

# Make Painting Pay

THE  
**ACME**  
WAY

ACME QUALITY PAINTS, INC.

DETROIT 11

VOL. 6, NO. 2



Pretty Miss Glendale, California, is posed in a newly painted Jaguar. The two smiling proprietors are the Bistagne brothers, "Toss" and George.

(See story on pages 4, 5, 6)

The two smiling boys in this picture are the Bistagne brothers. They have reason to smile—their shop's paint business has more than tripled in the last three years by turning out beautiful paint jobs.



# Two Young 49'ers (1949)

## STRIKE GOLD IN CALIFORNIA PAINT SHOP

By George and Thomas "Toss" Bistagne

*Editor's note: The striking color photograph on the cover of this issue of MAKE PAINTING PAY might make one think that the only thing paint shop owners in California do is deliver newly painted Jaguars to beauty queens. However, the two owners in the photograph, the Bistagne brothers, didn't begin to strike gold in their native California until 100 years after the original prospectors did. Their story is a fascinating one from which all painters and shop operators can profit. Let's let them tell it.*

We're two brothers who have stuck together all our lives except for the four years when we were in service. As kids, we worked on the same newspaper route. As we grew older, we started doing custom body work in our backyard as a hobby. Each of us specialized in one phase of it so that we would be able to perfect it (George specialized in metal work, "Toss" in paint). We were completely separated during the service years but in 1946, four days after we were both out of the service, we opened up a paint and body shop

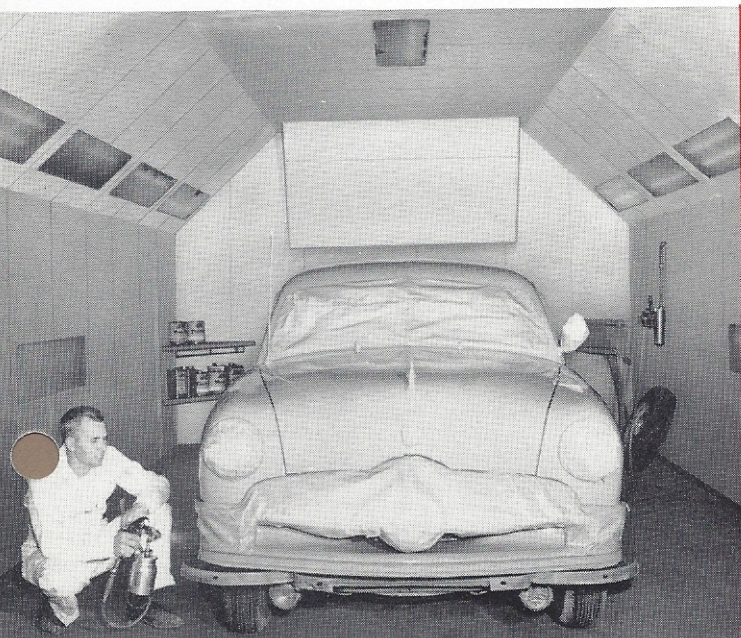


*Modern, efficient, profitable—that's the story behind this shop in Glendale, Calif.*

in Glendale, across the street from where we are now. We had one helper. We worked hard and turned out darn good jobs. The result was that in 1949 we were able to move over on this side of the street where we had a building built for us with almost four times as much undercover space. Hard work and good work seems to pay off, since today we have 14 great guys working for us, turning out 19 complete jobs and about 80 spot jobs per week. We get almost all of our jobs through word-of-mouth advertising by satisfied customers—only one out of seven jobs is an insurance job. When you look at the pictures on these pages you can see that we're awfully strong on the Acme line. We've come a long way with it. One thing we particularly like about it is that the line is always up to date. As soon as there's a new problem that

needs solving in a paint shop, Acme comes out with a new product that fills the need. We believe in the use of modern equipment to do a more efficient job. Naturally, therefore, we have an Acme Color Eye and an Acme Color Stir. Fortunately, we've got an awfully good paint superintendent. He has some tips that may help other painters. (SEE NEXT PAGE)

↓ One of the 19 complete paint jobs done per week is shown in the spray booth. Dean Avery is at the gun.



↑ Painters Glen Mills and Keith Whisenand are busy at their modern Acme equipment as Dean Avery looks up to see a customer come through the door.

# PAINT SHOP

## Tips

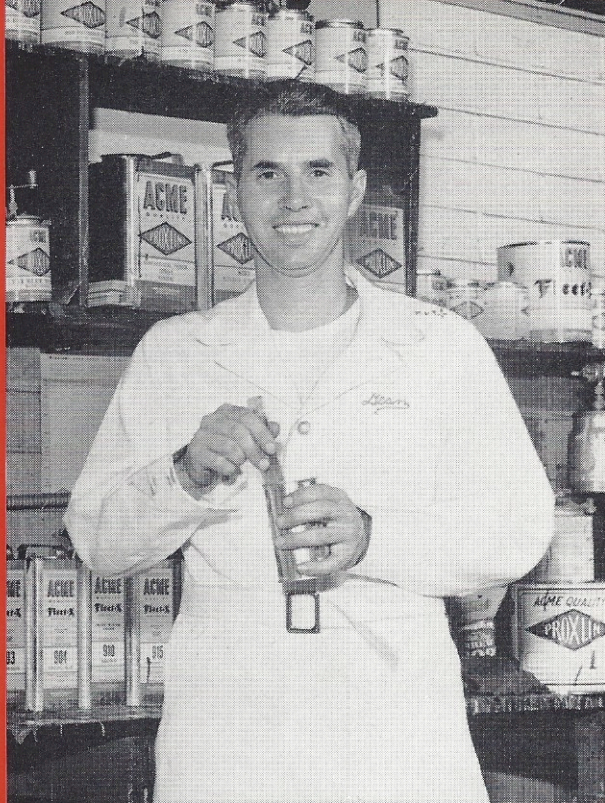
### FROM THE PACIFIC COAST

*By Dean Avery, Paint Superintendent  
Bistagne Bros. Auto Shop, Glendale, Calif.*

"Some 16 years ago, I sprayed my first car. I learned a lot of things the first year about masking, sanding, and how to use a gun. After a painter has learned those fundamentals, the next big thing he has to learn is what products work best for him under all conditions. Like all painters, I fooled around with just about every brand of paint until somebody put me wise to Acme 5 years ago. If you don't already know how well Acme's products work I'd like you to read the next couple of paragraphs. It may save you a number of years of fooling around.

"1. One of the most-used pieces of equipment in this entire shop is our Acme Color Eye. Ninety per cent of all lacquer and enamel we spray is mixed from formula on the 'Eye.' We've found that we not only get excellent results in matching recently-painted cars, but we save lots of time in matching faded and weathered colors. From the Acme Production Color Book, we simply pick out a color that's close to it and then with the knowledge of tinting that we've picked up through using the Color Eye, we do our final tinting. I've trained, in less than ten minutes, any number of painters to work the machine.

"Important to the Bistagne brothers and to me is the low inventory that gives us complete coverage of every color. With the Color Eye, the tinting colors, and the Production Color Book, a paint shop could have what would amount to a large warehouse stock. In fact, we have more complete coverage with this



**Stirring up four ounces of color—just enough for the spot job at hand—is paint superintendent, Dean Avery.**

setup than most jobbers who carry stocks of only packaged paints. You'll notice that our shelves are not cluttered. Because we can make as little as 4 ounces of paint, you never see anything going down the drain.

"2. Enamels give lots of painters lots of trouble. The only enamel I've found that has a film that stays open is Acme's Fleet-X. Any dry spots can be sprayed over in ten to fifteen minutes after the car has been sprayed.

"3. The magic combination for spraying Fleet-X to its best advantage is to combine it with DV-61 Reducer. You'll get flow-out with no sags or orange peel under any weather condition. When spraying at high temperatures, you might like to do what we do—add four ounces of Low-Bake Converter (Acme 278) to prevent wrinkles. I have found this to be the greatest insurance against wrinkles when the car is run out into the hot California sun. It seems to keep the film open so that all solvents can get out.

"4. We get an excellent enamel match when we add Acme's 81 Intensifier to Acme Pro-Flex. In fact, we add up to 20% Intensifier.

"5. I won't mention them in detail, but you'll never go wrong with any of the following Acme products: 538 Dark Gray Primer-Surfacer, 3501 Surface-Seal Primer, 93 Rubber Dressing, 48 Rubbing Compound, 87 Super Flow, 88 Klix."

# Beautiful Bodies

## ARTIST'S MODEL OR MODEL ARTIST?

It's plain to see that this gal's got what it takes to be any artist's model. But she's also got what it takes to be a model artist—just look at the paint she's using.

"It's easy to be the top auto paint shop artist in your neighborhood," says she, "when you use Acme Factory-Made Colors. Try 'em and see!"



## THIS IS NO FISH STORY—BUT—

You'll never have to worry about "the one that got away" when you add this bait to your Acme line. With Acme Factory-Made Colors, you're just bound to bring in your limit every day—your limit of customers, *satisfied* customers! That's 'cause Acme colors are famous for extra high gloss and beauty that lasts. And they're so easy to work with that painters everywhere go for 'em hook, line, and sinker! Get on the line now . . . tell your Acme jobber: "C'mon over and show me."

