

MARKLY'S CONVERSION

BY G. E. HECKEL

All the ladies in the Sewing Circle, all the same ladies in the Ladies' Aid and the younger among the same ladies in the Girls' Friendly, had arrived at an unusual unanimity of opinion regarding the church fence.

Mrs. Stubbs, the wife of the chief contributing deacon, voiced the common sentiment when she declared in the weekly meeting of the Foreign Mission Society that the church fence needed painting. "And I for one," she added, "ain't going to stand another coat of whitewash; my new black silk is almost ruined where I brushed it against the gate last fall, and whitewash looks kind of cheap and skimpy for a place of worship, even if it is only the fence; and it's all gone now anyway."

The younger Mrs. Dean, the grocer's wife, put her finger upon the sore spot when she interjected abstractedly: "The new paint on the Presbyterian fence looks real stylish."

"Of course," continued Mrs. Stubbs, after a glance at Mrs. Dean, "we don't need to imitate anybody, but I reckon if the Presbyterians can afford decent paint we can."

The upshot of it was that a committee of the whole was organized then and there to have the church fence painted; but it was no easier for the ladies to raise the necessary funds than to agree later on the color to be selected. Business had been poor that year and crops in the neighborhood had failed; so it was difficult to enthruse the men of the congregation on behalf of the church fence. But the ladies finally raised enough money among themselves to pay for the paint, and being unable to go any further, called upon Markly, the painter—a member of the church—to act as umpire, and incidentally to contribute his labor in the good cause.

But Markly the painter, while a consistent church member, was also a good business man, so, though he found it impossible, with business as bad as it was, to contribute his labor, he agreed to sell the paint to the committee and to prepare it for them without charge—pure white

lead, linseed oil and japan drier. He recommended white as the main color for the fence and for the trimmings a rich seal brown.

The committee ordered the paint and Markly the painter mixed it for them; but when they got that far they found their funds exhausted, and at a full meeting decided to borrow Markly's brushes and do the work themselves.

Markly was not impressed with the wisdom of this plan, but finally consented in disgust—he had his profit on the paint anyway—and lent the ladies ten of his oldest and most disreputable brushes.

On the morning appointed, ten determined looking women, arrayed in their oldest clothes, resolutely attacked the job.

Markly the painter, notwithstanding his business engagements, found time to sit on the hitching-block most of the day and scornfully note the proceedings, throwing in now and then an off-hand criticism.

The day was warm, the work proceeded raggedly, and before noon two of the volunteer laborers had quit in high dudgeon, while three of the younger ones ruefully regarded blistered palms. There were three absentees when work was resumed in the afternoon. The job, however, got itself completed at last, under the eyes of half the town, and five aching, draggled and ill-tempered ladies finally left the debris and wreckage for Markly to clean up. But the heart-burnings and resentments left by the fence-painting episode threatened for a time to disrupt the congregation.

The church fence being painted, however, it was soon seen that the church itself looked discreditable by contrast, and before snow flew a fillip was given to the general dissatisfaction by the wholly unnecessary and unbrotherly action of the Presbyterians in having their own church repainted.

Appalling as the situation was, there could be no question at present of additional outlay for paint, and no participant in the fence-painting bee of the past summer could have been induced again to touch a brush. In fact several of those who had persevered to the end still car-

ried lame wrists, which the doctor's wife, who naturally knew more about such things than the rest, diagnosed as "wrist drop" from lead poisoning.

When another summer came, nevertheless, it was manifest even to the casual passer that the church was in need of paint, and when Mrs. Stubbs by finally ruining the damaged black silk proved that the white lead on the fence was already chalking, the cup of bitterness was full.

The condition of the church, and before long of the church fence, became the table-talk staple among the ladies of the congregation, and the impossible came to pass—meal time became distasteful to the masculine element.

Things were at this pass when the hardware dealer, Smith, took the agency for a well commended brand of ready-mixed paint. Markly the painter, though he had never tried a mixed paint and really knew nothing about the subject, was very severe in his condemnation of such products; and to a great extent what Markly the painter said about paint "went" in that town.

But Smith, the hardware dealer, was a pusher and could see an opening as quickly as the next man. In the sore subject of the paint-hungry church he saw his opening and seized it. Smith was Presbyterian, but in business was brother to every man, be he of Rome or Islam. The inspiration came to him one day when Mrs. Stubbs, having dropped into his store for a paper of carpet tacks, stopped to admire the neat cans of paint on the shelves, the variegated glossy sample slats, dangling conspicuous, and the tempting color cards heaped on the counter. Pointing to slat number thirty-eight, she sighed, "That paint would look real tasty on the church, don't you think, Mr. Smith?"

"Indeed it would, Mrs. Stubbs," said Smith the guileful, "an' it's cheap as dirt, too, an' as good as they make—only a dollar an' a half a gallon. Why for fifteen dollars I could sell you enough to paint your church, an' enough left over to tech up the fence."

Then the inspiration came—an idea which, if successful, would silence

Markly and advertise the paint for an outlay—Smith calculated swiftly—an actual outlay of not over ten dollars.

"Madam," he continued very blandly, "I'll make you an offer, just between ourselves you know, an' if you don't take to it no harm done and nobody the wiser: If you'll get Markly to put on the paint I'll donate —' donate ' seemed to sound more impressive than 'give'—I'll donate the paint."

"Oh, Mr. Smith, that's what I call a Christian spirit!" declared Mrs. Stubbs, and forthwith she hurried away to spread the good news.

The upshot of the matter was that the wounds left by the fence-painting episode were healed, and it was a united and harmonious body of sisters that in a few days bore down on Markly the painter.

But Markly was obstinate, "I don't want to be disoblign', ladies; but I've said I'd never tech the pesky stuff, an' I won't."

Markly, however, as the event proved, reckoned without the resourceful Smith. It chanced that Markly was chronically in debt to Smith for "lead, oil and sundries," whereas outside of Smith's books the credit of Markly was non-existent, and Smith was not the man to let slip the opportunity to make good his information. Markly came from his conference with Smith filled with doubt as to the violability of the pledge which he had quoted to the ladies.

In the end Markly not only applied the ready mixed paint to the church and the fence, but he did it without cost to the congregation, and before the job was completed had begun to doubt his pre-conceived judgment regarding the "pesky stuff," and when, after the lapse of five years the appearance of the work remained a standing advertisement to all passers of the skill of Markly, the painter had become a convert to the "ready made."

To-day that town is down on the books of traveling paint salesmen as a "ready-mixed town—no use stopping there," and it all grew out of the furore over the church fence.

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The Hardware Store, March 12, 1907



Exhibit of the Acme White Lead and Color Works of Detroit, Mich., at the South Dakota Hardware Convention at Mitchell.

Southern Contractor and Builder
8-1-07

Acme White Lead and Color Works Establish Large Branch Here.

The Acme White Lead and Color Works of Detroit, Mich., the largest paint and varnish manufacturers in the world, have established a Southern branch warehouse at No. 304 Second avenue, north.

Nashville Banner
8-1-07

About the Lead Works. The Acme White Lead & Color Works of Detroit will continue to have its main headquarters in that city, the factory, a large warehouse to be erected in the city, and the distribution of the products to the South is looking for a significant one. The main reason for this move is one to establish a branch in Nashville where the business of the company will be conducted. The company's warehouse in Detroit is now about to be moved to a new location, and the company's business is being moved to the new location.

Nashville Tennessean
July 22, 1907

PAINT HEADQUARTERS LOCATED IN NASHVILLE

Acme White Lead and Color Co. Opens Large Branch in Nashville.

On July 15 the Acme White Lead and Color Company of Detroit, Mich., will open their new southern branch house at 304 Second avenue, north. The new house will be under the charge of M. J. Douglas, with it is announced that it will be the headquarters and best-equipped paint and varnish house in the South. The coming of this industry to Nashville is a well-deserved tribute to the advantages of Nashville as the shipping and distributing center of the South. A. K. Douglas, the general representative of the company, spent much time in Atlanta, Chattanooga and Nashville studying the trade conditions, transportation facilities, freight rates and other points of the city, and after a careful comparison he selected Nashville as the base of operations for his company. There is no doubt that Nashville will benefit by the addition of a branch of this house to its commercial family. The Acme Company is one of the largest paint manufacturing concerns in the world and enjoys a great southern trade. Although their business will be handled through the Nashville house, and will add much to the business of the city. The new house will be a model of modern paint and varnish, and will be equipped with all the latest machinery and tools. The company's business is being moved to the new location, and the company's warehouse in Detroit is now about to be moved to a new location.

NEW INDUSTRY FOR NASHVILLE

ACME WHITE LEAD AND COLOR WORKS ESTABLISH LARGE BRANCH HERE

Chosen As Best Distributing Point In South for "Acme Quality" Products.

The growth of Nashville as a jobbing and business center is the selection of this city by the Acme White Lead and Color Works of Detroit, Mich., the largest paint and varnish manufacturers in the world, for the location of an important southern branch warehouse in their newest, which they have established at No. 304 Second Avenue, North. The Acme White Lead & Color Works is an exceptionally progressive and wide-awake concern, and Nashville has reason to feel proud that its trade conditions and favorable shipping facilities have secured this important addition to its commercial body. This company has opened a large wholesale and retail paint store and will be ready for business by July 25. It will distribute from this point large quantities of the famous "Acme Quality" paints, enamels, stains and varnishes throughout an extensive section of the South, where it enjoys an immense volume of business. It will also do a local retail business and be filling up the best equipped and most attractive retail paint store in the South. This gives to the citizens of Nashville most excellent facilities for buying any kind of high quality paint and kindred articles for fixing and redecking, or touching up any kind of an article or surface, and a selection from a most varied and complete stock of finished materials of every nature. The Acme White Lead & Color Works has adopted as a trade mark the words "Acme Quality," done in a very best design. This design is conspicuous on every can of their product and on their advertising matter. Two very large handsome "Acme Quality" designs are painted in yellow, black and red on the front windows of their store at No. 304 Second Avenue, North, and they expect a great deal of attention and favorable comment. The store is a model of business and convenient arrangement, and for several days a corps of employees has been busy opening up stock and putting them on the shelves. The Acme Company's branch will make a special feature of catering to the householder and critical consumer as well as to painters, painters and manufacturing trade consumers. The local store will be under the personal direction of Mr. M. J. Douglas, one of the best posted paint and varnish men in the business, who has held responsible positions with the Acme Company for many years. His policy will be to afford the trade in Nashville and vicinity every opportunity of securing the best in the paint line, together with the best of treatment and service. Mr. A. K. Douglas, special representative of the Acme Company, has been in Nashville for several weeks attending to the multitude of preliminary details involved in the recent establishment of an important branch of the kind. Mr. Douglas when interviewed stated that he had spent considerable time in and around Atlanta, Chattanooga and Nashville studying trade conditions, transportation facilities, freight rates, etc., and that he selected Nashville as the base of operations in preference to these cities, as this city possessed decided advantages. There is no doubt that Nashville will benefit largely by the addition to its commercial family of a branch of such an up-to-date and progressive concern as the Acme White Lead & Color Works, and the company has no doubt will be given a very hearty welcome and enthusiastic support by the Nashville community in particular. Paints, enamels, stains, and varnishes of all kinds, put in large quantities, and ready to be delivered at any time, are being stored in the basement and on the roof of the building. The company's business is being moved to the new location, and the company's warehouse in Detroit is now about to be moved to a new location.

0007-SWP-000126195

A Paint Textbook Recently Issued, A Great Aid to Property Owners and Householders.

In the old days painting was considered a very good thing for improving the appearance of a building. People painted their homes when they didn't need the money for any other luxury. They did not realize what a necessity and protection good paint is to a building or how much it prolongs its life. Those days are over now. Painting is not often considered a luxury but a necessity.

Nashville would soon put on a different appearance if every house that needed paint were to be surprised with a coat or two. A general house cleaning and home painting "tree" is good for any city, and Nashville needs it as much as others. Local pride does a lot for this direction. (Editorial interest for more.)

She accordingly decides to give them a new coat of stain, varnish or paint, but, being inexperienced in this line, doesn't know just how to go about it or what material to use.

This book contains 100 pages, fully illustrated. It gives complete information, carefully classified and indexed for finishing or refinishing any article or surface, old or new, wood or metal, indoors or outdoors. It tells what to use, how much to use and how it should be applied. Nashville housewives who have secured copies of this book keep them next the cookbook, and find continual occasion for referring to them.

Copies of this book are given free to every one who asks for it at the Acme Quality Paint Store, 134 Second Avenue, North, where the well-known "Acme Quality-Perfect" Paints for All Purposes are sold. This store

It is a good thing for the business progress of Nashville to get a good up-to-date progressive house of this kind who know the requirements of the trade and are prepared to fill them satisfactorily.

Drops, Gels and Paints Sept. 1907

Detroit, September 10, 1907.
DEAR SIR:—This is in reply to yours of the 4th asking for a brief resume of the conditions of the mixed paint trade for the year. We are entirely satisfied with the volume of business with which we have been favored. The amount of business enjoyed by us during the spring and summer seasons considerably exceeded our anticipation. We quite naturally attribute this largely to good times, but there is no doubt in my mind but what the educational campaign of the Paint Manufacturers' Association has aided materially in establishing more firmly confidence and an added appreciation of the desirability and great convenience of properly manufactured mixed paints.

We regret that trade conditions seem to be such that the manufacturer to-day who is making a thoroughly reliable, high-grade and satisfactory article of mixed paint has not been able to secure a proper price for the goods. For a number of years the cost of raw materials entering into the composition of this product has been steadily advancing, and also has the cost of labor and operating expenses. It appears to us as inevitable that the price of this product must advance in line with other commodities, the majority of which are held at considerably higher figures than they were a few years ago, owing to the same causes which have been and are still affecting the paint industry. The demand for good paints for the infinite variety of purposes for which they are now offered is constantly increasing as consumers realize the convenience, economy and utility of these products.

We predict a handsome fall business.
Yours very truly,
A. M. Woodward,
Assistant Secretary
(Acme White Lead and Color Works.)

The Detroit Times Dec. 5, 1907

ACME COLOR WORKS GETS VALUABLE MAN

The Acme White Lead & Color Works is very optimistic regarding the outlook for 1908 and is making arrangements for a vigorous campaign



SAMUEL M. BELL
New Superintendent of the Paint and Enamel Departments of the Acme White Lead & Color Works.

Next year will begin with this policy, and the plan of strengthening the organization with the best men to be secured. The concern has engaged Samuel M. Bell as its new superintendent of the paint and enamel departments.

The Detroit Journal Dec. 5, 1907

SAMUEL M. BELL IS RETURNING TO DETROIT

The Acme White Lead & Color Works, optimistic regarding the outlook for 1908, has engaged Samuel M. Bell as superintendent of the paint and



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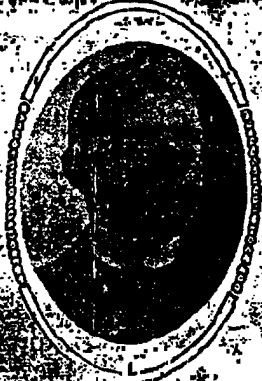
enamel departments. Mr. Bell has an experience of 25 years in the manufacture of these products and a national reputation as a result of his extended investigations along these lines. Mr. Bell is really a Detroit man, but for the past five years has been connected with a paint works in Memphis, Tenn., in which he was financially interested.

The Detroit News Dec. 5, 1907

RETURNS TO DETROIT.

S. M. Bell Joins Staff of Acme White Lead & Color Works.

Samuel M. Bell, formerly a resident of Detroit, but for the past five years connected with a firm in Memphis, Tenn., in the manufacture of paint, has accepted a situation with the Acme White Lead & Color Works as superintendent.



SAMUEL M. BELL
New Superintendent of the Paint and Enamel Departments of the Acme White Lead & Color Works.

The Detroit Free Press Dec. 6, 1907

SATISFIED WITH OUTLOOK

Acme White Lead & Color Works Preparing For an Increase

The Acme White Lead & Color Works are very optimistic regarding the outlook for 1908 and are making arrangements for a vigorous campaign next year. In line with this



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New Superintendent of the Paint and Enamel Departments of the Acme White Lead & Color Works.

policy, and their plan of strengthening their organization with the best men they can secure, they have engaged Samuel M. Bell as superintendent of their paint and enamel departments. Mr. Bell has an experience of twenty-five years in the manufacture of these products, and a national reputation as a result of his extended investigations along these lines. Mr. Bell is really a Detroit man. He was "born and raised" here and obtained much of his experience in this city, but for the past five years has been connected with a paint works in Memphis, Tenn., in which he was financially interested.

The Spoke Daily State Journal Dec. 10, 1907

Never So Many Orders Booked.

Detroit, Mich., Dec. 10.—"The hard times" consists mostly of talk. We have never in our business history at this time of the year had so many spring orders booked as we have today, the only difference being that our customers in many instances have requested that shipments be deferred until January.

This is an extract from a letter issued by the Acme White Lead & Color Works to its representatives and branch organizations, which breathes optimism in every line. Continuing, the letter says:

"The 'panicky wave' which started in New York about a month ago, has rolled westward, and advices from our Pacific coast agency are to the effect that it has disappeared in the Pacific ocean. They advise us to be prepared for a tidal wave of prosperity coming out of the west next year. We are pale and are preparing ourselves for it from the west, but from all the laundry

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