enough?

Time means money and particularly at that season. Acme System of Carriage Painting will save both time and money.

It is a system that is both *quick* and *safe*.

You can "rush" our system with safety and still secure the perfect finish you must have to please your customers.

No cancellation of "rush orders" where Acme System is in use.

The Acme System has many old-time friends who are willing to say a good word for it, based upon years of practical experience.

We are willing to demonstrate it in your factory at our own expense, and should like your name added to our long list of users.

Letter No. 10 to Carriage Manufacturing Trade.

Those using Acme System of Carriage Finishing do not get "hung up" in the paint shop.

Acme System moves quick, and it moves safely and surely, too.

It is not an experiment with us. That stage has long since passed.

That it is a success is a fact that can be testified to by our many customers who have used it for years.

It saves time and labor and insures as perfect a finish (better in many respects) than can be secured by the slow laborious processes that prevailed in the past.

Our Acme System booklet will tell you about it.

If you want the names of carriage manufacturers who have used Acme System successfully for years, we shall be glad to send them.

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY

ACME
QUALITY

PAINTS, ENAMELS



COLORS, VARNISHES

ACME
QUALITY

DETROIT, MICH

VOL. 1.

AUGUST 1, 1903.

NO. 10



F. R. DOUGALL, SALES MANAGER

The Salesman's Omar.

EDWARD W. MILLER.

How oft have I, upon a railroad train,
Dozed as I read, then woke, then dozed again,
Wishing that I might lay my weary head
Upon a pillow—but the wish was vain.

A country store, a red-hot day, and thou,
Sitting behind the counter, hear me now—
Telling thee all about our newest line,
Wiping the perspiration from my brow.

Talking the while the mercury doth climb,
(Oh, for an empty pitcher and a dime)
Hearing thee say, for all my eloquence,
"There's nothing doing—come around next time."

Times have I thought when orders were *non est*,
What if the firm should wire me, "Take a rest,"
"Go to the seashore—stay at our expense"—
Always my pipe goes out—'tis all a jest.

Some day I'll jump the last thro' train and so,
Soon strike the land where all good salesmen go,
Nothing to do but rope in carload lots,
O, that such consummation may be so.

We received a visit this week from Mr. Julien Phillips, of Phillips, Garbrough & Allen, of Opelika, Ala. We showed Mr. Phillips over our plant and he expressed himself as being very much interested in all he saw. Phillips, Garbrough & Allen are our agents at Opelika, Ala.

A Writer in Trade makes a novel argument in favor of handling high class goods, stating that in handling this class of goods in competition with cheap goods, he makes 200 per cent. on part of his money. The point being that where his competitor buys a certain class of goods at 12c and sells at 15c, he buys at 13c and sells at 17c, thus making 2c more profit on the extra cent he spends for quality. This gives him a 200 per cent profit on the quality part of his investment.

Many men tire themselves to death
looking for an easy job.

Among the recent visitors to the factory was Mr. J. H. German, a representative of Messrs. Smith Bros., wholesale hardware dealers, of Columbus, and our distributors for that district. Mr. German made a very thorough tour of the plant and gathered quite a number of new "talking points" relative to the merits of New Era Paint and the "Acme Quality" Line.



ALF R. KELLY.

We have lately received an order from The Spokane Drug Co., of Spokane, Wash., for three car loads of our goods. This order was sent in by Alf R. Kelly. Mr. Kelly has made arrangements with the Spokane Drug Co. to act as our distributors in the State of Washington.

Ashland, Oregon, July 10, 1903.

Acme White Lead and Color Works,
Detroit, Mich.

Gentlemen: I am painting the Southern Oregon State Normal School buildings with the "New Era," as it is the most reliable paint I have found. I have bought over \$600 worth since I bought out your agents, the Pioneer Paint Company, of Portland, Oregon.

Yours truly,
H. S. EVANS.

EDUCATION

"Old Gorgon Graham," Pork Packer
Chicago, Writes to His Son Pierrepont,
of Harvard University.

Dear Pierrepont—Your Ma got back sale this morning and she wants me to be sure to tell you not to over-study, and I wan't to tell you to be sure not to under-study. What we're really sending you to Harvard for is to get a little of the education that's so good and plenty there. When it's passed around you don't want to be bashful, but reach right out and take a big helping every time, for I want you to get your share. You'll find that education's about the only thing lying around loose in this world, and that it's about the only thing a fellow can have as much of as he's willing to haul away. Everything else is screwed down tight and the screw-driver lost.

I'm anxious that you should be a good scholar, but I'm more anxious that you should be a good clean man. And if you graduate with a sound conscience, I shan't care so much if there are a few holes in your Latin. There are two parts of a college education—the part that you get in the schoolroom from the professors, and the part that you get outside of it from the boys. That's the really important part. For the first can only make you a scholar, while the second can make you a man.

Education is a good deal like eating—a fellow can't always tell which particular thing did him good, but he can usually tell which one did him harm. After a square meal of roast beef and vegetables, and mince pie and watermelon, you can't say just which ingredient is going into muscle, but you don't have to be very bright to figure out which one started the demand for painkiller in your insides, or to guess, next morning, which one made you believe in a personal devil the night before. And so while a fellow can't figure out to an ounce whether it's Latin

WHITE CITY NEWS

or algebra or history or what among the solids is building him up in this place or that, he can go right along feeding them in and betting that they're not the things that turn his tongue fuzzy. It's down among the sweets, among his amusements and recreations, that he's going to find his stomach-ache, and it's there that he wants to go slow and to pick and choose.

Does a college education pay? Does it pay to feed in pork trimmings at five cents a pound at the hopper and draw out nice, cunning little "country" sausages at twenty cents a pound at the other end? Does it pay to take a steer that's been running loose on the range and living on cactus and petrified wood till he's just a bunch of barbed wire and sole-leather, and feed him corn till he's just a solid hunk of porterhouse steak and oleo oil?

You bet it pays. Anything extra that trains a boy to think and think quick pays; anything that teaches a boy to get the answer before the other fellow gets through biting the pencil, pays.

College doesn't make fools; it develops them. It doesn't make bright men; it develops them. A fool will turn out a fool, whether he goes to college or not, though he'll probably turn out a different sort of a fool.

(From "Letters from a Self-Made Merchant to His Son," by George Horace Lorimer. By permission of Small, Maynard & Co., Publishers, Boston, Mass.)

About Patentwood Kegs.

Apropos of patentwood kegs, we quote below from a letter dated July 25th, from the manufacturers. The statement should stiffen the backbone of our representatives, and should justify us in expecting that where complaints arise, they will use their best efforts to convince customers that this is the proper keg in which to buy their lead.

I beg leave to state that we deeply regret that the 200 lb. kegs mentioned were broken open and others somewhat injured.

We have not the slightest doubt that the report from your customer is true in every respect. The only question is, what kind of treatment did the kegs have? A very great deal of merchandise of all kinds is smashed by the railroad companies. For instance, although the varnish we are buying from you is put up in very superior barrels with provision made for hard usage, yet when the barrel shipped previous to the last arrival, it was in such a condition as to require the varnish to be transferred to another barrel. Now, had this barrel been a new package, it is more than probable that we would have formed the opinion that the fault lay with the barrel. Three months ago, one of our customers wrote us that four of our kegs had been badly smashed and that his customer was complaining. Upon a full investigation it was found that at the same time four of our kegs were smashed, seven wooden kegs were also smashed.

The difference in the results of the kegs being smashed was that three of the wooden kegs had simply gone all in pieces, whereas practically no lead had been lost out of our kegs.

This customer of whom I speak, will not now believe that our packages can be injured, except in the case of extraordinarily rough treatment.

A new article is always open to ten times the criticism of an older article.

We have already sent out several hundreds of thousands of these packages, and our reports from

breakage are exactly twenty-three, and these extend over nearly two years time.

We appreciate the fact that lead is a valuable article, and one cannot be too cautious in the matter of packages, but our package has demonstrated itself to be as safe a container as the wooden package, with everything else in its favor.

You will know by your experience that accidents occur to wooden packages, and there are very many more accidents of this kind than are reported. The customer who gets a wooden keg in bad condition, assumes that it is entirely the fault of the railroad, and to get the matter adjusted he knows means considerable trouble and loss of time, so he comes to the conclusion that it is more profitable to simply accept the situation and say nothing about it.

Mr. John Swift, Pres. of Eagle White Lead Co., with whom you are well acquainted, is as you know, one of the most careful business men in the country, and yet he is sending out on an average, four hundred of our kegs filled with his lead, every day.

As to the moisture affecting these kegs, I want to say emphatically, that nothing but actual water coming in contact with these kegs will affect them detrimentally. At our factory here we have a three-story cellar. The floor of the lowest cellar is thirty-five feet beneath the surface of the ground, and the walls are glistening with dampness, and the air of the cellar is at all times very damp. We have had kegs in this cellar for more than a year, and they are in just as good condition as when they were first put there.

The fact is that we have endeavored in every way to test these kegs, and wherever they were found to be deficient, to remedy that deficiency, until we have brought the keg to a condition of perfection, that makes them, in the opinion of the majority of our customers, O. K. in every respect.

Our guarantee holds good for any losses sustained.

We have so increased our facilities as to be able to get a stock of kegs ahead, which enables us to give them time to thoroughly season. Up to date we have been so rushed with orders that we have not had sufficient time to fully season our kegs. These kegs grow better and harder with age.



T. W. CONNOR, SALES MANAGER

Manufacturing Trade Motto:

"All things come to he who figures while he waits."

While waiting for an audience with the buyer, take out your pencil and get busy on the situation as applied to that particular concern.

If the other fellow is selling them try and figure *why*.

If you don't seem to get the consideration you feel yourself and "Acme Quality" entitled to, try and figure *why*.

If your samples are turned down time after time there must be some reason for it. Try and figure *why*.

If your competitor is given the freedom of the office and run of factory their must be some good reason for it. Try and figure *why*.

If the buyer thinks your competitor a good "paint man" and freely asks his advice, when looking for something new or the betterment of something old, there must be some good reason for it. Try and figure *why*.

If the foreman of the paint shop has more confidence in what your competitor tells him than he has in your sayings there must be some reason for it (not necessarily good). Try and figure *why*.

If you get the business and the other fellow don't stop long enough to try and figure *why*, it will help you in some other place.

In each instance as you close up contract for the coming season with old trade, ask them for a letter that we can publish in our WHITE CITY NEWS.

In this way we seek to give each one an idea as to what we are handling in the way of heavy manufacturing trade, and we trust each will do his part in securing the letters.

We handle quite a large volume of manufacturing trade business that is not

under contract and letters from such concerns are desirable also, and we hope will be secured wherever possible.

Mr. M. Taylor of this department contemplates a trip to Niagara Falls and around the lakes with his family, as an outing, and we bespeak for them a pleasant and an enjoyable time.

Mr. W. H. Connor of this Department contemplates spending a couple of weeks at French Lick Springs or West Baden, Ind., to regain some of the vitality expended in coralling the unusually large number of contracts secured as the results of the first reaping of this harvest, and, if later results are in keeping with those so far secured, Mr. Connor will close up the most successful season he has ever enjoyed and in view of the careful, diligent and persistent effort he puts forth we know of no one more entitled to success than he. May he come into the fall season fully equipped with health and vim to "round up" the season as he would wish.

During the next two weeks the manager of this department will be "hiking" after

WHITE CITY NEWS

the denizens of Gull Lake, and every time his able rod and well tau(gh)t(?) line pulls in one of the fine specimens of the finny tribe for which the fishing grounds of Gull Lake are justly famous, he will have in his mind's eye one of those large fat contracts the boys have "on the string" for this season's round-up, and, as he regales himself with a Ti-Ki boquet, (one of those clear-Havanas that nearly made him famous among his fellows) after the day's sport is done, and the catch, broiled to a turn, has been enjoyed to the full, he will give a thought—maybe two—to each of his co-laborers who are out in the dusty field hustling after the elusive "contract" and wish that they too might join him in his recreation.

The darkest hour in the life of any young man is when he sits down to study how to get money without honestly earning it.—*Horace Greeley.*

Josh Billings on "Sharp" Men.

The sharp man iz often mistaken for the wize one, but he iz just az different from a wize one az he iz from an honest one.

He trusts tew his cunning for suckcess, and this iz the next thing to being a rogue.

So Like a Woman.

Puffer—"What's happened to my meerschau pipe?"

Mrs. Puffer—"Why, dear, I noticed it was getting awfully brown and discolored, so I put a coat of Neal's White Enamel on!"

A. R. Sullivan and A. M. Wood have incorporated the Towers & Sullivan Mfg. Co., of Rome, Ga., with a capital of \$39,000. The company will manufacture agricultural implements.

A charter has been granted to the Hackney Wagon Co., of Wilson, N. C., with \$25,000 capital authorized, \$6,000 subscribed by W. D. Hackney, Geo. Hackney, W. L. Manning and others.

R. B. Miller, who for some time has been connected with E. Bement's Sons, of Lansing, Mich., has severed that connection to become secretary of the Howland Manufacturing Company, of Pontiac, Mich.

The Litchfield Mfg. Co., located at present in Webster City, has perfected plans for the erection of five new buildings in Waterloo, Ia., and will begin work on them immediately. The company, among other things, will engage in the manufacture of agricultural novelties, among them being feed grinders, end gates, etc.

For the purpose of enlarging its plant and increasing its capacity for the conduct of its operations, the Ingle Wagon Manufacturing Co., of Fort Smith, Ark., has purchased three and a half more lots adjoining their factory.

Hackney Bros., of Wilson, N. C., have been succeeded by the Hackney Wagon Co., which has incorporated with \$60,000 capital. The incorporators are W. D. and George Hackney, W. V. Manning and John F. Bruton.

General Manager Gelink, of the Ensley branch of the Empire Plow Co., of Ensley, Ala., stated that he had received notice of the shipment of three carloads of machinery from Cleveland, Ohio, and that just as soon as this machinery arrived and was installed that the plow factory would start in full operation.

The Champion Seeder Co., Urbana, Ind., has decided to change the name of the concern to Cyclone Seeder Co., the change to take effect Aug. 1. The business is to be continued under the present management and the output of the factory is to be increased in order to keep pace with the rapidly growing demand for Cyclone seed sowers.

R. R. Frey, branch house and foreign trade manager for Deere & Co., of Moline, Ill., has resigned his position and it is reported that he will be associated with a new implement concern to be organized at Springfield, Ill. No definite information is available at this time concerning the new project. Mr. Frey has occupied the above position for the past four years.

The American Seeding Machine Co. have purchased the entire business of the A. C. Evans Manufacturing Co., of Springfield, O., and will continue to manufacture all of the lines which that company have been producing for a number of years. This will give the big concern a most favorable position in respect to the trade on corn planting machinery, as that was the leading line manufactured by the Evans people. The plant will be enlarged and otherwise improved.

Work on the shops of the American Shredder Co. at Madison, Wis., is progressing rapidly. The company was organized in February of the present year, with the following officers: Jackson Reuter, president; G. J. Corcet, treasurer; J. A. Aslward, secretary; J. J. Power, general manager. The capital stock of the company is \$100,000. The machine the company will manufacture is the invention of General Manager J. J. Power and is the result of years of labor.

The final organization of the American Plow Co., the new industrial acquisition for Fair Oaks, took place on the 11th inst. at Madison, Wis. The following officers were elected: James Barclay, of Moline, Ill., president; George Foster, of Creston, Iowa, vice-president; A. E. Johnson, of Austin, Minn., secretary, and Jackson Reuter, Madison, treasurer. The capitalization is \$200,000.

The thirtieth annual Grangers' Interstate Picnic Exhibition, to be held at Williams Grove, Pa., Aug. 24-29, will probably be one of the most successful affairs of the kind ever held in the Keystone State. R. H. Thomas, general manager, is well pleased with the prospects and promises one of the best exhibitions of agricultural implements, live stock, etc., ever seen at Williams Grove.

The Leavitt Manufacturing Co., which has been located at Tuscola, Ill., for a number of years, has moved to Urbana, Ill., where Mr. Leavitt has purchased and remodeled what has long been known as The Old Wright Foundry Plant. Mr. Leavitt purchased the plant at an attractive figure, realizing that the time had come when he must enlarge his plant in order to meet the ever increasing demand for the specialties he manufactures. His new location gives him a side track, and will enable him to more than double his output.

At a recent banquet given in Sydney, New South Wales, Australia, by one of the largest sheep ranch owners in that country, Mitchell Link, manager of the ranch, sent the Burg Wagon Co., of Burlington, Ia., the following toast, with a letter of explanation why the toast was offered: "Here's to the Burg wagon that has made Burlington famous. May the rumbling of its wheels, like the drumbeats of England, be heard around the world. Long live the Burg." Two years ago Mr. Link purchased a large number of wagons from a Pacific coast jobber for use on one of the most extensive sheep ranches in Australia, covering many thousand acres of grazing land. These wagons gave universal satisfaction over others that they had in use, hence the above toast was offered in appreciation of the good qualities of the Burg Wagon, inasmuch as they have not cost them anything for repairs during the two year's use. Mr. Link mentioned having tried others, but claims that they did not stand the climate as well as the Burg, and that the toast was offered when the season closed with their regular annual banquet. The Burg Wagon Co. should be very proud to receive the above-mentioned letter and toast.

WHITE CITY NEWS

The Syracuse Chilled Plow Company, Syracuse, N. Y., have largely increased their business in the New England states during the past few years, as is evidenced by the fact that they recently erected a building at Boston, Mass. It is stated that the Syracuse Chilled Plow Company are the only manufacturers located outside of New England who own their own building and conduct a direct transfer and storage business in that territory. Their Boston warehouse is located at 78 Cambridge Street, Charlestown district.

The local committees at Cleveland, O., have already begun arrangements to entertain the National Association of Agricultural Implement & Vehicle Manufacturers, who will gather in that city on Oct. 20, 21 and 22 next. This meeting will be the largest assemblage of implement and vehicle manufacturers ever convened in the United States. The order of business being arranged will embrace an interesting program, covering all subjects of interest to the trade, especially features relating to legislation, transportation and organization. That the attendance will be large there can be no doubt.

The American Seeding Machine Co. are also negotiating for the immense grain drill and seeder industry of P. P. Mast & Co., and it is reported that the deal has practically been closed. Negotiations for this purchase have been pending for several months. In fact P. P. Mast & Co. figured in the original negotiations at the time the American Seeding Machine Co. were organized and it was expected that sooner or later the plant would be absorbed by the combination. No definite information is available concerning this deal, but the general impression at Springfield is that the sale will be consummated in the near future.

The Holt Manufacturing Company, of Stockton, Cal., a couple of months ago shipped to Spain a steam plowing outfit consisting of a sixty-horse power traction engine and a gang of twenty-eight plows. It was ordered by a Spanish land proprietor living near Utrera, in the province of Andalusia. Spanish accounts of its trial—which was witnessed by a large concourse of interested people, including government officials and many distinguished citizens—speak glowingly of its performances and predict a considerable demand for them in that country, where the conditions of soil and climate are similar to those of California, in which such machinery is largely used.

The Fort Smith Wagon Co., of Fort Smith, Ark. (formerly the South Bend

Wagon Company), has commenced work on its large new plant, which will have on completion a capacity of 10,000 finished wagons yearly. This industry was induced to locate at Fort Smith through the instrumentality of the industrial department of the Frisco System and was much prepossessed by the fine advantages that city offered as a location, both because of its first-class timber supply adjacent and the excellent markets for their finished products in the Southwest. There exists a fine and even better opening at that point for a carriage factory to build the cheaper class of vehicles, as a great and growing market for the finished product is close at hand in Texas, Indian Territory and Oklahoma. This opening is worthy of investigation by carriage manufacturers.

Johnnie-on-the-Spot.

"I heard a little story the other day that vividly illustrates the North American Indian's rapid assimilation of American humor," said Attorney Ben White, of Macon, Mo. Mr. White had just returned from the Indian Territory.

"The allotment rolls for the Chickasaws were closed at midnight on September 24th. Children born after that hour were cut out, but up to midnight every male member of the tribe was entitled to 320 acres of land, worth about \$1,000, but which promises soon to be worth many times that amount.

"The evening of the 24th was an anxious time to a little Indian family, dwelling not far from the registry office. An interesting event was anticipated. The watcher's eyes were fixed on the clock as the hands slowly but surely crawled around to the midnight hour.

"At exactly 11:40 o'clock a brand new Chick of the male persuasion came into the world. The twenty minutes was worth \$1,000 to the family.

"He was christened without any outside suggestion, Johnnie-on-the-Spot. I have heard the term used several thousand times, but it never seemed to fit an event as strikingly as it did that one.

"There were plenty of witnesses to make affidavit that Johnny was born before the 25th, and there was no difficulty in proving up his claim to 320 acres of first-class land."—*Exchange.*

Meeting Competition.

In business life, Dame Fortune is coy and elusive.

She never tires of coquetting with your rivals and to win her as your own you must plead your cause early and late and deserve her, for a more capacious and

critical mistress you could not find.

Of course you will have competitors. Good fellows, too.

Foemen worthy of your steel.

Do not entertain that prejudiced notion that all others in your line are incompetents or rogues. Do not set yourself up on a little brass pedestal as the one and only one of your kind.

Get down where the fighting is.

Never regard yourself as too large or too small to consider competition. Do not scorn the little fellow as trivial or believe that the big fellow is past catching up with.

Remember the hare and the tortoise.

Meet competition keenly but good naturedly. Be above pettiness. Remember paltry or cut-throat methods are like the Australian's boomerang, they revert to the injury of their instigator.

Be broad and you will be big.

The narrow man sets his own limitations.

Do not complain that competition is stiff.

Be glad that it is.

For it is this same competition that makes the game worth playing, the victory worth winning.

And solitaire is a dull game, after all.

—*Judicious Advertising.*

All Eyes Are On America.

John Wanamaker has just returned from a trip to Europe. After his arrival he declared that America's position in the estimation of Europe is higher than ever before.

"There is less fear than I had supposed," said Mr. Wanamaker, "that the United States has overdone itself in combinations of industrial and railroad capital and extensions. Everybody there is confident that American business men are foresighted and are making splendid preparations for sure prosperity, and that if we are at any point in advance of to-day's needs our natural growth will rapidly bring us up to where present movements of trade and finance will seem measurably small and inadequate to actual needs.

"Never were so many eyes upon America or so many projects formed to have a share in our undertakings. The Old World's capacious purse is open to every hand that carries proper warrants of confidence. It is the general belief that the next five years, because of the accepted idea that the present financial and economic policies of the government are to be continued, is a good time to transfer business interests to America for safe operations of financial and industrial enterprises."

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY



PAINTS, ENAMELS



COLORS, VARNISHES



DETROIT, MICH.

VOL. I.

AUGUST 8, 1903.

NO. 11



F. R. DOUGALL, SALES MANAGER

Scaling Paint.

J. W. has read a circular from a well-known manufacturing concern in which he says they take the ground that the scaling of repainted work occurs because new paint shrinks when drying, and pulls off the old paint. Answer.—This might be true of water color, but I must question the correctness of the statement when applied to linseed oil paint. Water dries by evaporation, but linseed oil becomes solid by absorbing oxygen from the air, and gains bulk as it becomes solid, instead of shrinking. At least, this is the idea of chemists who have written on the subject. My observation has proven it to me also in blistering of paint. Paint is liable to blister when a full coat is flowed on, and more so if a large percentage of oil is used. The same may be said when paint wrinkles, and it looks to me in both cases as though there was too much oil used and the coat is already crowded, and when the paint swells skin the oil, they would have less trouble with their paint.

lies. When paint is mixed with the proper amount of oil and will spread out, it will neither blister nor wrinkle, because when it swells (which will be but a trifle on account of the small amount of oil which it contains) it will find room, owing to the stretched condition of the coat of paint; but when the work has received a flowing coat, consisting largely of oil, the swelling of the paint is greater in proportion to the

which has formed on the surface before the paint has dried solid at the bottom, makes room for itself by wrinkling or raising up in blisters. If the paint shrunk when drying, the oil skin would be stretched tighter over the work instead of bulging up in blisters and wrinkles. From my standpoint, blistering is one of the most prolific causes of scaling of outside paint, and too much oil and too much paint in

each coat is one great cause of blistering. I painted buildings outside more or less for twenty years, and had very little trouble with scaling or blistering on either old or new work. I used white lead and boiled oil or some other soft pigment mixed with boiled oil. Used thin priming on wood, stone and brick work, depending upon the porous structure of the work to take care of the surplus oil. Mixed the succeeding coats as heavy as could be brushed well in hot weather, added sufficient turpentine to make it go on easily in cool weather. In all cases I brushed it well out to a comparatively thin coating. I know the young painter of to-day (as a rule) does not paint this way, and the same may be said of many old painters; but if they would do less slushing and use more elbow-grease

\$5.00 and \$10.00 Assortments of our Rapid Seller Specialties.

These assortments are put up so as to be EASY TO SELL. They are meant to interest dealers who are not handling our line. The goods are all staple and well known brands of the best quality, such as are called for every day by consumers.

The prices are right and the assortments small. They are accompanied by a liberal supply of attractive advertising material for store display.

The dealer runs no risk in investing \$5.00 or \$10.00 in goods of this character, as there is no chance of his not being able to dispose of them at a very liberal profit—making from 66 2-3 to 100 per cent. on his investment.

We are certain that a commencement made on our Specialties will mean a regular customer for you on this line, as our goods possess every feature of quality, price, appearance and satisfaction to customers to warrant a continuance.

The assortments will be offered only as outlined in our descriptive matter and only during the period specified. These assortments, ready for shipment, will be supplied to jobbing houses so that dealers will be in position to secure them promptly from their regular source of supplies.

We furnish each representative a small book of order blanks as per enclosure, so that their house and ourselves may receive notice of all orders secured. Each blank is numbered and an accurate record maintained by us of the orders received from each representative.

We believe that it will be a comparatively easy matter for any representative to place these assortments with his customers, as there are few dealers who cannot use at least the small quantity we offer.

A FABLE WITH A GOOD MORAL.

Something About the Right and Wrong Way of Doing.

Once upon a time a donkey fell into a deep hole, and, after nearly starving, caught sight of a passing fox and implored the stranger to help him out. "I am too small to aid you," said the fox, "but I will give you some good advice. Only a few rods away is a big strong elephant. Call to him and he will get you out in a jiffy." After the fox had gone the donkey thus reasoned: "I am very weak from want of nourishment. Every move I make is just so much additional loss of strength. If I raise my voice to call the elephant I shall be weaker yet. No, I will not waste my substance that way. It is the duty of the elephant to come without calling." So the donkey settled himself back and eventually starved to death. Long afterward the fox on passing the hole, saw within a whitened skeleton, and remarked: "If it be that the souls of animals are transmigrated into men, that donkey will become one of those who never afford to advertise." — *Furniture Journal.*

The Tyranny of Trifles.

No man can claim the brightest apple at the top of one tree because he has climbed another tree—he must climb the tree where the apple is.—*Pennington.*

The mastery of self is the end of true living, and this mastery is shown, not in the negative attitude, by the things we do not do, but by the mental power that compels the power to the positive attitude—the forcing of the mind to do that against which it rebels. The man gains strength as he works; his ability comes through the doing. Constantly we are met by the disagreeable fact that our happiness, and often our success, is defeated by the tyranny of trifles, which, if they were met in the normal way, with healthy attitude of mind, would hardly be discovered to exist. To attach importance to trifles evinces a lack of perspective and a loss of balance in life.—*The Outlook.*

The Cleveland Convention.

The most successful meeting of the Master House Painters and Decorators of the State of Ohio that has been held in the history of this very thrifty organization was the 12th Annual Convention which was held at Cleveland, Ohio, July 14th to 16th. The social features of the convention were all that could be desired, the papers were all of a high order of merit, and a spirit of good fellowship characterized all the discussions.

Likes "New Era" Best.

Cobb, Wis., May 6, 1903.

Eder Bros.,
La Valle, Wis.

Dear Sirs: Yours of the 5th at hand in regard to New Era Paint. I really think it the best paint I ever sold and I have been here twenty-two years. I do not sell as much paint as some dealers but sell some, and have had trouble with some kinds but never with New Era, and I don't think it will disappoint you in any way if properly applied on proper surface.

I have sold several kinds of paint in my business history but like "New Era" best.

Yours, etc.,

CHAS P FOX.



MR CHAS W BURDICK

Mr. Burdick has made a good start on the \$5.00 and \$10.00 assortment competition. Mr. Burdick represents Geo. E. Watson Co., Chicago, Ill.

He Uses New Era Ready Mixed, All Right.

I prefer and always use ready-mixed paint, because when the job is done it presents a much smoother and finer appearance than when done with hand-mixed paint. It has also a finer gloss and does not wrinkle. I find it especially good on old weather-beaten houses. It fills up the porous surface thoroughly and enables one to do a first-class job.—*Master Painter.*

The Commercial Traveler.

There is no calling concerning the easiness and pleasantness of which more misconception prevails than that of a commercial traveler. Outsiders think that all he has to do is to go around, making a few pleasant remarks, and booking orders.

An ordinary "commercial," however, needs the patience of Job. However limited his time may be, he has always to wait politely until everyone is served. He may have to listen to some long account of a retailer's grievance, symptoms of illness, or political opinions, and, after wasting

much valuable time, go away empty-handed. He gets his meals irregularly, and his appetite is often spoiled by the abuse he receives for the fault of some stupid insider of his firm. In short, what many people regard as the easiest of all occupations is really one of the hardest.

The writer would prefer to be the manager of a big establishment, because he has regular and short hours, knows when his day's work is done, and can enjoy all the comforts of home life. When slightly indisposed, he can have a quiet day at home, leaving his affairs in the hands of a trusted assistant. The poor "commercial," on the other hand, has to "keep moving," even if he have a splitting headache, and his life is then a misery to him.

Why Paint Does Not Wear Well.

One of your Lancaster (Pa.) subscribers tells, in a late issue of your magazine, of the troubles that he has with lead and oil paint and wants to know why the paint fails to wear well. As I live in his own county, I am pretty familiar with the kind of work done and demanded here, and I venture to suggest as a reason why paint does not wear well the fact that the work has to be done too rapidly; the painter who can do the work the quickest and the cheapest is the one in demand. He gives a house three coats inside and out in a week, and does some graining also. Then we say that the material is not as good as it was some years ago. About three-fourths of the painters and seven-eighths of the customers are the cause of the paint not wearing well. The trouble to-day is that quantity, not quality, is demanded.—J. W. Sheaffer, Lancaster County, Pa., in *Master Painter.*

In the manufacture of white lead by the old Dutch process the wickets or portions of lead are placed on earthenware pots containing dilute acetic acid, and supported on tan spread upon a floor. A Glasgow manufacturer has just taken out a patent to substitute lead pots for earthenware, gaining by these means a considerable increase of space, while not interfering in the least with the process.

We have received an order from "Uncle Henry" for sixty-five \$5.00 and \$10.00 Assortments. Now the boys have got nicely started we will expect to see these assortments fly. "Come on, boys."

We are just in receipt of an order from our Mr. R. M. Billings for one hundred and ten cases \$5.00 and \$10.00 assortments of specialties. "Come on, boys!"

The Brainy Young Man and How He Fell Down.

EDWARD W. MILLER
(with apologies to George Ade).

There was once a Brainy Young Man who had gained a great Reputation as a Literateur because he had persuaded a Publisher in a moment of Mental Abstraction to publish a Book. Now there was nothing in the Book calculated to make the Reading Public fall over itself rushing to News Stands to buy it. The Hero was a replica of the Ribbon Counter youth with the Engaging Smile and the toy Moustache. The Heroine had the Very Latest in Peroxide effects and had won a Gold Medal doing the Rapid Faint act. The Villain qualified for his Finish by smoking Turkish Cigarettes ad lib and there was the usual mix-up of heavy Parents and Funny Men who Butted in at inopportune times.

However, the Discriminating Public bought it to see how Bad it really was and so it came to Pass that the Young Man drew as much as Twenty Per in Royalties and when some one with an Eye to Funny Effects paid him a cool Five Thousand for permission to use it as a Screaming Farce, he gave a Ten to the S. P. C. A. and spread a reputation as a Philanthropist that had Uncle Andy faded—chiefly through his own Efforts.

And so, for a time, the Brainy Young Man was spoken of as a Coming Man and he was one of the Sights of his Native City. The monthly magazines printed Photos of the Log Cabin where he was born and according to them he had evidently managed to Arrive in several different Spots at once.

But by and by people noticed that he was not consuming any Spare Time turning out New Work. He had Cut Out the slavery of the Pen and likewise the Bother of Writing Checks for Deserving Chanties.

"For," he said, "I have made a Reputation; I shall live on it. He is a foolish man who Works Overtime."

So he shut off the Flow from his Think Tank and Posed as the Greatest American Author of the day until the Drop came.

The Public said: "Here, this man writes not neither does he sign Checks; he turns down alike our desire for more Tales and the Humble Requests of the Fresh Air Society; he is a Fraud; away with him."

When the Brainy Young Man recovered he got a Job behind the Ribbon Counter where his Hero should have been and he spends his Spare Time thinking.

Moral—A reputation is a good thing to get, but you've got to keep hustling to maintain it.

Special Bulletins.



A. D. HOAGG,
District Sales Manager
For the District of the Northwest

Mr. A. D. Hoagg, who has represented us in Iowa for many years, and who has a host of friends in his territory, has been appointed to the position of District Sales Manager for the District of the Northwest. This district comprises North Dakota, Iowa, Minnesota, Wisconsin, and part of Illinois. We know Mr. Hoagg will take hold of his new duties with the same energy he displays in every other undertaking, and that he will have the best wishes of his many friends. Mr. Hoagg will have a number of experienced paint salesmen to help him out in his district.



C. F. MCCAULEY,
District Sales Manager,
District of the Southeast

Mr. C. F. McCauley, who has been representing us in the South for a number of years, has been given the position of District Sales Manager for the District of the Southeast. This district comprises North and South Carolina, Virginia, Maryland, Delaware, and portions of Tennessee and Georgia. Mr. McCauley will have a staff of experienced paint salesmen to help him out in this district. We know "Mac" will make a record in his new position and that he will have the best wishes of his hosts of friends.

Pure Turpentine Legislation.

Continued high prices for spirits turpentine bring with them increasing danger of adulteration. The agitation in favor of rigid inspection laws and strict exchange rules governing the marketing of substitutes and adulterants was taken up none too soon. In Florida there is now in force a law which is likely to be taken as a model for legislation in other states. It provides that the term spirits of turpentine shall be taken to mean pure spirits of turpentine, distilled from rosin, turpentine gum or scrape of pine trees, unmixed and unadulterated with oil or any other foreign substances of any kind whatever.

All distillates and other oils, spirits or preparations resembling or held out as substitutes for spirits of turpentine, manufactured or prepared, directly or indirectly, from or by the distillation of wood, or chemically differing from pure spirits turpentine, and not containing adulterants, shall be known as wood spirits of turpentine. Pure spirits of turpentine adulterated or mixed in any proportions with any other foreign substances or adulterants whatever, or with wood spirits of turpentine, shall be known as wood spirits of turpentine.

The law provides that every person, firm or corporation who shall hereafter produce or manufacture for sale or shipment or for any other than his own use or consumption, any spirits of turpentine in the State of Florida, shall plainly mark or write in letters not less than one inch square on the barrel containing the same, the true nature of the contents of barrel in such manner as to indicate whether the same contains pure spirits of turpentine, wood spirits of turpentine, adulterated spirits of turpentine or adulterated wood spirits of turpentine, as defined by the provisions of this act. And any producer who violates this provision of the law shall be fined not more than \$5,000 or imprisoned in the county jail for not more than one year, or both, in discretion of the court, for each offence. One aiding or abetting in the violation, or receiving or shipping such substitute or adulteration shall be fined not to exceed \$1,000, or be confined in jail six months, or both.

We had a visit from Wm. H. Judson and A. T. Strong, representatives of our distributors, Burhans & Black, of Syracuse, N. Y. They took quite an extended trip through the factory and expressed themselves as very much pleased with what they saw.

WHITE CITY NEWS

We are just in receipt of an order from H. L. Wilson, to be shipped to Walker & Gibson, Albany, N. Y., for 50 \$5.00 and \$10.00 Assortments of our Specialties. "Come on, boys."

Mr. Geo. E. Watson, of the Geo. E. Watson Co., 108 Lake St., Chicago, accompanied by two of his sons, has just returned from an extended visit to the principal cities and resorts of the East. Last month two of Mr. Watson's sons graduated from the grammar school in Chicago and he took them on this trip to give them a change and an opportunity to see the many points of interest along the way. The trip was undertaken for the sole purpose of giving the boys the benefits of the travel as an aid to their education. The Geo. E. Watson Co. are our general distributors at Chicago, Ill.

Working Without System.

A man who does forcible work must dismiss a subject from his mind when he is done with it, writes O. S. Marden in *Success*. This increases the grasp and power of the mind and keeps it clear for concentration upon the thing under consideration. Nothing can be accomplished with half a mind; you must concentrate or focus all your powers upon the thing you are doing. This you can never do when things by the score are half settled in your mind, continually obtruding themselves for consideration, and hindering the thought of present problems.

When you have anything in hand, settle it. Do not look at it, lay it down, then look at something else and lay that down also, but settle things as you go along.

Epitaphs in the Cemetery of Failure.

Worry killed him.
He was too sensitive.
He couldn't say "No."
He did not find his place.
A little success paralyzed him.
He did not care how he looked.
He did not guard his weak point.
He was too proud to take advice.
He did not fall in love with his work.
He got into a rut and couldn't get out.
He did not learn to do things to a finish.
He loved ease; he didn't like to struggle.
He was the victim of the last man's advice.
He was loaded down with useless baggage.
He lacked the faculty of getting along with others.
He could not transmute his knowledge into power.
He tried to pick the flowers out of his occupation.
He knew a good deal, but could not make it practical.

Some Humors of Advertising.

These examples illustrate the curious effect which the misplacing of a comma, or of a word or two, often has upon the meaning of a sentence:

"Wanted, a servant who can cook and dress children."

"Annual sale now going on. Don't go elsewhere to be cheated—come in here."

"A lady wants to sell her piano, as she is going abroad in a strong iron frame."

"Dine here and you will never dine anywhere else."

"Wanted, a room for two gentlemen about thirty feet long and twenty feet broad."

"For sale, a pianoforte, the property of a musician with carved legs."

"Mr. Butcher begs to announce that he is willing to make up capes, jackets, et cetera, for ladies out of their own skins."

"A respectable widow wants washing."

"A boy wanted who can open oysters with reference."

"Bulldog for sale. Will eat anything—very fond of children."

"Wanted an organist and a boy to blow the same."

"Lost, near Highgate archway, an umbrella, belonging to a gentleman with a bent rib and a bonehandle."—Exchange.

Only One Way is Right.

"My boy," said Uncle Hiram, once, while giving me advice,
"The saw that doesn't wobble is the one that cuts the ice.
The saw that close applies itself, within its narrow groove,
Will soon or late fulfill its work by keeping on the move.
When half way through, temptation may beset it, like as not,
To leave the place that seemeth hard and seek a thinner spot;
But shifting saws will learn, at length, when failure they invite,
There's many a way o' doin' things, but only one way's right."

"And bear in mind, my boy, through life, if tempted tasks to shirk,
Success is but a second crop, the aftermath of Work.
A lubricator tried and true is Perseverance Oil,
And Fortune's smile is rarely won except by honest toil.
A safe cross cut to Fame or Wealth has never yet been found.
The men upon the heights to-day are those who've gone around.
The longest way, inspired by the sayin', somewhat trite,
There's many a way o' doin' things, but only one way's right."

I knew my Uncle Hiram had achievement's summit reached.
I knew him as an honest man who practiced what he preached—
And so I paid the lesson heed, and rapt attention gave,
When, in an afterthought, he said "My boy, be brave!
Act well your part, tenaciously to one straight course adhere
Though men declare you're in a rut—work on, and never fear.
You'll realize, when you, at length, have reached achievement's height,
There's many a way o' doin' things, but only one way's right."

—ROY FARRELL GREEN In *April Success*

Our General Distributors.

California	
W. E. Little Paint Co., Tenbrook & Co., W. E. Little Paint Co.,	Los Angeles Sacramento San Diego
Connecticut	
J. L. White, 289 Asylum Street.	Hartford
Florida	
The S. B. Hubbard Co., Tampa Hardware Co.	Jacksonville Tampa
Georgia	
Bush Hardware Co.,	Columbus
Illinois	
Geo. E. Watson Co., Colburn, Birks & Co.,	Chicago Peoria
Indiana	
Indianapolis Hardware Co.,	Indianapolis
Iowa	
Sickels, Preston & Nutting Co., W. H. Torbert, J. W. Edgerly & Co., Hornick, Hess & More,	Davenport Dubuque Ottumwa Sioux City
Kansas	
A. B. Whiting Paint & Glass Co.,	Topeka
Kentucky	
R. M. McFarland, Robinson Bros. & Co.,	Henderson Louisville
Maryland	
Carlin & Fulton,	Baltimore
Massachusetts	
E. & F. King & Co.,	Boston
Minnesota	
Hickett, Walther, Gates Hdw. Co.,	St. Paul
New York	
Buffalo Glass Co., Sickles & Nutting Co., Barbans & Black Co., Jno. L. Thompson, Sons & Co.,	Buffalo New York City Syracuse Troy
North Carolina	
Burwell & Dunn Co., Hart-Ward Hdw. Co.,	Charlotte Raleigh
Ohio	
Smith Bros. Hdw. Co., Norton Paint & Hardware Co.,	Columbus Toledo
Oklahoma Territory	
Alexander Drug Co.,	Oklahoma City
Oregon	
F. E. Beach & Co.,	Portland
Pennsylvania	
H. R. Semple & Sons, Moyer Bros., Hardware Co., Phelps-Straw & Co.,	Easton Bloomsburg Hanover Pittsburg Reading Wilkesbarre
South Carolina	
Murray Drug Co.,	Columbia
Tennessee	
Fritts & Wiehl, Benedict, Warren & Davidson Co., Strother Drug Co.,	Chattanooga Memphis Bristol
Texas	
Houston Drug Co., Greiner-Kelly Drug Co.,	Houston Sherman
Utah	
G. F. Culmer & Bro.,	Salt Lake City
Virginia	
Barker-Jennings Hdw. Co.,	Lynchburg
Washington	
A. S. Johnson & Co., Spokane Drug Co.,	Tacoma Spokane
West Virginia	
The Kanawha Drug Co., The Williams & Davidson Co., W. H. Chapman & Sons,	Charleston Clarksburg Wheeling

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.

NOVEMBER 21, 1903.

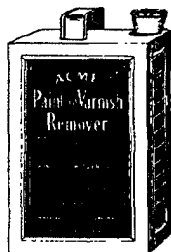
NO. 26



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.

Acme Paint and Varnish Remover.



We don't believe our representatives understand what a good thing they have to offer in our Acme Paint and Varnish Remover. These goods will take off anything in the shape of old paint or varnish, no matter how many coats or how long it has been on the wood, and no matter how bad a condition it is in. Ask our Mr. Horace Paterson what these goods will do. He sells some of them to every man he takes an order from. Ask our Mr. Phil. C. Frayser what these goods will do. He is writing an article for the WHITE CITY NEWS covering the desirability of these goods and we will publish same as soon as received. We are afraid our men are not using the demonstration cans we sent them because they did not happen to be supplied with a brush. We explained why this was, but if you will cut out the top of the can and replace with a cork you will have no trouble. We will send out samples of

these goods to as many good painters as you send us the names of. When you take an order from a dealer ask him for the names of the best painters in town and then send us those names with a request that we send along a sample for each. We want to get these goods out and our representatives are the ones we are looking to, to accomplish this result. "Come on, boys."

"Take Hold and Lift" on Michigan Seal White Lead.

Watson Wesley recently booked an order from W. J. Lamb Co., Jeddo, Mich., for "Michigan Seal" White Lead in Oil. Mr. Lamb informed him that "Michigan Seal" is the best lead he ever used, and cannot say too much in praise of same.

"Take Hold and Lift" on \$5 and \$10 Assortments.



DAN DAVIES

We are just in receipt of a car-load order sent in by our representatives, Mr. Dan Davies and Mr. P. H. Bethge, to be shipped to The Alexander Drug Co., Oklahoma City, Okla.

We regret not being in possession of Mr. Bethge's portrait to reproduce herewith.

Stock orders are coming in rather freely at present, but we can handle comfortably all you send in, so "Come on, boys."

"Come on, Boys."

It is drawing toward the close of the year. You should all be in at the finish. Get hustling and make this the best finish of the best year we have ever enjoyed. You can do it if you try and we want you to try and try hard. You have got all kinds of good propositions to offer to the trade, propositions it is hard for any dealer to get away from if they expect to sell paint next year. Those of you who make the best use of your opportunities are the ones who will get to the top. We will watch our men's records with great interest.



JAS DOUGALL

We are just in receipt of an order for a car-load of our goods sent in by Mr. Jas. Dougall and to be shipped to Smith Bros. Hdwe. Co., Columbus, Ohio. We can handle more of these. "Come on, boys."

We are just in receipt of a very nice contract indeed, which was closed last week by our representative Mr. I. D. Wilson and our asst. gen'l manager, Mr. G. B. Pulfer. This contract covered our full line and was made with the Burhans & Black Company, of Syracuse, N. Y.

We are just in receipt of a very handsome order from E. E. Thompson, of Waco, Tex., for \$5 and \$10 Assortments. This order was sent in by our Mr. H. H. Halladay. Your Uncle Hank is certainly stepping some.

WHITE CITY NEWS

Neal's Interior Enamel.



This enamel is designed and is perfectly adapted for the decoration of interior wood-work, walls and ceilings. Great care is taken in the manufacture of same with a view of producing a hard, lustrous finish, to which dust and dirt will not cling. The result of using this enamel, which is "Acme Quality," is artistic and durable.

The goods are offered in a variety of handsome, dainty tints. Our Priming White is of the same high degree of excellence as the finishing enamel. It dries flat, has the faculty of holding up subsequent coats perfectly and helps greatly to enhance the beauty of finished results.

We have succeeded in perfecting an enamel in this line that should prove universally popular. Nevertheless, our business in same during the season now drawing to a close has not, we are sorry to say, been up to our expectations. This assuredly is not due to the fact that the goods are in any way at fault. Our prices certainly are very conservative and lower than we would or should entertain if we were not anxious to stimulate the demand for this line of goods.

We can see no good reason why the same active interest should not be taken by our many friends throughout the country in Neal's Interior Enamel as applies to our other Rapid-Seller Specialties.

We depend on you to help us make an enviable record, and we stand back of you with goods that must invite favorable criticism. We hope that each and every one of our representatives will take hold of this proposition with a will and do their part toward attaining the desired end.

Are Great Sellers.

Oklahoma City, Okla., Nov. 6, 1903.
Acme White Lead and Color Works,
Detroit, Mich.

Gentlemen:—Mail me a Book of Order Notification Blanks. Have used up the one you sent me. The \$5.00 and \$10.00 Assortments are great sellers and growing more popular with the trade every day.

Yours truly,

C. C. INGRAM

WESTERN RAILROADS REACHED AGREEMENT.

Settled Differences Regarding Mileage and Rates.

Western railroads settled their differences regarding mileage and rate questions at a meeting held in Chicago on October 6th. The mileage question was settled by the amalgamation of the three existing mileage bureaus, and the adoption of three mileage tickets, which will result in a test of the merits of the credential system as against a mileage book good on trains. The three mileage books, which will be placed on sale in all Western territory on and after December 1, are as follows:

1. A new 4,000 mile interchangeable credential book, which must be honored by all roads in the amalgamated bureau.
2. The present 2,000 mile interchangeable credential book, the use of which is optional.
3. A new 2,000 mile book good on trains, use being optional.

All roads must use tickets No. 1, and must choose between Nos. 2 and 3. The compromise permits the Rock Island to retain its 2,000 mile credential ticket, also permits other roads to use the proposed book good on trains, and by the introduction of a new 4,000 mile ticket the two systems are fairly pitted against each other.

Another From Alf.

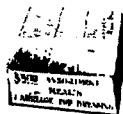
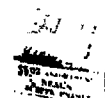


ALF. R. KELLY.

Mention was made in October 31st issue WHITE CITY NEWS that the factory was pressing us for more car-load business and the car-load order taken by our Mr. Kelly from our distributors, A. S. Johnson & Co., Tacoma, Wash., was received with open arms. More of the same character will be greatly welcomed. "Come on, boys."

"Take Hold and Lift" on Special Varnish Offer.

There is no man in any walk in life who is more to be admired than the ready, resourceful salesman. He is a king among men.—Piccolo.



Standing of Districts

For Week Ending November 14th
on sales of

\$5.00 and \$10.00 Assortments

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

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY



PAINTS, ENAMELS



COLORS, VARNISHES



DETROIT, MICH

VOL. I.

NOVEMBER 28, 1903.

NO. 27



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.

Acme Paint and Varnish Remover.

Our Mr. A. D. Hoagg advises us that he uses his demonstrating can at every opportunity. He further states that he knows, as well as the maker of the goods, they will remove, without question, every vestige of paint or varnish from the wood and leave the surface in the finest kind of shape to be finished.

Our representative advises us he knows from experience that varnish will stay on the surface where it is applied over soft pine that has been cleaned with Acme Paint and Varnish Remover.

He is thus able to offer the goods with every confidence that they will do exactly what we claim.

We Can Use Some.

We can use a number of photographs of good window displays of Acme goods for reproduction in *Spatters*. If our representatives would bear this fact in mind, and whenever they come across an attractive store window displaying New Era Paint and the "Acme Quality" line, take pains to secure a photo of same, it would aid us materially in promoting and offering suggestions along these lines. We hope you will all respond whenever possible.

The Traveling Man Here to Stay.

Some of the trade journals, probably because they are short on something to write about, are associating with the tendency of the times, a disposition to criticise the traveling man by stating that he is gradually being shorn of his power; is no longer the monarch in his territory that he once was, and that the details of most transactions are now being consummated at the main office without consulting him. This may be true in some instances, and probably the traveling man is glad of it as it relieves him of a number of onerous responsibilities, but to intimate that he is being dispensed with by degrees is not founded on fact. He is an indispensable adjunct to any wholesale business—as much so to-day as he was twenty-five years ago. What he is doing is noble work, and he is destined to remain in the field as long as there is a wholesaler to sell or a retailer to buy.

Harry Stearns, salesman for Polk & Calder Drug Co., of Troy, N. Y., has sold eighty-five of our \$10.00 Assortments in eight days. This is a record any man might be proud of. We congratulate you Mr. Stearns. We hope that this will encourage others to "Take Hold and Lift."

A Few Points on the Art of Asking a Price and Getting It.

Good, common business sense.

Offering the quality of goods that your trade can sell and make money on.

Showing them how to sell them and how to make a profit.

Knowing all about your goods so that you may present them at their full value.

Being able to answer all questions.

Knowing what a fair profit is.

Asking the price you ought to get.

Knowing why you ought to get it.

Sticking to the price you ask.

Use salesmanship to get the order rather than to be weak enough to cut the price.

Knowing that salesmanship is the application of knowledge of goods and men, in such a manner that the buyer agrees with you and buys your goods.

Knowing that the weilding of truth is an art requiring more skill but yielding vastly greater returns than the art of weilding falsehood.

Knowing that a good salesman is never compelled to lie about his goods, and yet when telling the truth about them he must tell it well.

Understanding that you must keep on talking about your goods or your trade may forget what you told them and that the more you talk about them the more firmly you will yourself be convinced that you have something good to sell.

When you believe a thing yourself it is a great deal easier to make others believe it.

That the man who thinks he has done a smart thing in selling a bill of goods without a fair profit—ought to be a hodd-carrier.

If you make the mistake of selling the goods too low in one place, don't let your conscience prevent you from getting the right price at the next.

Remember that not one salesman in twenty has stamina enough to be safely entrusted with a sliding scale of prices; their tender hearts always cause them to slide to the bottom, and stay there.

If you control salesmen you will make good salesmen out of them by holding them to the line.

If you are a salesman you won't have to be told that you are selling too low, you will be a salesman and get the price by the exercise of your skill, and earn compliments, not criticisms.

Knowing that every point learned is so much gained but that you will never know all there is to be known.—*Piccolo Ideas*.

WHITE CITY NEWS

This Man Knows.

The friend whose letter we quote below is a better painter than speller, and we highly appreciate his comments upon New Era Paint, even if they are a little off in orthography and syntax.

Gentlemen—I Am Seated This Beautiful Morning With Plesher To Recomende Your Paints Which Is Indeed In Tidle To A Recommendation Which I Take Grate Plesher In Giving It. I Will Say To You That I Hav Been A Painter 30 Years, And It Comes As Near Boasing Paints As Any I Hav Yoused In My Past Life. I Will Say To You That I Am A Thurst bred Irishman Rile From The Olde Country Of Ireland. I Was Raised Up In The Carshops And Knew Nothing Else But Paint, And To Do Nothing But Fine Painting And Yousse The Best Of The Paints, And I Feal That The Paint I Am Yousing From Your Factory Will Undoutly Get The Run Of Georgia Before Many Years Roles Around. The Paint I Am Telling You Of Is The New Era Paints, Which Is Very Durlble. It Makes A Good Bodey On Weatherboarding, Are Ceiling, Are Any Way You Can Yousse It In Following The Dyrections Proper I Will Truly Tell You That Noe One Will Go Amiss In Buying The New Era Paints To Paint Their Building With. If The Paint Does Not Give Sadsfactory It Will Be That The Painter If Dishonest Are The Person Doesent Understand The Bismis Thurly. Oh The Best Paint That Is In The World Will Not Look Like A Job Of Work And Give Sadsfactory If A Jackleg Are Any Bocher Does The Work. If The Painter Does His Parte I Will Insure You The New Era Paint Will Do Its Part. People Often Blames The Paint Manufacturer In The Place Of Blameing The Jacklegs And Bochers. You Can Get The Finest First Class Lumber And Put A Jackleg To Work And You Will Not Have A Fine Building Put Up, And The Paints Works On The Pland The New Era

Paints. I Wish The Holde State Of Georgia Was Supplied With The New Era Paints. The Reason I Take An Actif Part In Your Paints Simply Because I Expect To Holde Up My Trade, And It Takes Good Paint And Good Work Together To Hold It Up. I Will Ask You To Pleas Send To Me And Outfit Of Your Colors And Gides And A List Of Everything In Your Line, And Please Send To Me The Address Of The Largest Holesall Wallpaper Co In The City Of Detroit, Mich. I Will Do Everything That Is In My Power For The Sails Of Your Paints. I Feel Interested In Your Paints. Friends, I Will Truly Close. Hoping To Hear From You Soon.

Yours Truly
FRIEND.

Color Lore.

White is taken as a symbol of purity, faith and chastity the world over.

To the Chinese yellow betokens royalty. In ancient times the Egyptians considered red a symbol of fidelity.

Black and indigo signify sorrow, the mournful to the Persians; hence our mourning.

Syrian purple, which is crimson with a shade of blue in it, is almost universally regarded as royal.

In answer to bulletin No. 188, my plan is to open up your can of Paint and Varnish Remover, then go to a drug store, open up same, and have druggist pour into a bottle for me. This keeps it from leaking all over sample case.

A R K.

Our General Distributers.

California	W. E. Little Paint Co., Tenbrook & Co., W. E. Little Paint Co.,	Los Angeles Sacramento San Diego
Florida	The S. B. Hubbard Co., Tampa Hardware Co.	Jacksonville Tampa
Georgia	N. L. Willet Drug Co.,	Augusta
Illinois	Geo. E. Watson Co., Colburn, Birks & Co.,	Chicago Peoria
Iowa	Sickels, Preston & Nutting Co., W. H. Torbert, J. W. Edgerly & Co., Hornick, Hess & More,	Davenport Dubuque Ottumwa Sioux City
Kansas	A. B. Whiting Paint & Glass Co.,	Topeka
Kentucky	Robinson Bros. & Co.,	Louisville
Maryland	Carlin & Fulton,	Baltimore
Massachusetts	E. & F. King & Co.,	Boston
Minnesota	Hackett, Walther, Gates Hdw Co.,	St. Paul
Montana	A. M. Holter Hdw Co.,	Helena
New York	Buffalo Glass Co., Sickles & Nutting Co., Burhans & Black Co., Jno. L. Thompson, Sons & Co.,	Buffalo New York City Syracuse Troy
North Carolina	Barwell & Dunn Co.	Charlotte
Ohio	Smith Bros Hdw Co.,	Columbus
Oklahoma Territory	Alexander Drug Co.,	Oklahoma City
Oregon	F. E. Beach & Co.,	Portland
Pennsylvania	H. B. Semple & Sons, Moyer Bros., Hardware Co., PHELPS-STRAW & CO.,	Easton Bloomsburg Hanover Pittsburg Reading Wilkesbarre
South Carolina	Murray Drug Co.,	Columbia
Tennessee	Fritts & Wiehl, Benedict, Warren & Davidson Co., Strother Drug Co.,	Chattanooga Memphis Bristol
Texas	Houston Drug Co., Greiner-Kelly Drug Co.,	Houston Sherman
Utah	G. F. Culmer & Bro.,	Salt Lake
Virginia	Barker-Jennings Hdw Co.,	Lynchburg
Washington	A. S. Johnson & Co., Spokane Drug Co.,	Tacoma Spokane
West Virginia	The Kanawha Drug Co., The Williams & Davison Co., W. H. Chapman & Sons,	Charleston Clarksburg Wheeling

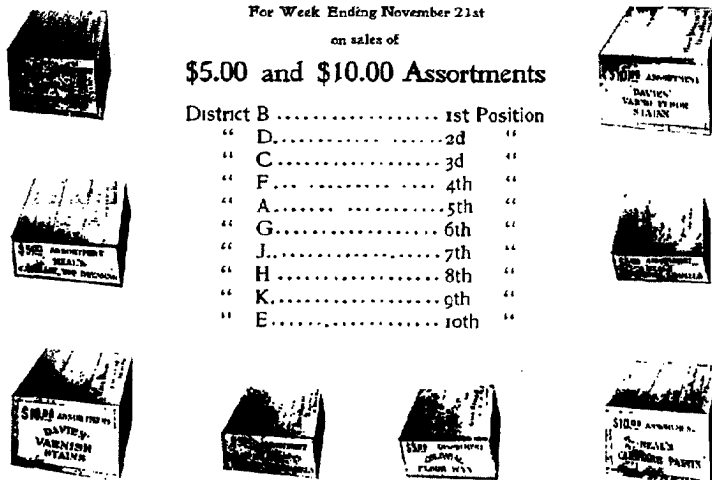


Standing of Districts

For Week Ending November 21st
on sales of

\$5.00 and \$10.00 Assortments

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



White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY



PAINTS. ENAMELS



COLORS. VARNISHES



DETROIT, MICH

VOL. I.

DECEMBER 5, 1903.

NO. 28



The information contained in this paper is of a confidential nature. Please destroy after reading and do not leave lying around.

Points to Know and Talk About When Selling New Era Paint.



Paint—Its Uses.

House paint is made and used for the purpose of *beautifying* and *preserving* a building. Therefore, the *best* paint in the world is the one which will do these two things in the most satisfactory and economical manner. What is required of a good paint?

- First, Durability.
- Second, Covering capacity.
- Third, Spreading qualities.
- Fourth, Beauty of finish.

Every practical painter, no matter how prejudiced against mixed or prepared paints he may be, admits that the very best paint pigments that can be obtained are carbonate of lead (or white lead) and oxide of zinc. He further admits that linseed oil combined with a small

amount of turpentine and turpentine dryer is the *only* proper thinner or vehicle to use in paint to get the best results.

Note the Composition of New Era.

New Era Paint, made by the Acme White Lead and Color Works, of Detroit, is composed entirely of pure carbonate of lead and oxide of zinc, mixed in just their proper proportions for the base; pure refined linseed oil, turpentine and turpentine dryer for the thinners, with just enough tinting materials, of the best quality, in the colors, to produce the various shades. The Acme people guarantee over their officers' signatures that New Era Paint contains *nothing* else. New Era is entirely free from whiting, barytes, silice or China clay, fish oil, cotton seed oil, corn oil, naphtha, water, or any of the many rank adulterations, some of which are found in a great many brands of mixed paint on the market.

What It Will Do

New Era Paint, on account of its pure, high-grade quality, together with the care used in its production and the combination of the proper proportions of lead and zinc in the base, will cover at least 25 per cent. more surface to the gallon than white lead and oil, mixed by hand with a stick, or any of the so-called cheap (?) paints on the market. It will also wear at least twice as long as such materials, and will put up a finer appearance.

Practical Economy

It is therefore very easy, based on these arguments, to convince a prospective customer of the economy effected in using New Era. A dealer will stock the paint which he *knows* is the best for his customers' interests. Get a house painted with New Era Paint and it will show up for itself. We have no hesitation in stating that New Era is the finest paint on the market today, as we know the paint, and know that it will stand back of the best arguments you can advance for it.

Printed Matter With Orders.

Our men are again requested to be careful to send along a business card or some printed matter with an order from a new concern, so that we can be sure to have the name correct when we open the account or prepare advertising matter.

We had two instances lately where the salesmen neglected to follow out instructions in this respect, and the result was a serious delay and additional expense in getting mercantile reports, where in each case the concerns were found to be properly rated.

It is a simple matter to pick up a letter head or something of that nature and send it in with your order.

Do this in future.

Detroit, Mich., Nov. 28, 1903.

Acme White Lead and Color Works,
Detroit, Mich.

Gentlemen:—The popularity which your Michigan Seal Lead is increasing with our trade—principally painters and manufacturers—induces us, as dealers, to apprise you of the fact. The surest way in which the merits of an article may be known to the dealer is by the constant and increased demands for that article, and we assure you that the increased demands for your Michigan Seal Lead, during the past year, proves its merit.

We have no hesitancy in stating that if the same standard of purity is maintained as heretofore, "Acme Quality," we will be able to increase our sales on this article 100 tons.

We also wish to thank you for the ever courteous treatment we have received from you.

Yours truly,
CENTRAL PAINT & GLASS CO

WHITE CITY NEWS

Detroit, Mich., Nov. 10, 1903.

To the Trade

Gentlemen—This is to notify you that we have this day sold to A. Mendleson & Sons, of Albany, New York, the sole control of all rights and privileges in the brand of "Acme" Chloride of Lime, with exclusive right to manufacture and sell said brand of chloride of lime in the trade in general.

In making this transfer we know that the brand of "Acme" Chloride of Lime will be packed, both in quality and durability of package, the same as we have packed it for the past ten (10) years.

Our paint and varnish business has encroached so materially on our space that we felt compelled to make this move, but in doing so we feel that our customers will, if anything, profit by better service on shipments and the general handling of the lime business, and we respectfully solicit for Messrs. A. Mendleson & Sons the continuance of your valued patronage.

With thanks for consideration extended us in the past, we are,

Respectfully yours,

W. E. Little

The above circular letter, which has been sent to the trade with whom we have been doing business in chloride of lime, is explanatory. For some time past we have been of the opinion that it was undesirable to remain any longer in the chloride of lime business, feeling that it was to a considerable extent foreign to our other lines, and that we could utilize the room required for that department to much better advantage. Consequently when opportunity offered we decided to dispose of the business, which we have done, turning same over to Messrs. A. Mendleson & Sons, Albany,

N. Y. This concern is in position to turn out this class of goods to the best possible advantage, and will undoubtedly handle all business that may be placed in their hands to the entire satisfaction of the trade.

Steamer "Admiral," Lorain, Ohio.

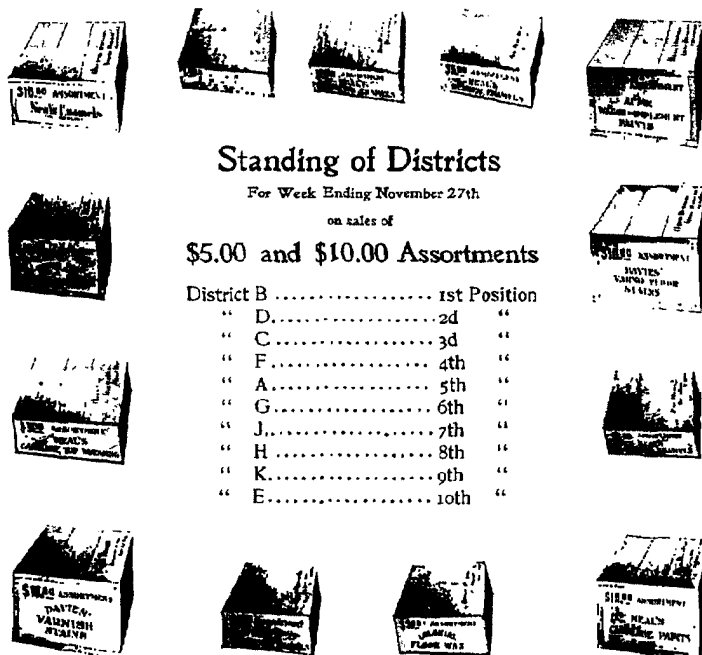
Last year we sold the above a barrel of Neptune Marine Paint, outside white. The captain happened to drop into the Central Paint and Glass Co.'s store and informed them that for years past he thought there was no white marine paint on the market that was worthy of the name, with the exception of one other make. He stated voluntarily that he had changed his mind and that our marine white was in every sense superior.

Gold and Silver Paint.

A good demand should exist for our Tyrian and Eldora Gold and Silver Paints during the holiday season, when everybody wants everything around the home to look bright and cheerful. These goods are particularly adapted for decorating almost anything you might mention. The result is artistic and durable, and the investment on the part of the consumer is only a trifle. There is no reason why extensive quantities should not be sold before the turn of the year, if we all put our shoulder to the wheel.

Our General Distributors.

California	W. E. Little Paint Co., Tenbrook & Co., W. E. Little Paint Co.,	Los Angeles Sacramento San Diego
Florida	The S. B. Hubbard Co., Tampa Hardware Co.,	Jacksonville Tampa
Georgia	N. L. Willet Drug Co.,	Augusta
Illinois	Geo. E. Watson Co., Colburn, Birks & Co.,	Chicago Peoria
Iowa	Sickles, Preston & Nutting Co., W. H. Torbert, J. W. Edgerly & Co., Hornick, Hess & More,	Davenport Dubuque Ottumwa Sioux City
Kansas	A. B. Whiting Paint & Glass Co.,	Topeka
Kentucky	Robinson Bros. & Co.,	Louisville
Maryland	Carlin & Fulton,	Baltimore
Massachusetts	E. & F. King & Co.,	Boston
Minnesota	Hackett, Wither, Gates Hdw Co.,	St. Paul
Montana	A. M. Holter Hdw Co.,	Helena
New York	Buffalo Glass Co., Sickles & Nutting Co., Burhans & Black Co., Jno. L. Thompson, Sons & Co.,	Buffalo New York City Syracuse Troy
North Carolina	Burwell & Dann Co.,	Charlotte
Ohio	Smith Bros. Hdw Co.,	Columbus
Oklahoma Territory	Alexander Drug Co.,	Oklahoma City
Oregon	F. E. Beach & Co.,	Portland
Pennsylvania	H. B. Semple & Sons, Moyer Bros., Hardware Co., Phelps-Straw & Co.,	Easton Bloomsburg Hanover Pittsburg Reading Wilkesbarre
South Carolina	Murray Drug Co.,	Columbia
Tennessee	Fritts & Wiehl, Benedict, Warren & Davidson Co., Strother Drug Co.,	Chattanooga Memphis Bristol
Texas	Houston Drug Co., Greiner-Kelly Drug Co.,	Houston Sherman
Utah	G. F. Culmer & Bro.,	Salt Lake
Virginia	Barker-Jennings Hdw Co.,	Lynchburg
Washington	A. S. Johnson & Co., Spokane Drug Co.,	Tacoma Spokane
West Virginia	The Kanawha Drug Co., The Williams & Davison Co., W. H. Chapman & Sons,	Charleston Clarksburg Wheeling



Standing of Districts
For Week Ending November 27th
on sales of

\$5.00 and \$10.00 Assortments

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

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY



PAINTS, ENAMELS



COLORS, VARNISHES



DETROIT, MICH

VOL. I.

DECEMBER 12, 1933.

NO. 29



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.

Our Sentiments.

While enjoying your Christmas holidays think with pleasure of the record you intend making during 1904 on our special \$5 and \$10 assortments. Make up your mind that, in your case at least, the coming year will be productive of results materially surpassing all previous efforts on your part.

It would be an excellent plan to employ your leisure moments, while not on active duty during balance of the year, keeping in touch with your trade, and prospective trade, by correspondence, and thus help pave the way for the building up, during 1904, of the largest and most gratifying business we have ever enjoyed.

United effort always counts. When you need assistance, do not let the opportunity pass of communicating your wishes to us. That's what we are here for. Our aim is to employ only the best possible methods in the management of our business. If your best judgment tells you that we are weak in any respect, help us to overcome our failings by giving us the benefit of your advice.

We are striving toward one common end, "success," and individual effort is essentially necessary to attain it. Conscientious and painstaking work will bring its own reward.

"TAKE HOLD AND LIFT."

\$5 and \$10 Assortments.

Lateness of the season does not appear to have any visible effect on faculty of quite a number of our distributors' salesmen to place \$5 and \$10 assortments. We would like to see the same enthusiasm evinced by all.

We have just received an order from one salesman, representing a distributing house, for over \$600 worth of assortments. Come on, boys!

Fred Just Landed Another.



C. F. ELLIOTT

We are just in receipt of a contract from the Evansville Paint & Varnish Co., of Evansville, Ind., covering their requirements in Acme Quality paints, specialties and varnishes for the year 1904. The Evansville Paint & Varnish Co. is a new distributor, and the initial order consisted of two large car-loads.

Most Economical.

A. P. Tussinger, a painter of twenty years experience, at Deshler, Ohio, and an enthusiastic New Era friend, reports that he can add 1½ gallons linseed oil to 1 gallon New Era, Outside White, for first coat, and ½ gallon for second coat work thus finding it the cheapest paint he ever used during his long business experience.

J. J. M.



A. D. HOAGG

We are just in receipt of two car-loads, sent in by our district sales manager, Mr. A. D. Hoagg. The order was taken from our distributors, Messrs. J. W. Edgerley & Co., of Ottumwa, Iowa. J. W. Edgerley & Co. are going after the paint and varnish business in 1904 stronger than ever, and we are assured that these two cars are only a starter for the largest volume of business in their history.

The Traveling Man.

First in the crowded car is he to offer—
This traveling man unlearned and unsung—
The seat he paid for to some woman young
Or old or wrinkled, first is he to proffer
Something, a trifle from his samples maybe,
To please the fancy of a crying baby.

He lifts the window or he drops the curtain
For unaccustomed hands. He lends his case
To bolster up a sleeping child, not certain
But its mamma will frown him in the face,
So anxiously some women seek for danger
In every courteous act of every stranger.

Well versed is he in all those ways conducive
To comfort, where least comfort can be found,
He turns the seat unasked, yet unobtrusive
His little deeds of thoughtfulness abound
Is glad to please you, or to have you please him,
Yet takes it very calmly if you freeze him.

He smoothes the Jove-like frown of some official
By paying fare for one who cannot pay
True modesty he knows from artificial.
Will "flirt," of course, if you're inclined that way
And if you are, be sure that he detects you
And if you're not be sure that he respects you.

The sorrows of the moving world distress him.
He never fails to lend what aid he can.
A thousand hearts today have cause to bless him—
This much-abused, misused commercial man
I do not strive to cast a halo round him,
But speak of him precisely as I've found him.

WHITE CITY NEWS



PHIL C. FRAYSER.

We are just in receipt of a large car-load order, sent in by our Mr. Phil. C. Frayser, taken from our distributors, Robinson Bros., of Louisville, Ky. "Come on, boys!"

Neal's Florentine Enamel.

We recently had occasion to make a comparative test against two of the most popular brands of stove pipe enamel on the market. The three different lines of goods were tested at the same time, and in identically the same manner, one piece of iron of the consistency of stove pipe being used, and the result, we wish to assure you, reflects credit on Neal's.

The finish secured through the use of our Neal's Florentine Enamel was of a very high order, and it would surprise anyone how well the goods stood the strain, taking into consideration the amount of heat the enamel was subjected to.

We do not claim impossibilities for our enamel, but conditions being favorable, same can be relied upon to do just what we claim.

We bring the matter up in this manner to anticipate any possible criticisms that might be made, and which our test clearly shows can only be attributed to some local cause beyond our control. Here are a few points it might be well to bear in mind:

First—Our enamel will stand baking heat.

Second—No enamel will stand red heat.

Third—The enamel should be thinly spread, and not plastered on.

Fourth—Proper time should be given to dry (the longer, the better) before heat is turned on.

If these reasonable precautions are followed, results will always be satisfactory. These goods are right in every respect.

Push them along.

New Era Coach and Carriage Varnishes.

We are just in receipt of a very handsome order, through our Mr. I. D. Wilson, for a full line of New Era Coach and Carriage Varnishes, to be shipped our distributors, Messrs. John L. Thompson, Sons & Co., Troy, N. Y. We would like to see every distributor on our books follow suit.

There is no reason why our product in this line should not be equally as popular as our New-Era Architectural Varnishes. Our output in the Coach and Carriage Varnish line can always be depended upon, because the goods are made with an intimate knowledge covering critical requirements demanded. We have every possible testing facility, so that we know exactly what the result of using our goods will be before same are shipped.

We are most desirous of seeing our business in the Coach and Carriage Varnish line increase during the coming year at the same rate as applies to our architectural line during the season of 1903. Take the same interest in carriage varnish as you do in house varnish, and we venture to assert that the line will meet with such universal favor that our sales during the

coming year will be at least double what they have been during the past season.

When you are endeavoring to interest the trade in architectural varnishes don't forget the carriage line, and see if we cannot make a record to be proud of.

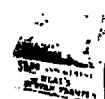
Important Notice.

The name of the McLennan Paint Co., Ltd., Buffalo, N. Y., has been eliminated from the non-exchange paint agreement.

All western lines, including the Rock Island, have decided to sell only two kinds of interchangeable mileage tickets, the 4,000-mile credential tickets and the 2,000-mile rebate tickets, good on trains.

Come on Boys

We can handle all the car load business you can send us. We think all our distributors will co-operate with us by placing their order NOW, if you lay the matter before them properly.



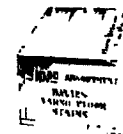
Standing of Districts

For Week Ending November 27th

on sales of

\$5.00 and \$10.00 Assortments

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



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.

DECEMBER 19, 1903.

NO. 30



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.



DAN DAVIES.

We are just in receipt of a car-load order from Hornick, Hess & Moore, Sioux City, Iowa, sent in by Mr. Dan Davies. He reports that the Hornick, Hess & Moore Co. are going after the paint and varnish business in a very energetic manner in 1904. We congratulate them upon their decision and we hope their expectations as to increase will be fully realized.

We are also in receipt of a car-load order from Whitlow-Williams Drug Co., Fayetteville, Ark., new distributors at the above point. This order was sent in by Messrs. Dan Davies and P. H. Bethge. Spring orders are coming in quite freely, but we can take good care of all you send us. So "Come on, boys."

Business For 1904.

We finished our business year Nov. 30th. We have no complaints to make. The year as a whole was satisfactory. We wish to compliment our salesmen on the showing they made the latter part of the year on sales of our \$5 and \$10 assortments and our varnishes, "architectural line." We are making our plans for the biggest year in our history in 1904 by a very big majority. The sales department for the general trade has pledged itself to sell a certain stipulated volume of business, and the volume is such that when you come to figure how much paint and varnish will have to leave our plant each working day it nearly takes one's breath away. But with the selling organization we have now got to working smoothly along well defined lines, and when we consider the high standard of our representatives, taken individually, nothing is impossible, and we herewith solicit your full and entire co-operation during 1904 to enable us to reach the volume of sales that we have set ourselves to reach. While you are taking a well earned rest during the vacation season, and while you are enjoying the delights of home after the fight for business this fall, we hope you will take time to map out your campaign for the spring. We are going to continue the \$5 and \$10 assortments. We are offering a \$10 paint cabinet to be handled by the wholesale carriage hardware concerns for blacksmith and repair shop trade. We are going to continue our special varnish proposition that our men have done so well with, and which the trade appreciate so fully. We want you to push Michigan Seal White Lead harder than ever. Remember, a ton of Michigan Seal here and there helps wonderfully to increase your sales. We have a

splendid piece of goods in our Acme Paint and Varnish Remover. We don't want you to forget that New Era Paint is the best paint on the market. We want you to make as good a record on our coach and carriage varnishes as you have made on our architectural lines. We want you to distribute our advertising matter judiciously, and to make a point of seeing same is used by dealers to advantage and not wasted. Wishing you a "Merry Xmas" and a "Happy and Prosperous New Year."



S. A. HUNTER.

Sam has just sent us in an order for a car-load of Acme Quality paints and varnish from our distributors, Hackett, Walther, Gates & Co., of St. Paul, Minn. The Northwest is opening up in a splendid manner and we look for a large increase of business from that section in 1904.

Ithaca, Mich., Dec. 11, 1903.
Acme White Lead and Color Works,
Detroit, Mich.

Please send me an extra two gallons of Oil Shellac, No. 87, besides the one that I ordered Dec. 10. The men who are putting it on think it the greatest surfacer they ever saw. They are using it on oak and walnut, inside work, for a new house, and it is just fine. Looks like a good varnish coat.

CHAS. T. ROGERS.

WHITE CITY NEWS

OUTLOOK FOR BUSINESS

THOMAS NEAL PREDICTS ANOTHER GOOD YEAR.

HAS REPORTS FROM ALL OVER THE COUNTRY.

Thomas Neal, manager of the Acme White Lead and Color Works, was way-laid on the street and asked about the condition of trade.

"I don't like to be accused of blowing my own horn, and would rather not be quoted," said Mr. Neal, "but the fact is, the past year has been the best we ever had, breaking all records by at least 25 per cent. This is due, in my opinion, to the general prosperity of the country, which is here to stay.

"At the beginning of the year I felt blue. It looked as if we had passed the top of the hill, but month by month the situation improved, and during the fall our traveling salesmen reported an astonishing amount of business. These salesmen visit all parts of the United States, and their glad tidings come from Maine to California. They are in close touch with the rank and file of small dealers.

"From the reports of these salesmen and my own experience I can see nothing

ahead but continued prosperity. The reaction of the past year has been merely a return to safer and more conservative lines. We are doing a tremendous business now in this country, all that we can take care of, but we are not overdoing it, as we did before the gradual drawing in of the past few months. In my opinion the coming year will be as prosperous as any that have gone before."—*Detroit Journal, Dec. 8, 1903.*

Come on Boys

We can handle all the car-load business you can send us. We think all our distributors will co-operate with us by placing their order NOW, if you lay the matter before them properly.

Our General Distributors.

Arkansas	Whitlow-Williams Drug Co.	Fayetteville
California	W. E. Little Paint Co., Tenbrook & Co., W. E. Little Paint Co.,	Los Angeles Sacramento San Diego
Florida	The S. B. Hubbard Co., Tampa Hardware Co.,	Jacksonville Tampa
Georgia	N. L. Willet Drug Co.,	Augusta
Illinois	Geo. E. Watson Co., Colburn, Birks & Co.,	Chicago Peoria
Indiana	The Evansville Paint & Varnish Co., Ltd.,	Evansville
Iowa	Sickels, Preston & Nutting Co., W. H. Torbert, J. W. Eagerly & Co., Hornick, Hess & More,	Davenport Dubuque Ottumwa Sioux City
Kansas	A. B. Whiting Paint & Glass Co.,	Topeka
Kentucky	Robinson Bros. & Co.,	Louisville
Maryland	Carlin & Fulton,	Baltimore
Massachusetts	E. & F. King & Co.,	Boston
Minnesota	Hackett, Walther, Gates & Hæwe Co.,	St. Paul
Montana	A. M. Holter Hdwe Co.,	Helena
New York	Buffalo Glass Co., Sickles & Nutting Co., Burhans & Black Co., Jno. L. Thompson, Sons & Co.,	Buffalo New York City Syracuse Troy
North Carolina	Burwell & Dunn Co.,	Charlotte
Ohio	Smith Bros Hdwe Co.,	Columbus
Oklahoma Territory	Alexander Drug Co.,	Oklahoma City
Oregon	F. E. Beach & Co.,	Portland
Pennsylvania	H. B. Sample & Sons, Moyer Bros., Hardware Co., Phelps-Straw & Co.,	Easton Bloomsburg Hanover Pittsburg Reading Wilkesbarre
South Carolina	Murray Drug Co.,	Columbia
Tennessee	Fritts & Wiehl Benedict, Warren & Davidson Co., Strother Drug Co.,	Chattanooga Memphis Bristol
Texas	Houston Drug Co., Greiner-Kelly Drug Co.,	Houston Sherman
Utah	G. F. Calmer & Bro.,	Salt Lake
Virginia	Barker-Jennings Hdwe Co.,	Lynchburg
Washington	A. S. Johnson & Co., Spokane Drug Co.,	Tecoma Spokane
West Virginia	The Kanawha Drug Co., The Williams & Davidson Co., W. H. Chapman & Sons,	Charleston Clarksburg Wheeling

Standing of Districts
For Week Ending December 12th
on sales of

\$5.00 and \$10.00 Assortments

District B 1st Position

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

White City News

Devoted to Matters of Interest to Our Representatives.

PUBLISHED BY



PAINTS. ENAMELS



COLORS. VARNISHES



DETROIT, MICH.

VOL. 1.

DECEMBER 26, 1903.

NO. 31



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.

How to Sell New Era Paint.

In order to sell mixed paint successfully, a salesman should take plenty of time to make the first sale at least, that is, when he has a line of paint like the New Era.

I believe in carrying a gallon can of O. W. and a few half-pints of same, and make it a point to never be without them. By doing this you are in position to prove any claim you make, and can show up the package to the best possible advantage, as well as compare the size of same with that of the "other fellow." You are also in a position to compare the weight of same, and note the difference by simply placing each package on the scales. You may say: "Is it not possible to gain the same results without being bothered with carrying the can of paint?" My answer is: "No!" It is not possible, for the simple reason that there is not one out of fifty that will grasp your meaning as quickly as they do if you have the can to demonstrate with, as you are in a position to prove what you claim then and there. If you did not have the can your prospective customer perhaps would not fully realize the difference in the weight, and even if he did, it would not have the same effect on him, in fact the difference is far more striking when you have the can and can make a practical illustration. You will find occasionally other paints that will

weigh as much, and sometimes even more than New Era, but as you have the analysis of all the different brands in your territory, you are in a position to know at once of what they are composed, and to quote the weight, etc. With this information it will take but a few minutes to explain to your customer the reason why the other paint weighs as much as yours. Now is the time to open up one of your half-pint cans. Open it and also open a can of the other paint. Have your customer examine them together. Secure boards and demonstrate to him the vast difference in your favor by applying each paint on an unpainted board, and also on one that has been painted. You will come out ahead every time. *Do not be afraid to show up your goods.*

When you strike a town pick out the best dealer in the place, show him what you have and give him a good paint talk. Talk the quality of your goods, the amount of advertising matter your house sends and how nicely it is gotten up, how you solicit trade and sell the paint for him, and what a large paint business you will work up, etc. Remember while you are talking in this way to always be dignified, gentlemanly, and courteous, and never take any discourteous treatment from anyone. You will demand respect and more than your share of attention if you dress nicely and make a good appearance. Keep your shoes polished nicely and a neat, clean collar on all the time. Do not dress loud, but modestly and with good taste. Do not approach a customer with tobacco in your mouth, or even smoking a cigar, unless you are well acquainted with your man. It is impossible to tell when you will be turned down without a hearing, and you may go away wondering why it is, and saying to yourself that "he is no gentleman, anyway," when it is all your own fault, for had you called without the tobacco, cigar, pipe or cigarette in your mouth, your reception might have been al-

together different, and perhaps by doing so you have lost a good customer.

Now, after you have selected the customer you want, and have "sung your little song," just say to him that you will call on him again in a short time, that you wish to give him plenty of time to think the matter over. Find out from him the names of the best painters in town and the ones that deal with him, then hunt them up, tell them what you have in your paint. You will find at first they may not believe you, and then, to convince them, open a half-pint can, have the painter examine it, have him apply it on bare wood and a surface that has been painted. After he has done this, ask him honestly if he ever saw a better paint, or if he could mix a better article from lead and oil, or zinc, lead and oil. When you call on a painter always remember that he can do you more good and do more for your paint than any one else. He can assist you and will assist you if he is handled in the proper manner. Bring yourself right down to his position, treat him well, always have a cigar with you to give him, not one for him only, but one for all his men that may happen to be around at the time, in fact make yourself a "good fellow" in his eyes and also in the eyes of his men. Have him give you a list of all the houses he knows of in the town that are going to be painted. Get him to go along with you, if possible; pay him for his trouble; do not have him do anything for you for nothing. Then call on all the names you have and sell the paint yourself. You will find it an easy matter to interest people in paint when they intend to paint their homes.

After this return to Mr. Customer. Tell him you have sold so many gallons of New Era and you wish to have it come through him. I never saw the man that would not accept this business. This will start your paint and perhaps land your customer right there. If you should not land him then, just wait until there are a few more

WHITE CITY NEWS

houses to paint. You will know this if you keep in close touch with the painters. When conditions are right run back to that town again and sell some more paint for your customer. Keep this up and you will secure a dealer all right. If you do not get the man you started after first, you will get some one else that will be glad to have your paint when he sees what work you are doing.

After you get your customer do not stop there, for you know there is "no rest for the wicked" (no, not wicked) paint salesman. Just keep on working your trade in the same way every time you make a town; hunt up all the houses that are to be painted, call on them yourself and sell your paint, and you will find that it will not be long before you are selling the most paint that is sold in the town, and you will find in place of the town being a "lead and oil" town it will be a "mixed paint town."

It is not the number of mixed paint customers you have, but the number of gallons they sell. Is it not better to have one customer that will sell one thousand gallons a year, than to have ten customers that will sell about fifty gallons a year each?

Make it a point to call on all architects Make them your friends and they will assist you by specifying your paint.

Do not be afraid to try to knock out any brand of paint. It does not make any difference how long it has been handled in the town. Do not be afraid because it is one of the best known on the market and bears the best reputation, and has invariably given satisfaction. Go after it just as energetically as if it was the poorest paint made.

I honestly believe there is not a town in the United States you cannot put in New Era Paint, if the town is worked properly. It depends on the salesman at first and then upon the Acme White Lead and Color Works to back him up with good goods.

A E B.

We Welcome Them.

We have with us this week some of our representatives who are spending the Christmas holidays at home. They all look hale, hearty and contented.

We also have with us a number of new aspirants for salesmanship honors. The older members of our corps are talking "Acme Quality" to them with a vengeance, and as a result they cannot help but start out with a feeling that success is inevitable if they follow in the footsteps of our boys, who are filling them full with what their experience has been. The kindly spirit manifested by the older

members of our staff in doing their utmost to help start the new representatives out right, and enable them to make an enviable record for themselves, as well as the house they represent, is gratefully accepted and appreciated by the recipients. No shift-for-yourself feeling is evinced by our successful representatives, who appreciate how thankful they sometimes were, in years gone by, for a helping hand until they were able to paddle their own canoe.

We have the greatest confidence in the ability of every one of our boys—new and old—to do all kinds of business during the coming year, and we wish you all a "Merry Christmas" and a "Happy New Year."



E. R. HOAG

We are in receipt of an order for two car-loads of "Acme Quality" goods, taken by our district sales manager, Mr. E. R. Hoag, from the Logan-Gregg Hardware Company, Pittsburg, Pa.

While it is rapidly approaching the close of the year, we would like to see a few more of the same sort before the bells chime the close of 1903.

Our present increased facilities enable us to handle promptly as much business as is directed our way, both car-loads and less.

Who will be the next?

Come on Boys

We can handle all the car-load business you can send us. We think all our distributors will co-operate with us by placing their order NOW, if you lay the matter before them properly. . .

Our General Distributors.

Arkansas	Whitlow-Williams Drug Co.	Fayetteville
California	W. E. Little Paint Co. Tenbrook & Co. W. E. Little Paint Co.	Los Angeles Sacramento San Diego
Florida	The S. B. Hubbard Co. Tampa Hardware Co.	Jacksonville Tampa
Georgia	N. L. Wilet Drug Co.	Augusta
Illinois	Geo. E. Watson Co. Colburn, Birks & Co.	Chicago Peoria
Indiana	The Evansville Paint & Varnish Co., Ltd.	Evansville
Iowa	Sickels, Preston & Nutting Co. W. H. Torbert. J. W. Edgerly & Co. Hornick, Hess & More,	Davenport Dubuque Ottumwa Sioux City
Kansas	A. B. Whiting Paint & Glass Co.	Topeka
Kentucky	Robinson Bros. & Co.	Louisville
Maryland	Carlin & Fulton.	Baltimore
Massachusetts	E. & F. King & Co.	Boston
Minnesota	Hackett, Walther, Gates Hdw. Co.	St. Paul
Montana	A. M. Holter Hdw. Co.	Helena
New York	Buffalo Glass Co. Sickels & Nutting Co. Burhans & Black Co. Jno. L. Thompson, Sons & Co.	Buffalo New York City Syracuse Troy
North Carolina	Burwell & Dunn Co.	Charlotte
Ohio	Smith Bros Hdw. Co.	Columbus
Oklahoma Territory	Alexander Drug Co.	Oklahoma City
Oregon	F. E. Beach & Co.	Portland
Pennsylvania	H. B. Semple & Sons, Moyer Bros. J. C. Tanger Co., Logan-Gregg Hardware Co. Bard Hardware Co. Phelps-Straw & Co.	Easton Bloomsburg Hanover Pittsburg Reading Wilkesbarre
South Carolina	Murray Drug Co.	Columbia
Tennessee	Fritts & Wichl Benedict, Warren & Davidson Co. Strother Drug Co.	Chattanooga Memphis Bristol
Texas	Houston Drug Co. Greiner-Kelly Drug Co.	Houston Sherman
Utah	G. F. Culmer & Bro.	Salt Lake
Virginia	Barker-Jennings Hdw. Co.	Lynchburg
Washington	A. S. Johnson & Co. Spokane Drug Co.	Tacoma Spokane
West Virginia	The Kanawha Drug Co. The Williams & Davison Co. W. H. Chapman & Sons.	Charleston Clarksburg Wheeling