

ACME WHITE LEAD AND COLOR WORKS
DETROIT, MICHIGAN, U. S. A.

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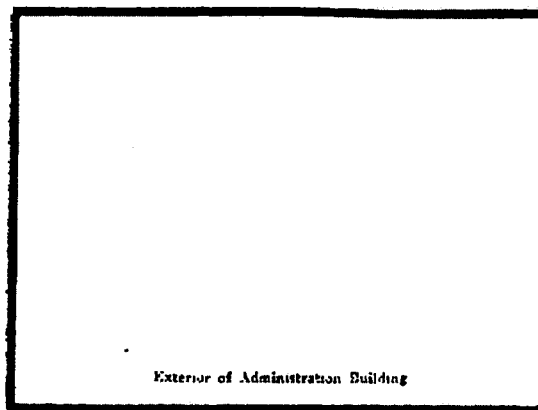
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ACME WHITE LEAD AND COLOR WORKS
DETROIT, MICHIGAN, U. S. A.

FEBRUARY, 1908

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Exterior of Administration Building

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AMERICA," said a Congressman in Washington recently, "has now become the 'Paint Pail' of the world, and the material from that pail is coloring a large portion of the earth. The time is coming when the paint industry of the United States will rank with the steel industry in importance."

Even these words, spoken by a man favoring government education of the people in the uses of paint and care of their homes, fall short of describing the actual "paint situation" as it exists in the United States today. The demand for paint has, in reality, only begun—only the surface of the business has been skimmed over, and yet it has developed into one of our most powerful industries.

This is not a statement made at random. There are proofs of it—proofs everywhere one may look; not only

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statistical proofs, but "proofs of the eye" — proofs that every man must understand and recognize. As one rises from his bed in the morning, the first thing that meets his gaze is color—the color of paint and the lustre of varnish; he sees it at his breakfast table; it is still with him when he leaves for his work, color—color everywhere. Not a step during the day can he take without paints and varnishes in all their hues, and in all their combinations, greeting his vision. They are a part of life—an artificial but necessary part; indispensable, ever-present. And they are becoming more and more so. Science, in paint making, is not only developing better and better products for the use of the skilled painters and decorators who must be employed by every person who cares properly for his home, but it is, at the same time, manufacturing more

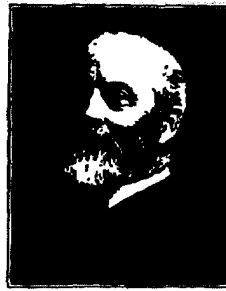
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WILLIAM L. DAVIES
President



H. KIRKE WHITE
Vice-President



ALBERT F. F. WHITE
Treasurer



THOMAS NEAL
Secretary and General Manager

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Entrance of Administration Building



Lobby of Administration Building

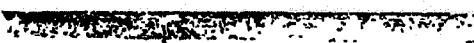
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and more products in such simple and useful forms that they may be employed by the home-owners themselves. Thus, there are paints, enamels, varnishes, etc., which he, or the housewife, is constantly finding useful, in fact indispensable, in the care of their household woodwork, floors, tables, chairs, and other furniture. To the millions of home owners in this country these have become money-saving necessities; they play their parts, in a way, as surely as food and clothes; these "house beautifiers," as one clever housewife aptly puts it, "have become almost as necessary as soap and water."

Statistics in themselves are usually uninteresting; but there is a romance to the figures which tell the story of paint. These figures show, more than anything else, the great future in store for the paint and varnish industry. It is esti-



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mated that there are 30,000,000 structures of wood and brick in the United States; there are unnumbered millions of other objects, from billboards to our hundreds of thousands of railway cars, upon which paints and varnishes must be used. And these "objects of demand" are increasing so rapidly that for many years to come the paint factories will be kept busy supplying home demand alone, saying nothing of the constantly increasing foreign demand, which is growing because of the recognized superiority of American paints and varnishes over those made in other lands. In America, as in no other place in the world, the making of paint has been reduced to a science, and for that reason, as the Congressman quoted above, said "America has become and will remain the Paint Pail of the world."

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President's Office



General Manager's Office

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Group of Private Office

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And it is with pride that we are able to say that the Acme White Lead and Color Works, for the popularity and superiority of its products, the scientific care of its management, and the tremendous increase of its business, leads the van as progressive paint and varnish manufacturers. Few stories of human achievement have been filled with greater interest than the building up of this world's greatest paint institution. Just twenty-four years ago, when the business was started on a \$10,000 capital by William L. Davies, its president, and Thomas Neal, its secretary and general manager, the first order was for *one barrel of paint*. Recently there were on the books of the company for one month's "immediate delivery" orders for 162 carloads of paint, besides innumerable smaller orders. These extremes—the

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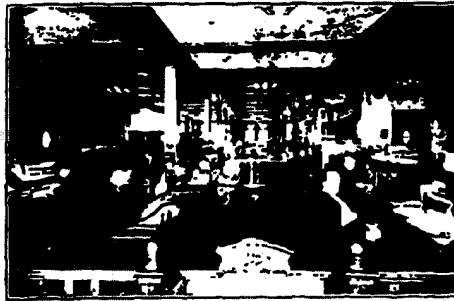
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extremes of only a little more than two decades—show more graphically than anything else that almost inconceivable increase of growth, and which is constantly being maintained. And during those twenty-four years the Acme White Lead and Color Works has “earned itself”—has actually made every dollar of its capital, and consequently has laid a foundation for itself which neither panic nor financial stress in the country at large can shake.

And this capitalization today is \$1,250,000—a million and a quarter dollars *actually earned!* From the little “one barrel” factory of twenty-four years ago, with its one, small rented building, the company’s magnificent plant in Detroit now covers fourteen acres. Each year has seen the enterprise reaching out, growing larger and larger and more powerful, until it now

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Sales Correspondence Filing



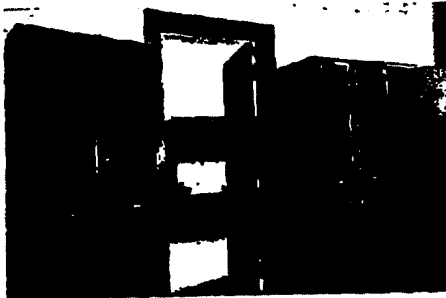
Credits and Accounting

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Scenographic Department



Towel and Individual Lockers

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has a second large factory in Boston, prosperous and growing branches and distributing depots in Chicago, St. Louis, Nashville, San Francisco, and Spokane, and a dozen thoroughly well established stores in other cities.

The business of the company now keeps over 100 traveling salesmen constantly on the road, and a higher proof of the soundness of the institution, and the demand for its products, could not be given than in the fact that during the years of great financial depression from 1893 to 1896, when corporations were either failing or calling in their traveling men, the Acme people *added to their traveling forces*. And in the last year of that panic, so great had grown the business, a new plant was built on the present site, which has since been quadrupled in size.

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In an address some time ago, President Roosevelt said, "What is it that makes a business stable, reliable, and a boon to the nation? It is honesty—honesty, and judgment, and the determination *to do the best and make the best that is possible.*" Those are the elements which have played vital parts in the making of the Acme White Lead and Color Works—the greatest institution of its kind in the world. Wherever the "Acme Quality" trade-mark is seen its merit is known. Those principles, "honesty, judgment, and the determination *to do the best and make the best*" have given that trade-mark a franchise value that is very great. It has been advertised to the ends of the earth. There is not a hamlet or a town in the United States where it is not familiar. It has been *lived up to* by the men who made it, and it is being "lived up to"

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Lunch Served in Convention Hall



Café

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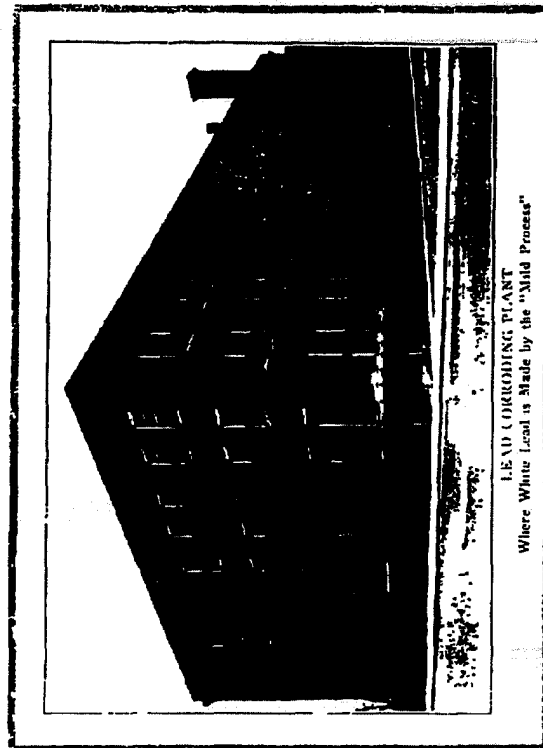


ACME WHITE LEAD AND COLOR WORKS DETROIT, MICHIGAN U.S.A.
The Largest Paint and Varnish Plant in the World

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now, in ways that would astonish those unacquainted with this institution. In its scientific laboratories [the best chemists that money can secure are constantly at work, each day striving to improve present products, searching for new things, and testing and proving the materials that come into and go out from the factory, that those priceless words, "Acme Quality" may still ring true wherever they are heard.] In the business management, in the traveling service, in every department of the vast institution, this same striving—striving for the honest and the best—are the working laws. Once each year, to this end, a week's "congress" of salesmen and heads of departments is held in Detroit. Thus the "whole family" comes together to make plans, exchange ideas, and in unison formulate those policies

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and campaigns which work to the welfare of the Acme Quality products.

As yet, as has been said, the paint business of the country has been but skimmed over the surface. Ten years from now, although the population of the country will have increased probably not more than ten per cent. in that time, there will, at the present rate of increase, be four times the quantity of paint used in the United States as now. People are awakening, almost en masse, to the uses and utility of paints and varnishes; they are coming to be recognized as among the greatest benefits of humanity; and this, together with the fact that according to the most careful estimates the country is suffering a loss of \$35,000,000 a year by the *non-use of paint*, and that a new knowledge of paint is being disseminated more and more, means that during the

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Employee Music and Rest Room



Employee Library

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A Section of the Chemical Laboratory



Mixed Paint Mills

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next decade the paint industry has before it an era of absolute and unprecedented prosperity.

How the Acme White Lead and Color works plans to lead the world in the manufacture of paints and varnishes during these years may best be seen by those who take a trip through the great Detroit plant. Before going into the details of manufacture, one will first see that in this vast institution there are splendid human and mechanical mechanisms at work for the making of every conceivable product that enters into the paint business. There is not a field in which the "Acme Quality" banners are not already floating triumphantly, there is not a field, from the making of white lead to that of kalsomine, in which they are not recognized from coast to coast as the signs of that "honesty, judgment, and determination to do the best and

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make the best," which our President has said form the foundation of all solid business. A bird's-eye view of the institution would show one of the world's greatest factories for the making of mixed paints and enamels; a varnish factory that has no rival; a new white lead corroding plant, where white lead is made by the "mild" process—which process is the most scientific known to paint science; and this same view would show the most up-to-date kalsomine plant in the world.

These are the "working ends"—the actual makers of the Acme Quality products. Each is complete in itself, each is an industry that alone is a profitable corporation business, yet all have been brought together in one family, under one trade mark banner, and this union is one of the strongest assurances of the solidity and profit-making powers of the

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Aisle in the Dry Color Department



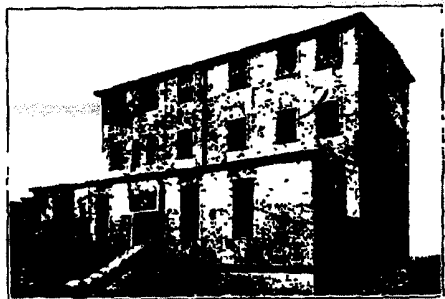
Some Oil Color Mills

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One of the Varnish Melting Rooms



The Kalsomine Building

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industry. This plant, for instance, not only supplies a large part of the world with the best white lead that science can make, but it also supplies *its own white lead* for its huge output of prepared paints. Each "working end"—each individual factory of this splendid mechanism, not only pays dividends on its own account, but *assists* some other factory, or member of the mechanism. In other words, each branch supplies to some other branch materials at the actual cost of manufacture. This enables the "Acme Quality" products, from varnish to dry colors, to possess the very highest class of materials at the least possible cost—a combination that is the safest guarantee in the world to the stock-holders of the company.

This mechanism as a whole, and each individual branch of it, is in a way under the direct control of the scientific

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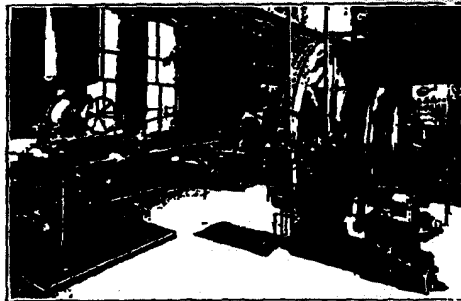
department of the institution. The skilled chemists in this department are not only constantly seeking for new and better things. All classes of material that go into the "working ends" are carefully analyzed by them. In the making of no product will a second-grade material pass. And when a finished "Acme Quality" product is ready to leave a certain factory it must go under their inspection before being turned out upon the market. The materials were good. Was the finished product properly made? Is there a flaw in it? Was it properly combined, or did a moment's carelessness deteriorate a batch of varnish? In fact, *is it perfect?* If it *is not* it never leaves the works. For this reason the trade-mark, "Acme Quality," has won for itself a value that many fortunes could not buy.

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Fire Department Drill



Electric Generator

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0007-SWP-000115732



Advertising Department



Row of Cylinder Printing Presses

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And this same scientific care is shown in every detail of the works. In the paint-making departments, where scores of mills are constantly at work, the men in command watch with ceaseless vigilance; in the varnish rooms, among the great tanks and beside the huge kettles, the workers have constantly in mind the mark they must live up to. Perfection—Perfection—Perfection—that is the slogan from the manager's office to the men who fill the cans; it is the watchword of the dry color department, where all the colors of the rainbow greet the eyes; it is the keynote to success for the trained makers of kalsomine, for the scientifically trained men in the white lead works, for all workers—from those in Boston who are unloading chalk stone from ships and making it into usable shape for the whitening of kalsomine and

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putty, to the army of loyal, ambitious workers traveling in every state in the Union. It is the word—*the spirit*—that has made Acme Quality products as near perfection as human hands *can* make them, and that has built up the greatest business of its kind in the world today.

And one might go on like this through pages, telling of the why and the wherefore of the success of "Acme Quality." There might be given pen pictures of features adopted for the comfort and convenience of employes; of the provision made for serving hot tea or coffee at the noon hour in all departments every day; of the pleasant dining-room for the clerks and heads of departments; of the circulating library; of the smoking room, where an "after dinner" cigar or pipe may be enjoyed; of the music-room equipped with piano. These are all

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indications that the management have thought of their employees in a manner that they themselves would like to be considered, and accounts for the good will and loyalty which prevail, and which has undoubtedly counted much in the establishment of a business necessitating the largest paint and varnish plant in the world.

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PLANT



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