

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. II.

DETROIT, MICHIGAN, JANUARY 5, 1901.

NO. 13

Pulfer's New Year's Present.

The Stork Leaves Him a Reminder of the Past and a Blessing for the New Century.



GEORGE BURTON PULFER
(Smile omitted)

Twelve o'clock, midnight, of December 31, 1900. Whistles are blowing and bells ringing. The skies are ablaze with the pyrotechnical display, and the night resounds with booming of cannon, the sharp crack of fire arms and the shouts of the multitude, which all go to make up the expression of joy and exultation in celebration of the birth of the new century.

The wildest ecstasies of joy portrayed in the above, however, are tame and commonplace as compared with the smile that illumines the countenance of the usually placid and sedate features of the manager of our accounting department. It is beyond description and permeates the whole of the six lineal feet that measure his make-up from soles to crown, and radiates in a manner that is dazzling to behold.

No wonder! He has just been presented with his daughter, who is exactly fifteen minutes old!

Certainly the new century is ushered in for him in a blaze of glory, and it is not strange that the ordinary joys of mortals would seem commonplace under such circumstances.

We do not know whether he will look up Dun and Bradstreet for a name for the young lady, or secure a special report to assist in arriving at a proper decision, but our sincere wishes lend confidence to the belief that in accepting this new and desirable business he will be able to arrange terms and conditions that will protect and benefit all parties concerned, and insure a

life long connection, that, while growing in volume, will constantly bring added pleasure and happiness.

This is not Mr. Pulfer's first experience. A young man has been deposed as ruler of the family by the arrival of his baby sister, and in the words of Longfellow:

There are two guests at table now:
The king, deposed and older grown,
No longer occupies the throne—
The crown is on his sister's brow;
A Princess from the Fairy Isles,
The very pattern girl of girls,
All covered and embowered in curls,
Rose lined from the Isle of Flowers,
And sailing with soft silken sails
From far-off Dreamland into ours.

It has been suggested that our representatives send in names that they may think worthy of the new Miss Pulfer, and we are quite certain that a box of good cigars will reach the one whose selection is adopted.

Maintaining Prices.

The next two or three weeks will probably be the most critical period of this season as regards the matter of maintaining prices. You will probably be told that this and that manufacturer, and reputable houses too, are selling at lower figures than we advised you they would ask for their goods. Keep your nerve. Recent communications from the best houses state emphatically that they have, and will continue, to ask prices decided upon in November, and if you have absolute proof that this is not being done, it will then be time to worry. One of our representatives has already written us that he is advised that prices are being cut by the very houses who have written us emphatically to the contrary, but we are confident he is mistaken and that they meant just what they said. There will naturally be a struggle on the part of the trade against the advanced figures that were absolutely necessary, but while oil at present is a little unsteady, there is nothing in the outlook for the future that would indicate the possibility, or desirability of a reduction, a view in which all prominent makers of first-class paints are in unison.

Contributions to Thoughts.

Don't forget our talk on this matter while you were at the Convention. You probably learned at that time there was no occasion to fear "going into print" with any ideas or suggestions that you might deem it well to place before your co-workers, and that the fear of criticism was really a drawback to progress that could be made were such matters aired through these columns. In addition to this it keeps you closer in touch

with each other, and the acquaintanceships formed, we believe you will agree with us, are well worthy of continuance. **THOUGHTS** should form the connecting link between that class of our organization, whose duties in widely separated sections, do not enable them to meet, with few exceptions, except at rare intervals. Co-operation, which is working so well among our home people, would be just as beneficial to our travelling representatives, and we wish to afford any means to perfect its accomplishment. Will you help us?



Which of Our Representatives Will Wear This Hat?

We are particularly desirous of pushing sales of Michigan Seal White Lead, and wish our representatives to make an especially active effort in this direction. It should not be difficult to place a line of the quality of our Michigan Seal at the difference in price in favor of the goods as compared with figure demanded for standard brands upon the market. Michigan Seal as now presented is an article that is certain to give perfect satisfaction in every particular—working properties, covering capacity and durability. In order to secure an interesting contest among our representatives we offer a silk hat to the salesman who places the largest quantity of the goods before March 1st, 1901, and shall publish the record of sales for each man in every issue of **THOUGHTS**. Contest to commence Wednesday, October 31st. The numbers of our representatives who do not call upon a class of trade to whom the goods can be sold are omitted for obvious reasons:

QUANTITY SOLD TO DATE	
A. E. Barron.....	
R. M. Billings.....	3600 lbs.
H. C. Carter.....	100 lbs.
Jan Davies.....	
A. S.....	
F. R.....	3050 lbs.
C. K.....	
S. H. Hart.....	
A. D. Hoagg.....	500 lbs.
R. A. Irvin.....	
A. R. Kelly.....	500 lbs.
C. F. McCauley.....	4700 lbs.
C. Mehlis.....	
W. C. Neal.....	
J. R. Newell.....	1200 lbs.
S. J. Olson.....	500 lbs.
C. P. Pulfer.....	
M. J. Reynolds.....	2000 lbs.
O. F. Richmond.....	
Herman Scratch.....	2000 lbs.
Geo. R. Smith.....	
M. G. Smith.....	
M. Taylor.....	4900 lbs.
H. P. Torrance.....	
H. P. Whitaker.....	
W. P. Wiggins.....	

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. II.

DETROIT, MICHIGAN, JANUARY 12, 1901.

NO. 14

Convention Sayings.

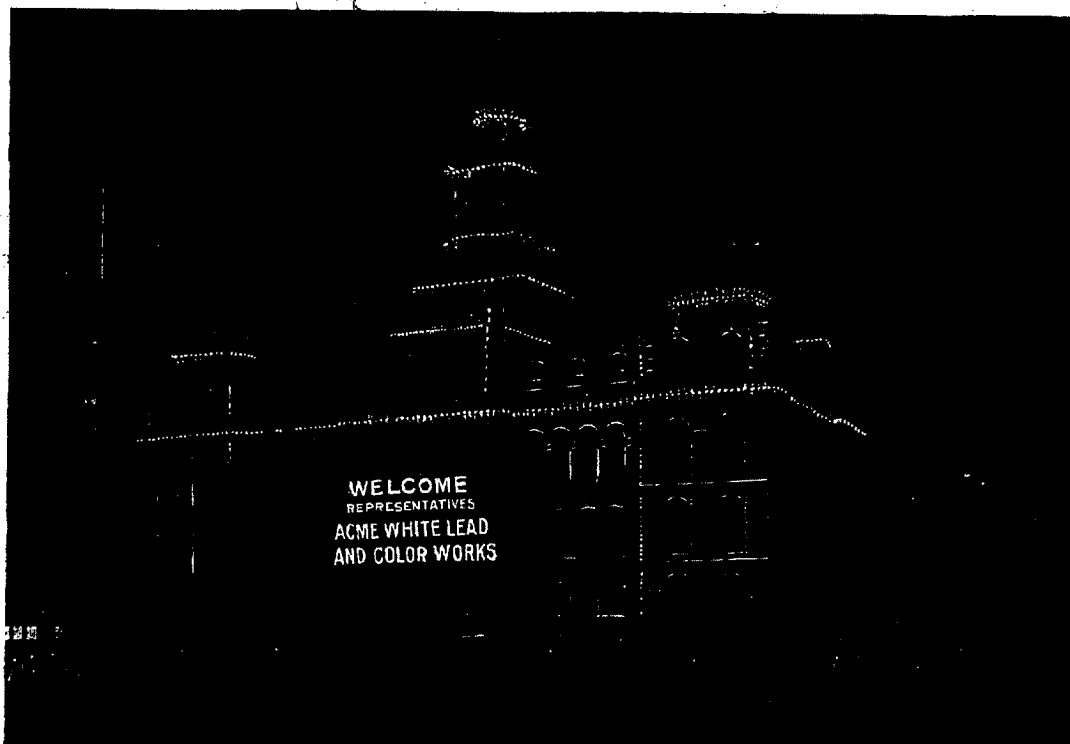
"It has been stated that the advanced prices, more particularly for House Paint, would restrict consumption, and in consequence, business, but when you consider that after all these advanced prices only mean a difference to the average consumer

cover the greatest number of square yards and will wear the greatest number of years."

"Let us all pull together in 1901 to help the jobber and render him all the co-operation we can, both by the factory and its representatives."

them to dealer and jobber. We must get our price, and the fact that some other maker may offer a brand at a lower price than ours does not render it either necessary or desirable to meet such figure."

"You know the old adage, 'laugh, and the world laughs with you; weep, and you



OF COURSE YOU REMEMBER IT.

of, say \$3.00 on a job of painting, we cannot feel that this point is well taken."

"Now, sir, do you know what makes the best paint that can be produced regardless of cost? There is only one proper way for the consumer to buy paint, and that is for him to buy the paint that will

"I will venture the assertion that there is hardly a piece of manufacturing trade business in this country, regardless of location, that cannot, by proper handling, be placed on our books."

"The brands we offer are of uniform quality and we set a fair valuation upon

weep alone." I think it a very true saying. I have yet to meet the man who is partial to hard luck stories. I try to make friends with the trade I call upon, and although they say there is no friendship in business, I have never been able to see where it hurt a man to stand well in the estimation of his fellows."

THOUGHTS

Regarding Pure Paint.

If white lead, oxide of zinc, linseed oil, turpentine and turpentine dryer costs a manufacturer an average of 6c per pound, the cost of the paint made by the various pure paint manufacturers will vary in value according to the weight. A paint averaging 17 pounds to the gallon, will cost:

For material alone	\$1.02
Add the cost of package and packing case	.13
Total.....	\$1.15
16 lbs. at 6c. 96c. p'k'ge and packing case 13c. ..	\$1.09
15 " " 6c. 90c. " " " " " " 13c. ..	1.03
14 " " 6c. 84c. " " " " " " 13c. ..	.97

Add to the above the factory expenses, cost of selling, advertising, etc., etc., and you can realize that a price of \$1.35 per gallon is really too low, and if quality is to be maintained, prices must either advance or materials decline before another season passes over our heads.

Another thing you should note, that we give more actual value for the money than other pure paint makers.

Fortunately we have a fairly good stock of crude materials bought that will, we hope, enable us to maintain our price of \$1.35 without further advances for some time to come.

Ready-mixed paints made as we make them are the "sugar" of the paint business.

Regarding First Quality Paints That are Not Pure.

Of course there is no standard of quality when paints are not pure, and manufacturers may vary the quality and quantity of the material whenever the market changes, but even these paints cost something. There are some manufacturers who maintain a fairly even quality. They vary in weight, averaging from 16 to 12 pounds. Let us suppose the materials entering into the better class of these paints cost the manufacturers say 5c per pound and you get this result:

16 lbs. at 5c. 80c. can and packing case 13c.	\$0.93
15 " " 5c. 75c. " " " " " " 13c.	.88
14 " " 5c. 70c. " " " " " " 13c.	.84
13 " " 5c. 65c. " " " " " " 13c.	.78
12 " " 5c. 60c. " " " " " " 13c.	.73

So you can see that "first quality" or their best paint can be sold at varying prices below pure paints. The trade is therefore bound to demand of the second quality paint makers who are attempting to sell their wares in competition with pure paint a differential price. New standards are being set up, new methods prevail and the path of the adulterated paint maker will be a rocky one in the future, we predict.

At the same time the better class of those manufacturers are not making much money at current prices, when the cost of making, marketing, advertising, etc., etc., is considered. It is going to cost more to sell an adulterated paint in the future.

Names Suggested for New Varnishes.

Pal-Co.....	Dan Davies
New Era.....	C. F. Elliott
Neal's 20th Century Spar Varnish }	A. E. Barron
Neal's 20th Century Interior Spar Varnish }	

Be honest with your trade and don't delude them into the belief that paints are going to be cheaper. Many salesmen for competing houses have constantly and persistently done them in the past. Many paint manufacturers without any standard either to quality or price may be wavering, but we believe it will be only a matter of a short time when they will be making advances. A dealer who knows at the start that prices will rule higher, and in turn begins to advise the consumer that there is no hope for a decline, will the sooner begin to turn over his stock. How foolish it is for salesmen to lead dealers to believe there will be a slump in prices, as a consequence the dealer won't buy and he in turn tells the consumer not to buy just now as prices will be lower. The result is that the dealer will pursue a hand-to-mouth policy in buying. As the season advances the manufacturer who wavers now, will some day suddenly realize that he is losing money, then he will advance suddenly and leave the dealer in a very embarrassing position. He had been lead to hope he could buy cheaper and has let his stock run down, in turn he has told his customer to wait, later on he comes in and finds he must pay more and probably leaves cussing the dealer. We believe that crude materials will remain firm and in some lines advance. We, therefore, believe it pays to be honest with the dealer. Tell them we can see no hope for a decline, but that there is much more likelihood of further advances.

Based on the following market reports it would appear that our prediction that higher prices for linseed oil could be expected is likely to be verified. Chicago quotations for flaxseed have ranged as follows:

January 2nd.....	\$1.54 per bushel
January 3rd.....	1.57 " "
January 4th.....	1.57 " "
January 5th.....	1.55 " "
January 6th.....	1.56 " "
January 8th.....	1.56 " "
January 9th.....	1.59 " "
January 10th.....	1.59 " "
January 11th.....	1.64 " "

A firm market and a steadily advancing one. In the ten days you will notice an advance of just ten cents per bushel. Oil to-day is being sold at a price entirely too low, when price of seed is considered, as the consumption of oil increases it is quite likely to create a firmer tone in the market.

NOTE—Since writing the above, flaxseed has made a further advance of two cents per bushel, a total of twelve cents instead of ten cents.



Which of Our Representatives Will Wear This Hat?

We are particularly desirous of pushing sales of Michigan Seal White Lead, and wish our representatives to make an especially active effort in this direction. It should not be difficult to place a line of the quality of our Michigan Seal at the difference in price in favor of the goods as compared with figure demanded for standard brands upon the market. Michigan Seal as now presented is an article that is certain to give perfect satisfaction in every particular—working properties, covering capacity and durability. In order to secure an interesting contest among our representatives we offer a silk hat to the salesman who places the largest quantity of the goods before March 1st, 1901, and shall publish the record of sales for each man in every issue of THOUGHTS. Contest to commence Wednesday, October 31st. The numbers of our representatives who do not call upon a class of trade to whom the goods can be sold are omitted for obvious reasons:

	QUANTITY SOLD TO DATE
A. E. Barron.....	500 lbs.
R. M. Billings.....	3600 lbs.
H. C. Cater.....	100 lbs.
Dan Davies.....	
F. R. Dougall.....	3650 lbs.
C. F. Elliott.....	
S. H. Hart.....	
A. D. Hoagg.....	500 lbs.
R. A. Irvin.....	
A. R. Kelly.....	
C. F. McCauley.....	500 lbs.
C. Mehlig.....	5200 lbs.
W. C. Neal.....	
J. R. Newell.....	1200 lbs.
S. J. Olson.....	
C. F. Pulfer.....	500 lbs.
M. J. Reynolds.....	
O. F. Richmond.....	2000 lbs.
Herman Scratch.....	
Geo. R. Smith.....	2000 lbs.
M. G. Smith.....	
M. Taylor.....	
H. P. Torrance.....	4900 lbs.
W. H. Welch.....	
H. F. Whitaker.....	
W. P. Wiggins.....	

Turpentine is stiffening up in price. An advance of two cents per gallon in one day this week. We expect a firm market and a steadily advancing one from now on. We predict an advance of ten to fifteen cents per gallon in the next six weeks.

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. II.

DETROIT, MICHIGAN, JANUARY 19, 1901.

NO. 15

Rapid-Sellers.

NEW ERA HIGH-GRADE PREPARED PAINT.
An absolutely pure, chemically tested Prepared House Paint.

NEAL'S DARRIAGE PAINTS.
For repainting sayings—hyposcymonide— that requires a durable varnish-gloss finish.

NEAL'S DARRIAGE TOP DRESSING.
For restoring the finish of leather and JAG tops, saddlebags, etc. and leather goods of every description.

NEAL'S ENAMELS.
For enameling furniture, woodwork, earthen and metal ware of all kinds.

NEAL'S BATH-TUB ENAMELS.
For producing an enamel finish upon bath tubs, four-baths, sinks, etc. Withstands hot and cold water.

NEAL'S CYCLO ENAMELS.
For re-enameling bicycles that have become scuffed and defaced from use and exposure.

NEAL'S RADIATOR ENAMELS.
For enameling radiators, steam, gas and water pipes, and metal work of every description. Withstands extremes of temperature.

DAVIS' VARNISH STAIN.
For restoring the finish of furniture and woodwork of every description. Inverts hardwood imitations of expensive woods, such as walnut, cherry, oak, sycamore, ebony, mahogany, box trees (or green oak).

ACME HOUSEHOLD PAINTS.
Prepared particularly for household use.

GRANITE FLOOR PAINTS.
For painting floors, steps, piazzas, and surfaces of a similar character, where a quick-drying and durable article is required.

GENTLEMEN:

M
of
are interested in

Would suggest that you have your representative call, with the view of backing up my efforts to sell these goods through your house.

H. H. HALLADAY.

REPRESENTING ACME WHITE LEAD AND COLOR WORKS.
DETROIT, MICH.

1901.

have lost the contract for our goods simply because we did not know that the vermilion was mixed with red lead. It is the salesmans place to find out all particulars, as far as possible, as to what use the color is put to. By so doing I can work more intelligently and therefore help the salesman to increase his sales. Another thing, when submitting samples to be matched I should like to have a decent size sample; in some cases the sample is so small that

We believe that every one of our representatives calling upon the general store and jobbing trade appreciate the necessity for co-operating with the jobber to a much greater extent than has ever been done before. You will remember that this topic was brought up prominently at the convention and discussed most thoroughly, and that it was decided, without a dissenting voice, that our best chance for making rapid headway in the distribution of our Specialties was through the jobber, and that in order to accomplish this as quickly as possible it was necessary to create, maintain and add to his interest in our line by active co-operation in the way of turning in all orders that could be handled to advantage in this way, securing the interest of his salesmen by actively assisting them to sell our goods, and by constantly notifying them of inquiries for the goods from prospective customers. This is a very important feature of your campaign this year, and we take this means of once more urging upon you all the necessity of commencing operations in this direction without delay. Have you placed your requisition for cards as shown in illustration at top of this article? Don't be afraid

to use them freely. Let the jobbers know you are working in their interest all the time, and don't give them a chance to forget either our line of "Rapid-Sellers" or the active "push" that is back of them.

Be careful, however, not to do more harm than good by sending notices when there is no justification for doing so. You should be able to interest several dealers every day who will eventually buy our goods from their jobber, and several cards each day to your jobber will not only gain his help in landing the business, but will gain his preference for the goods with all that implies from houses with men on the road and in the stock room and office fully convinced that yours is the line it pays to handle.

Regarding The Use of Dry Colors for the Manufacturing Trade.

Salesmen should find out as far as possible whether the greens or vermilions are used straight? Is the vermilion mixed with red lead, and if so, in what proportions? Is the vermilion ground or simply mixed in a paint pot? These questions are very important and should be carried out. I know in a good many cases where we

there is nothing left for me to match by after the chemist has got through with his analysis. If I can get this information I shall be able to produce some of our articles at less expense than we are at present. Our sales this year should be doubled and we are in a position to turn out just as good goods as any firm in the country, and we can give our customers the best results obtainable in the dry color line.

W. R.

Supervisor Dry Color Works.

Editor Thoughts:

While in Detroit, attending convention, I had a very pleasant talk with Mr. Barron. I learned from him that he had a case that contained sixteen half-pints of New Era that he always carried with him. I adopted his scheme at once, and my first week out I placed three agencies for New Era and it was just by showing up my goods that I did it. This is the only way I can see to show up the paint properly. I consider this little pointer a valuable one and if I had not attended the convention, in all probabilities, I would never have got it. Thanks to Mr. Barron.

Yours truly, H. C. C.

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. II.

DETROIT, MICHIGAN, JANUARY 26, 1901.

NO. 16

Flaxseed Market.

On November 11th, 1900, flaxseed reached a price of \$1.83 per bushel, as against a price of \$1.28 on the same date in 1899.

It was when the market reached the high point last November that a certain large interest suddenly withdrew their support. Various reasons have been advanced for this—some said they were short of money, others that they were short of seed and wanted to bear the market down, others that the crop was short and they were on the wrong side. Personally we have been of the opinion all along that there was a shortage of seed and that the price of linseed oil would rule very high this spring. After this large interest withdrew their support from the market, and just at a time when the consumption was the smallest, a natural slump in the market occurred. Flaxseed dropped gradually to \$1.54 per bushel, but still 26 cents above the November, 1899, market. It was supposed, without any support, the market would go all to pieces; but it did not, and with the turn of the year and an increasing demand for oil, an improvement was at once noticed, and the market has steadily advanced until today it has reached \$1.75 per bushel, or within 8 cents of the high point in November last. Think of it! If this keeps on what will the market be in May? It does look as if the prediction of \$2.00 per bushel for flaxseed and \$1.00, or more, per gallon for linseed oil would be realized. Oil is steadily advancing and the supply in the crushers hands seems to be gradually disappearing.

First quality paints at ruling prices are too cheap, and it looks to us as if advances are bound to occur and that very soon a dealer who does not take advantage of the present low prices to stock up will only have himself to blame for it, if later on he finds prices advanced to a price even beyond \$1.35 per gallon. There was no justification for any decline in prices, and our only excuse is that we felt we were in duty bound to treat our agents with the utmost

liberality, and remove from their minds any idea that we were disposed to be arbitrary, even though it reduced the profit on New Era to a vanishing point.

We have no doubt that in a short time that with the co-operation of our salesmen that our trade will soon realize, as our salesmen have done, that we cannot continue to sell New Era in competition with other so-called first quality paints, and that recognizing the superior quality of our product will be willing and glad to pay us a price in keeping with the superior quality of our goods, because they, in turn, will be able to ask and receive a higher price from their trade as well.

Prepare yourself and the trade for higher prices, advise them to ask \$1.75, or better, for New Era. It is just as easy, if not easier, for them to sell a good paint at a good price than it is to sell a poor paint, or medium quality, and make a better, never altered our opinion that there was a shortage of flaxseed and that linseed oil would rule very high this spring.

NOTE—Since writing the above article, flaxseed has made a further advance of 2 cents per bushel.

Now is The Time for Dealers to Buy.

We believe you can conscientiously advise your friends among the trade that they are running considerable risk in holding back orders for New Era at present prices. If we were "in the dealers' shoes," knowing what we do about market conditions of oil, we would not take chances on delaying the placing of good sized stock orders, so as to be on the safe side. We regard the reduction in price that we were forced to meet most unfortunate, coming as it did just before oil and seed have "braced up" in the way they have. Undoubtedly if such action had been considered for a day or two longer, it would not have gone into effect, and we would now have been securing the advance we ought to get, and which may come in a very short time.

Prizes to be Awarded During July, 1901.

The following prizes will be given for suggestions that represent a definite saving, equal to, or more than the amount specified below:

FIRST PRIZE—Railroad ticket, Detroit to Buffalo (exposition) and return. Tickets of admission to exposition grounds for three days. Allowance for full pay for three days' time. Cash pocket money, \$25.00. Suggestion must effect a saving of \$100.00 or more in one year.

SECOND PRIZE—Railroad ticket, Detroit to Buffalo (exposition) and return. Tickets of admission to exposition grounds for three days. Allowance of half pay, three days' time. Cash pocket money, \$20.00. Suggestion must effect a saving of \$75.00 or more in one year.

THIRD PRIZE—Railroad ticket, Detroit to Buffalo (exposition) and return. Tickets of admission to exposition grounds for three days. Cash pocket money, \$15.00. Suggestion must effect a saving of \$50.00 or more in one year.

Cash equivalent will be paid to prize winners not wishing to make above trip.

For above series of prizes, we ask that special thought be given regarding the following:

1. Automatic Straining or Filling Machine, or any thing that will improve our present methods in that direction.
2. A machine to label gallon and half-gallon cans.
3. A machine to label any can not having a bail.
4. Any method that will save labor in the handling of stock, either raw or manufactured.

Prizes for General Suggestions.

For suggestions of value for the improvement or progress of the business upon which a definite money value cannot be placed, the following prizes are offered:

First Prize .. \$15.00	Fourth Prize .. \$5.00
Second Prize .. 10.00	Fifth Prize 3.50
Third Prize .. 7.50	Sixth Prize 2.00

All employees at home works or on the road can compete for above series of prizes; members of executive committee and supervisors excepted.

The executive committee will decide upon the merit of the various suggestions and award the prizes accordingly. No employee can obtain more than one prize. Competition for these prizes will close at 5:00 p. m., June 30th, 1901.

We sincerely hope that during the period ending on above date, we may receive one or more suggestions from each and every employee in our office, factories, or on the road. Employees should grasp this opportunity to not only win a prize, but should more particularly remember that activity and thought in this direction brings their individuality before the management. If you have any suggestions in mind at present, do not delay presenting them through the medium of suggestion boxes.

Traveling representatives will please specify "Suggestion for Prize" when submitting such. Employees are particularly requested to be as specific as possible in writing out suggestions.

EXECUTIVE COMMITTEE.

Names Suggested for New Varnishes.

Pat-	Davis
New	Elliott
Nea	
Neal's 20th Century Interior Spar Varnish	A. E. Barron
Brilliantine	H. V. Deming
The New Century Finish	W. C. Neal
The New Era Finish	
Neal's Transparent Enamel	H. H. Halladay

THOUGHTS

Flaxseed has advanced 20 cents per bushel, and linseed oil 7 cents per gallon during the last ten days, with the market unsettled and *very strong*. This advance is in accordance with our views of the probable conditions, as frequently expressed by us to you during the past six or eight weeks. We have been very firm believers that the weakness in the seed and linseed oil market was only temporary, and that we should see a much firmer market, with considerable advances during the spring months. This opinion was the reason why we felt, as stated in our Bulletin No. 22, announcing our reduction of 10 cents per gallon in the price of "New Era" High-Grade Prepared Paint, that *we* did not think existing conditions warranted the decline, and that in consequence of our "New Era" *standard* of quality, and our determination to *absolutely maintain same* at all hazards, and under all circumstances, that the reduction made by us (which was made solely on account of the Sherwin-Williams Company's reduction) was one which, based upon *quality* and consequent *cost*, we could not afford to make, and that we did so with great reluctance. If the oil market continues to advance, we do not see how the makers of the better qualities of house paint can consistently maintain present prices. Our reduction was necessarily made subject to change without notice, and we shall certainly advance the price of "New Era" Paint as soon as the market conditions permit us to do so.

In this connection we quote from the Sherwin-Williams Co. circular, announcing reduction, as follows:

"It is impossible, under present conditions, to guarantee prices for any length of time, and all our prices are as they have always been, subject to change without notice."

Under these conditions we should advise the trade to take advantage of present prices.

Price of New Era.

DU BOIS, PA., Jan. 10, 1901.

Your telegram received in regards to lowering price of New Era from \$1.35 per gallon to \$1.25.

I have written to the trade I have called upon, advising them of this change. I am sorry to see the price drop, as I find people are expecting to pay a good price for a good paint. Yours very truly, H. S.

That's about what all the boys say, and expresses our own sentiments.—ED.

SAULT STE. MARIE, MICH., Jan. 20, 1901.
Editor THOUGHTS:

I was greatly surprised to receive your telegram yesterday, announcing the drop of ten cents per gallon on our mixed paint to meet Sherwin-Williams & Co. price. I certainly cannot understand what they mean by making this drop, and, of course, see the position you were placed in and suppose you could do nothing else but drop with them. I am almost confident that the price could have been retained, as the paint salesmen of the different firms were just getting the trade convinced that paint could not be any cheaper according to the price of raw material at the present time. It certainly paralyzes the market of these goods with the tendency of the up and down market, as it has been since last fall. I am going out to the trade telling them to buy, as I am most certain the price will be put back in a very short time. It certainly seems funny that this has happened from what we were told at our convention and what we read in paint magazines and other sources which we get hold of. Vilas Bros' man is here to-day with me and is holding his best paint at \$1.30 in 1's, and has as yet received no notice of any decline. I went to work and wrote the parties whom I sold New Era on my trip north, telling them of the drop and saying we would give them credit for goods that had been shipped, and those that had not would be billed at the new price.

Yours truly, H. F. W.

DURAND, MICH., Jan. 16, 1901.

Editor THOUGHTS:

I find another customer here to-day who was badly neglected last year as to advertising matter for New Era Paint. He did not get a single sample card during the season. He had a three year old rack, and letters for sample cards brought him booklets, which are *next to nothing* in a man's store. While we furnish more than enough advertising for specialties, I think our managers have never appreciated the importance of having our customers properly supplied with house paint sample cards. However, I think the fault is very largely with the salesmen. If we, who sell the goods, fail to see how important it is that every merchant handling New Era Paint should be equipped in the best possible manner to show the goods, we must not grumble at small sales, nor must we expect that the office force will think of it. We are assured that all the help we can ask within reason will be granted us, and I think since

our convention, none of us doubt the ability of the Acme White Lead and Color Works to grant the same. We have taken a high position in the paint world and we should not be satisfied with anything that looks cheap in connection with New Era High-Grade Paint.

S. H. H.



Which of Our Representatives Will Wear This Hat?

We are particularly desirous of pushing sales of Michigan Seal White Lead, and wish our representatives to make an especially active effort in this direction. It should not be difficult to place a line of the quality of our Michigan Seal at the difference in price in favor of the goods as compared with figure demanded for standard brands upon the market. Michigan Seal as now presented is an article that is certain to give perfect satisfaction in every particular—working properties, covering capacity and durability. In order to secure an interesting contest among our representatives we offer a silk hat to the salesman who places the largest quantity of the goods before March 1st, 1901, and shall publish the record of sales for each man in every issue of THOUGHTS. Contest to commence Wednesday, October 31, 1900. The numbers of our representatives who do not call upon a class of trade to whom the goods can be sold are omitted for obvious reasons:

	QUANTITY SOLD TO DATE
A. E. Barron.....	2300 lbs.
R. M. Billings.....	5200 lbs.
H. C. Carter.....	600 lbs.
Dan Davies.....	
P. R. Dougall.....	3350 lbs.
C. F. Elliot.....	
S. H. Hart.....	
A. D. Hoagg.....	500 lbs.
S. A. Hunter.....	300 lbs.
R. A. Irons.....	
A. R. Kelly.....	1500 lbs.
C. F. McCauley.....	500 lbs.
C. Mehlig.....	5550 lbs.
W. C. Neak.....	2000 lbs.
J. R. Newell.....	1200 lbs.
S. J. Olson.....	
C. F. Pulfer.....	700 lbs.
M. J. Reynolds.....	
O. F. Richmond.....	3000 lbs.
Herman Scratch.....	
Geo. R. Smith.....	2000 lbs.
M. G. Smith.....	
M. Taylor.....	
H. P. Torrance.....	6400 lbs.
W. H. Welch.....	25 lbs.
H. P. Whitaker.....	
W. P. Wiggins.....	200 lbs.

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. II.

DETROIT, MICHIGAN, FEBRUARY 2, 1901.

NO. 17

Advantages of New Era High-Grade Prepared Paint over Hand-Mixed White Lead and Oil Paint.

I have been asked to write an article that could be used in a circular for distribution among the trade and consumers, showing the advantages of New Era High-Grade Prepared Paint over hand-mixed white lead and oil paint. Before publishing it we submit it below for your criticism. We want you, each and every one to look it over carefully and then let us have your views promptly.

Yours truly,

THOMAS NEAL.

It is less expensive for a consumer to use New Era High-Grade Prepared Paint, which is a pure white lead, zinc oxide, linseed oil and turpentine dryer paint, at \$1.75 per gallon, than white lead and oil paint, mixed by hand, at current prices. Why? Because figures don't lie.

Cost of white lead paint, mixed by hand:	Cost of New Era High-Grade Prepared Paint to the consumer, as usually applied:
94 lbs. net of white lead in oil, you pay for 100 lbs. at 70c.....\$ 7 00	4.....N. Era Pre-
If you buy a 100 lb. keg you get 94 lbs. net. If you buy four 25 lb. kegs you only get 90 lbs. net.	1 gal. linseed oil (an average reduction) the amount of oil to be used varies with the different coats.....75
30 lbs. linseed oil, or 2 gals. at 75c.....3 00	At a cost per gal. when ready for use.....\$1 55
4 lbs. turpentine and dryer, about a 1/2-gal.50	Or 4c. per gal. less than lead and oil paint.
Painters time mixing paint.....50	
This makes of paint exactly 128 lbs.....\$11 00	

Costing per lb.....8 3-5c

A gallon of this paint weighs 12 1/2 lbs. at 8 3-5c. or \$1.59 per gallon.

This white lead paint will not stand any further reducing.

White lead paint will not cover over 200 square feet two coats, but New Era will.

In addition to the above comparison, consider the following:

White lead and oil paint will only cover 200 square feet, two coats. But the surface must be an exceptionally good one.

New Era High-Grade Prepared Paint will cover 300 square feet, two coats, on any surface that white lead and oil will cover 200 square feet.

New Era High-Grade Prepared Paint will therefore cover at least 50 per cent. more surface than lead and oil paint.

Then the question of durability must also be considered. If, as it is claimed, white lead and oil paint will last three years, then the cost per year would be 53 cents per gallon.

New Era High-Grade Prepared Paint will last five years, or more, on account of the fact that it contains, in addition to the carbonate of lead, just the right proportion of oxide of zinc. The zinc oxide admits of the use of a larger volume of linseed oil, which is the life of paint, that is why it will last longer, and the first cost, therefore, to the consumer, is but 31 cents per gallon per year.

But there is still another reason why New Era High-Grade Prepared Paint is cheaper than white lead and oil paint. It's this: The cost of labor is a prime factor in painting a house. Suppose you had two houses to paint, of exactly the same size, and you intended painting one with white lead paint, and the other with New Era High-Grade Prepared Paint, you would find the results would be about this:

15 gals. mixed-by-hand white lead and oil paint, at \$1.59 per gal.....\$23 85	8 gals. New Era High-Grade Prepared Paint, at \$1.75 per gal.....\$14 00
10 days' labor to apply it, at 20.00 per day.....20 00	2 gals. Linseed Oil (an average reduction), at 75c. per gal.....1 50
Total cost.....\$43 85	The amount of reducing varies on the different coats. See directions on cans.
	6 1/2 days' labor to apply it, at 20.00 per day.....13 34
	Total cost.....\$28 34

A saving in the cost of labor and material of \$15.01 in favor of New Era High-Grade Prepared Paint.

New Era High-Grade Prepared Paint is an absolutely pure white lead, zinc oxide, linseed oil and turpentine dryer paint.

Weak-Kneed Protection of Price.

An instance which has come to our attention this week suggested the heading to this item.

One of our representatives sent in an order from a jobber for New Era to be shipped to the jobber's customer. The price to the jobber was right, but attached to the order was the copy of an agreement made by the

jobber, guaranteeing to protect a price to his customer, representing a cut of five cents per gallon for the entire year of 1901, and the only reservation made by the jobber is that if oil goes up to seventy cents, price will be advanced five cents per gallon, which, of course, would still mean a cut price, as our figures would have to advance at least ten cents. The representative also asks if we cannot allow the jobber a rebate of five cents per gallon to help him out on goods sold his customer last year under a guarantee of protection.

We have refused to make the allowance and would like to know how any jobber can have the temerity to guarantee any price for the balance of this year, especially as we have not guaranteed prices to jobbers, or any one else.

Our representative, we trust, told the jobber very plainly that his course in guaranteeing any price for a year was wrong, and that selling New Era at a cut price was still worse. Our representative does not advise us on this point. The fact, however, that he asks if we cannot allow five cents per gallon to aid the jobber to suffer less for his mistake in guaranteeing price last year, indicates that he has not taken the determined stand that he should. He should have told the jobber that his house would not allow a cent under the circumstances, and should not have even submitted the matter to us.

Protecting prices means more than getting the right figures for goods you sell personally. It means that you must educate others to do the same. You cannot do this by even considering the making of an allowance to permit a jobber to cover up his mistakes in cutting prices. If we did, he would be justified in "taking chances" on further mistakes of the same kind, which, in fact, has been done in this case by guaranteeing prices for 1901. If oil goes up much higher, that jobber will have to break his agreement, or lose a considerable amount before December 31st. If advanced prices on our goods are restored—as they ought to be.

In addition to this it is the duty of our representatives to see that their jobbing trade do not cut prices. If the jobber is permitted to sell at a lower price than we, it means that we cannot establish a definite figure for our goods, as the dealer will naturally go to the jobber, and especially when he can buy for less money. The result will be that jobbers will compete for business at cut prices, and in the end complain that there is not enough margin in the goods to render them of interest or ask us to reduce our price. Don't fool with prices, or permit jobbers to do so.

A. M. W.

THOUGHTS

CHICAGO HEIGHTS, Jan. 23, 1901.
ACME WHITE LEAD AND COLOR WORKS,
Detroit, Mich.

The Dealers' Opportunity.

Now is the time for the dealer to lay in a stock of New Era and specialties. The prices asked to-day are entirely out of proportion to market conditions affecting linseed oil and raw materials. Linseed oil is very close to the 70 cent mark and manufacturers are realizing more and more every day that the recent declines were mistakes, and are chafing under existing conditions. It needs very little to restore the advance, and it may come any day. Dealers are really getting more than they pay for under present conditions. The campaign, however, seems to be conducted along the line of a scramble for as much business as can be secured on the basis of offering dealers unusual value with the certainty of having present conditions withdrawn as soon as the manufacturers can correct the former mistake by advancing figures to the proper point. As a matter of self protection, therefore, we urge you to make the best of the present situation by securing stock orders from all your customers to be shipped, say, March 1st, or on any date prior to then that advance may take place. Take a day to write your customers and prospective customers a proposition as above outlined, and in this way retain your old customers and increase your list as much as possible. It ought to be easy to convince any dealer that New Era, at present price, is more than a safe investment and that it will be good policy to arrange for his spring requirements on such basis.

A. M. W.

Gentlemen:—Enclosed find settlement of your invoice of the 18th. We note the advance in the cost of this paint to 75 cents per gallon. Would you kindly send us by return mail your best quotation on the paint we purchase of you as follows:

No. 312 Red Iron Enamel,
No. 313 Blue Steel Enamel,
No. 333 Blue Enamel,
No. 636 Red Primer,
No. 42 Light Steel Wayne Machine Paint,
Agricultural Black "A."

We have been very well pleased indeed with both the paint received from you and the courteous treatment at all times, and because of this reason we have paid little or no attention to other concerns who solicit us almost daily for our paint orders. We realize that we are not very heavy buyers, but the demands upon us for the purchase of our product is one continual cry for lower prices. It is an absolute impossibility for us to advance our product one cent; this, of course, makes it necessary that we buy as carefully as possible. We have in our possession a number of samples that have been sent us recently, the idea being to duplicate your paint and get our orders. All things being equal we would not think of such a thing, but if there is going to be too much of an advance along on the line, it is barely possible that we will at least have to look out for ourselves.

Thanking you for past favors, we remain,
Yours very truly,

CANEDY-OTTO M'F'G. CO.

We would like samples of letters from our salesmen denoting their ideas of a correct response to above communication.

The American Linseed Company's Detroit agent has just advised us that his instructions, as just received from his company, is not to sell any linseed oil at less than 65 cents in barrels, carload lots. This information is accompanied with the fact that the market is very uneasy and further advances may come any time.

The Independent Oil Companies have practically all withdrawn from the market, evidently having no oil to offer.

New Era High-Grade Prepared Paint at present prices is a good buy. We are not urging our customers to over-buy, but we caution them that a possible advance under existing conditions is liable to come suddenly.

We have several times requested our representatives to state the "approximate amount of order" in the upper left-hand corner of the order sheet. A few of the men have failed to comply with our wishes. We desire that this information be given us in future on each order. Kindly do not forget about it.

G. B. P.



Which of Our Representatives Will Wear This Hat?

We are particularly desirous of pushing sales of Michigan Seal White Lead, and wish our representatives to make an especially active effort in this direction. It should not be difficult to place a line of the quality of our Michigan Seal at the difference in price in favor of the goods as compared with figure demanded for standard brands upon the market. Michigan Seal as now presented is an article that is certain to give perfect satisfaction in every particular—working properties, covering capacity and durability. In order to secure an interesting contest among our representatives we offer a silk hat to the salesman who places the largest quantity of the goods before March 1st, 1901, and shall publish the record of sales for each man in every issue of THOUGHTS. Contest to commence Wednesday, October 31, 1900. The numbers of our representatives who do not call upon a class of trade to whom the goods can be sold are omitted for obvious reasons:

	QUANTITY SOLD TO DATE
A. E. Barron.....	4075 lbs.
R. M. Billings.....	5200 lbs.
H. C. Cater.....	600 lbs.
Dan Davies.....	
F. R. Dougall.....	3350 lbs.
C. P. Elliot.....	
S. H. Hart.....	600 lbs.
A. D. Hoagg.....	500 lbs.
S. A. Hunter.....	900 lbs.
R. A. Irvine.....	
A. R. Kelly.....	14,500 lbs.
C. F. McCauley.....	500 lbs.
C. Mehlig.....	6050 lbs.
W. C. Neal.....	2000 lbs.
J. R. Newell.....	1200 lbs.
S. J. Olson.....	
C. F. Puffer.....	700 lbs.
M. J. Reynolds.....	
O. F. Richmond.....	3000 lbs.
Herman Scratch.....	
Gos. R. Smith.....	2000 lbs.
M. G. Smith.....	
M. Taylor.....	
H. P. Torrance.....	6400 lbs.
W. H. Welch.....	125 lbs.
H. F. Whitaker.....	
W. P. Wiggins.....	200 lbs.

Names Suggested for New Varnishes.

Pat.	Davies
New	Elliot
Nea	
Nea	Barron
Varnish	
Brilliantine.....	H. V. Deming
The New Century Finish.....	W. C. Neal
The New Era Finish.....	H. H. Halladay
Nea's Transparent Enamel.....	S. H. Hart
Orient.....	W. P. Wiggins
Maro.....	
Saiger.....	
Nea's.....	Alt. R. Kelly
Nea's.....	

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. II.

DETROIT, MICHIGAN, FEBRUARY 9, 1901.

NO. 18

Odds and Ends.

We would like the following "Odds and Ends" disposed of quickly. Sell the entire lot, or part of the goods at from 10 to 20 per cent. better than jobbing prices, if necessary. Be careful to explain that price is f. o. b. Detroit, and make terms cash on delivery, if possible, and certainly not better than 30 days, net.

The lines represented have been discontinued and we wish to close them out at once.

Lye-Klean	74	9-12 dozen
Wal-Klean	4	"
Renover	37	"
Cycle Oil	11-12	"
Alpha Gold Paint	21	"
Liquid Ghee	8	"

WOOD RIM VARNISH STAINS.

	1/2 pints	1-6 pints
Bog Moss	217	146
Cherry	50	58
Oak	240	278
Walnut	295	363

You can go as low as four cents an inch in order to close out promptly the following stock of brushes. They are the same character and quality exactly as the Neal's Carriage Paint goods, but larger in size:

14 dozen 2 1/2-inch brushes
16 1/2 dozen 3-inch brushes

Stands of Color Plates.

BENNINGTON, KAN., Feb. 4, 1901.

Editor THOUGHTS:

I suggest that we still continue to make these plates on paper, for the purpose of giving to painters who are recommending New Era. In conversation with a painter yesterday, he said if he could have one in his shop it would enable him to get more contracts and thereby sell more New Era for our agents. I had two with me and gave him one. I do not mean to give them to every "Jack leg" dauber on the territory, but where we find a good mechanic who is working with our agents in connection with New Era, I believe he should be supplied with one. The panoramas are all O. K. for the dealer, and if the painter had one of the paper stands he could roll it up and carry with him.

Yours truly, O. F. R.

Editor THOUGHTS:

I wonder if there were any harsh words spoken while putting new leaves in catalogue?

C. F. E.

Were there? Please speak out.—Ed.

Editor THOUGHTS:

Regarding coupon and credential mileage. Wherever this class of mileage is used, the representatives have discovered in getting their rebates that there was always a shortage of from \$1.00 to \$3.00 in the returns, in comparison with the amount of coupons sent in by them.

In conversation with one of our representatives, he made the claim that he always received, as a rebate, what he claimed, and it appears that it is his custom, when he goes up to the ticket window and exchanges mileage for coupons that they issue, to inquire as to the number of miles torn off, and in such cases the gentleman always informs him of the amount of bridge toll or other arbitraries. The representative can therefore determine the actual value of the coupon (one cent) per mile and note it on the back of same, charging expenses, covering the difference between one cent per mile and what he has paid out in cash. In other words, it is not always safe to assume that the coupons have a rebate value of one-third of the amount shown on their face. Representatives who use this mileage are requested to watch this closely in future.

Yours truly, G. B. P.

Our General Distributors.

Bohan Paint Co.,	Los Angeles, Cal.
Humphrey-Jones Merc. Co.,	Denver, Colo.
Sickels, Preston & Nutting Co.,	Davenport, Ia.
Colburn, Birks & Co.,	Peoria, Ill.
Geo. E. Watson Co.,	Chicago, Ill.
Johnson-Woodbridge Co.,	Indianapolis, Ind.
L. N. Brunswick & Co.,	New Orleans, La.
C. W. Hackett Hardware Co.,	St. Paul, Minn.
Carter Bros.,	Butte, Mont.
Buffalo Glass Co.,	Buffalo, N. Y.
Burhans & Black Co.,	Syracuse, N. Y.
Jno. L. Thompson, Sons & Co.,	Troy, N. Y.
Loew Filter Co.,	Cleveland, Ohio.
Stein-Vogeler Drug Co.,	Cincinnati, Ohio.
Alexander Drug Co.,	Okla'ima City, O. T.
Fritts & Wiehl,	Chattanooga, Tenn.
Van Fleet-Mansfield Drug Co.,	Memphis, Tenn.
Grainer-Kelly Drug Co.,	Sherman, Texas.
Houston Drug Co.,	Houston, Texas.
Baum & Co.,	Spokane, Wash.
W. H. Chapman & Sons,	Wheeling, W. Va.

INDIANAPOLIS, IND., Feb. 3, 1901.

Editor THOUGHTS:

I just received a wire from Topeka, Kansas, stating that Mrs. Carrie Nallon says the congressional investigation at West Point is all on account of Booze. Please have this confirmed by our Kansas correspondent.

Yours truly, W. C. N.

New Era Figures.

YPSILANTI, MICH., Feb. 6, 1901.

Editor THOUGHTS:

Recently I called on a large concern who handle Hammar paint and in our conversation relative to their putting in New Era, they stated if I could show them figures that would prove New Era as cheap as Hammar and the dealer make as much profit they would talk business. Below are the figures I used and secured an order for 1900 gallons of New Era:

COST TO DEALER:

2 gals. New Era \$2.50, making 24 lbs. at about... 7 1/2¢. lb.	1 gal. Hammar paint at \$3.00 and 1 gal. lin- seed oil at 65¢., make 2 gallons paint, weighing 25 lbs. and cost- ing \$1.85 or ... 7 1/2¢. lb.
--	---

I asked them which they would use on their own house, New Era (lead, zinc and oil) at 7 1/2 cents per pound, or Hammar paint, (barytes, whiting, water and linseed oil (?) at 7 1/2 cents per pound. They answered New Era, but said the dealer made more profit on Hammar paint, and I asked them to take out their pencil again.

Supposing the dealer was to furnish paint for a house requiring 20 gallons paint:

Profit on 20 gals. New Era at 40¢. per gal.	\$8 00
Profit on 20 gals. Hammar at 40¢. per gal.	\$4 00
Profit on 20 gals. Linseed oil, at 20¢. per gal.	2 00
	5 00

A difference in favor of New Era of..... \$3 00

You see the dealer makes \$3.00 more profit on the same job, to say nothing about quality of goods furnished and the satisfaction in knowing he gives his customers strictly pure paint, and the best possible to make, and something that will build and hold his trade.

Yours truly, H. H. H.

High-Grade Shade, No. 23, Seal Brown.

SALT LAKE CITY, UTAH, Feb. 3, 1901.

Editor THOUGHTS:

I think you have made a mistake in dropping shade No. 23 from your sample card—High-Grade. I think it would be well to insert same on the twenty-five shade card, and drop one of the light shades.

Respectfully, A. R. K.

THOUGHTS

Advantages of New Era High-Grade Prepared Paint over Hand-Mixed White Lead and Oil Paint.

I have been asked to write an article that could be used in a circular for distribution among the trade and consumers, showing the advantages of New Era High-Grade Prepared Paint over hand-mixed white lead and oil paint. Before publishing it we submit it below for your criticism. We want you, each and every one to look it over carefully and then let us have your views promptly.

Yours truly,

THOMAS NEAL.

It is less expensive for a consumer to use New Era High-Grade Prepared Paint, which is a pure white lead, zinc oxide, linseed oil and turpentine dryer paint, at \$1.75 per gallon, than white lead and oil paint, mixed by hand, at current prices. Why? Because figures don't lie.

Cost of white lead paint, mixed by hand:

94 lbs. net of white lead in oil you pay for 100 lbs. at 70c. \$ 7.00

If you buy a 100 lb. keg you get 94 lbs. net. If you buy four 25 lb. kegs you only get 94 lbs. net.

30 lbs. linseed oil, or 4 gals. at 75c. per gal. 3.00

4 lbs. turpentine and dryer, about a 1/2-gal. 50

Painter's time mixing paint. 50

This makes of paint exactly 128 lbs. \$11.00

Costing per lb. 8 3/5c

A gallon of this paint weighs 12 1/2 lbs. at 8 3/5c. or \$1.59 per gallon.

This white lead paint will not stand any further reducing.

White lead paint will not cover over 200 square feet two coats, but New Era will.

In addition to the above comparison, consider the following:

White lead and oil paint will only cover 200 square feet, two coats. But the surface must be an exceptionally good one.

New Era High-Grade Prepared Paint will cover 300 square feet, two coats, on any surface that white lead and oil will cover 200 square feet.

New Era High-Grade Prepared Paint will therefore cover at least 50 per cent. more surface than lead and oil paint.

Then the question of durability must also be considered. If, as it is claimed, white lead and oil paint will last three years, then the cost per year would be 53 cents per gallon.

New Era High-Grade Prepared Paint will last five years, or more, on account of the fact that it contains, in addition to the carbonate of lead, just the right proportion of oxide

of zinc. The zinc oxide admits of the use of a larger volume of linseed oil, which is the life of paint, that is why it will last longer, and the first cost, therefore, to the consumer, is but 31 cents per gallon per year.

But there is still another reason why New Era High-Grade Prepared Paint is cheaper than white lead and oil paint. It's this: The cost of labor is a prime factor in painting a house. Suppose you had two houses to paint, of exactly the same size, and you intended painting one with white lead paint, and the other with New Era High-Grade Prepared Paint, you would find the results would be about this:

15 gals. mixed-by-hand white lead and oil paint, at \$1.59 per gal. \$23.85

10 days' labor to apply it, at \$2.00 per day 20.00

Total cost. \$43.85

8 gals. New Era High-Grade Prepared Paint, at \$1.75 per gal. \$14.00

2 gals. Linseed Oil (an average reduction), at 75c. per gal. 1.50

The amount of reducing varies on the different cuts. See directions on cans.

6 1/2 days' labor to apply it, at \$2.00 per day 13.50

Total cost. \$28.50

It stands to reason, does it not, that if a painter can spread, on an average, one and one-half gallons of paint per day and it requires fifteen gallons of white lead and oil paint and only ten gallons of New Era, that the expense of application will be 50 per cent. more for the white lead paint than for the New Era.

A saving in the cost of labor and material of \$15.01 in favor of New Era High-Grade Prepared Paint.

New Era High-Grade Prepared Paint is an absolutely pure white lead, zinc oxide, linseed oil and turpentine dryer paint.

Names Suggested for New Varnishes.

Pat. Co.	Dan Davies
New Era	C. F. Elliott
Neal's 20th Century Spar Varnish	
Neal's 20th Century Interior Spar Varnish	A. E. Barron
Brilliantine	H. V. Deming
The New Century Finish	W. C. Neal
The New Era Finish	
Neal's Transparent Enamel	H. H. Halladay
Orient	S. H. Hart
Maro	W. P. Wiggins
Badger State	Alf. R. Kelly
Neal's Adamantine Interior Finish	
Neal's Adamantine Exterior Finish	
Pan American Varnishes	R. A. Irwin
New Century Varnishes	
Neal's Crystal Finish, or Varnishes	

Editor THOUGHTS:

I owe order from Conley, Clague & Collins, Anaconda, Mont., to series of letters you have been sending them in regard to New Era. Keep up good work.

Respectfully, A. R. K.

P. S.—They promise to put in High-Grade later in year, as they are trying to close out stock on hand.



Which of Our Representatives Will Wear This Hat?

We are particularly desirous of pushing sales of Michigan Seal White Lead, and wish our representatives to make an especially active effort in this direction. It should not be difficult to place a line of the quality of our Michigan Seal at the difference in price in favor of the goods as compared with figure demanded for standard brands upon the market. Michigan Seal as now presented is an article that is certain to give perfect satisfaction in every particular—working properties, covering capacity and durability. In order to secure an interesting contest among our representatives we offer a silk hat to the salesman who places the largest quantity of the goods before March 1st, 1901, and shall publish the record of sales for each man in every issue of THOUGHTS. Contest to commence Wednesday, October 31, 1900. The numbers of our representatives who do not call upon a class of trade to whom the goods can be sold are omitted for obvious reasons:

	QUANTITY SOLD TO DATE
A. E. Barron	5775 lbs.
R. M. Billings	5700 lbs.
H. C. Cater	600 lbs.
Dan Davies	
F. R. Dougall	3350 lbs.
C. F. Elliott	
S. H. Hart	600 lbs.
A. D. Hoagg	500 lbs.
S. A. Hunter	1312 1/2 lbs.
R. A. Irwin	
A. R. Kelly	18950 lbs.
C. P. McCauley	500 lbs.
C. Mehlig	6350 lbs.
W. C. Neal	2000 lbs.
J. R. Newell	1200 lbs.
S. J. Olson	200 lbs.
C. P. Puffer	700 lbs.
M. J. Reynolds	
O. F. Richmond	3300 lbs.
Hermin Scratch	
Geo. R. Smith	2000 lbs.
M. C. Smith	
M. Taylor	
H. P. Torrance	6400 lbs.
W. H. Welch	125 lbs.
H. P. Whitaker	500 lbs.
W. P. Wiggins	200 lbs.

Editor THOUGHTS:

I read Mr. Hart's article in THOUGHTS and wish to state that I agree with him on this subject. I have had more complaints about not having sample cards for mixed paint than most anything else. Other houses send the trade fifty where we furnish six. It is as much to our interest to furnish a customer enough cards as it is to the dealers to have them, in fact more so.

Yours truly, W. C. N.

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. II.

DETROIT, MICHIGAN, FEBRUARY 16, 1901.

NO. 19

Sending Notices to Jobbers.

How many of our representatives are sending notices regularly to the jobbers on their territory regarding opportunities to do business in one or more of our line of "Rapid-Sellers?" Don't you realize that by keeping the name of our goods before them constantly you are doing the very best kind of advertising and building up business in your territory by securing the active co-operation of your jobbers' salesmen, as well as their good will and continued efforts in your behalf? Too much stress cannot be laid upon the advisability of following out this plan. Jobbers *cannot* continue to receive such notices regularly without being interested in your goods, and if this is properly backed up by turning in orders for the goods (preferably by giving same to their salesmen) the result you are working for is certain. Send in your requests for these notification cards. There are not a quarter as many being used as we should like.

A. M. W.

Odds and Ends.

We would like the following "Odds and Ends" disposed of quickly. Sell the entire lot, or part of the goods at, from 10 to 20 per cent. better than jobbing prices, if necessary. Be careful to explain that price is f. o. b. Detroit, and make terms cash on delivery, if possible, and certainly not better than 30 days, net.

The lines represented have been discontinued and we wish to close them out at once:

Lye	74	9-12 dozen
Wal-Klean	34	"
Renovene	27	"
Cycle Oil	11-12	"
Alpha Gold Paint	23	"
Liquid Glue	8	"

WOOD RIM VARNISH STAINS.

	1/2 pints	1-6-pints
Bog Moss	247	146
Cherry	50	58
Oak	240	178
Walnut	292	63
Deep Cherry		15

You can go as low as four cents an inch in order to close out promptly the following stock of brushes. They are the same character and quality exactly as the Neal's Carriage Paint goods, but larger in size:

14 dozen 2 1/4-inch brushes
16 1/2 dozen 3-inch brushes

[From the American Legal News, February, 1901.]



George B. Pulfer, President.

George B. Pulfer, the new president of the Detroit Credit Men's Association, is a young man—perhaps the youngest that has ever been placed at the head of a credit men's association. He won his position by intelligent and active work in the ranks and as a committeeman in behalf of the association, national and local. He has attended all of the conventions of the National association, and has never failed to be present at local meetings, taking an active part on all occasions. He belongs to one of the *most enterprising of Detroit's manufacturing establishments*, being credit and collection manager. He is one of the growing young business men of this city, holding the esteem of his employers and his associates.

We predict for the Detroit Association during the coming year a vigorous campaign along the lines for which it was organized.

MINNEAPOLIS, KAN., Feb. 5, 1901.

Editor THOUGHTS:

Mrs. Carrie Nallon, the famous woman who is terrorizing the saloons of Kansas with a hatchet, came out of a saloon the other day, in Topeka, with a jug of whisky in one hand and a hatchet in the other, and holding the aforesaid jug aloft, shouted "men of Kansas, behold the *New Era* has come to our state." When Kansas people hear the word *New Era* they immediately think of our famous prepared paint, and I had hard work convincing the people that we were not putting up *New Era* in jugs.

Yours truly, O. F. R.

Editor THOUGHTS:

The Ohio Valley Buggy Company, Cincinnati, Ohio, say they do not like us and would not do business with us at all only they cannot duplicate our Body Black Roc-Varno (pretty good recommend for it). I told them we were not a mean house to do business with at all, but one of the best, but we did insist that every customer, whether large or small, pay their bills promptly when due, and that if they did this in the future they would not have any cause for complaint. They say they are going to move soon to a larger plant and will increase their business largely. He told the book-keeper that in the future to "discount" Acme bills. I trust they will do so. Respectfully, R. S. B.

OHIO VALLEY BUGGY CO.,

Cincinnati, Ohio.

Gentlemen—We have a letter from our Mr. K. S. Brown for twenty-five gallons Roc-Varno Body Black to be shipped March 1st, for which please accept our thanks. In connection with the order our Mr. Brown writes that you are not altogether satisfied with the way we handled your account. Now, we simply wish to say that we desire to not only please you on our goods, but also in every other way, so that our dealings may be increased and prove mutually satisfactory. Wherever there is a disposition on the part of the buyer and seller to be considerate with each other, the best of feeling should always prevail. If we have been a little insistent as regards payment of bills past due, you of course cannot blame us for being so. On the other hand, if occasionally you have found it inconvenient to meet your bills as they fall due, we are quite sure, if you had written us prior to the date we made draft, asking for a little consideration, it would have been cheerfully granted. We hope you will not hesitate in the future to write us about such matters.

Thanking you for past favors, and awaiting your further commands, we remain,

Yours truly,

ACME WHITE LEAD AND COLOR WORKS.

Color Cards.

I have had customers complain about not getting enough color cards with their goods.

Yours truly, C. F. E.

THOUGHTS

Advantages of New Era High-Grade Prepared Paint over Hand-Mixed White Lead and Oil Paint

I have been asked to write an article that could be used in a circular for distribution among the trade and consumers, showing the advantages of New Era High-Grade Prepared Paint over hand-mixed white lead and oil paint. Before publishing it we submit it below for your criticism. We want you, each and every one to look it over carefully and then let us have your views promptly.

Yours truly,

THOMAS NEAL.

It is less expensive for a consumer to use New Era High-Grade Prepared Paint, which is a pure white lead, zinc oxide, linseed oil and turpentine dryer paint, at \$1.75 per gallon, than white lead and oil paint, mixed by hand, at current prices. Why? Because figures don't lie.

Cost of white lead paint, mixed by hand:
94 lbs. net of white lead in oil, you pay for 100 lbs. at 75c. \$ 7.00
If you buy a 100 lb. keg you get 94 lbs. net. If you buy four 25 lb. kegs you only get 90 lbs. net.
30 lbs. linseed oil, or 4 gals. at 75c. per gal. 3.00
4 lbs. turpentine and dryer, about a 1/2 gal. 50
Painter's time mixing paint. 50
This makes of paint exactly 128 lbs. \$11.00

Costing per lb. 8 3/4c
A gallon of this paint weighs 12 1/2 lbs. at 8 3/4c. or \$1.04 per gallon.

This white lead paint will not stand any further reducing.

White lead paint will not cover over 200 square feet two coats, but New Era will.

In addition to the above comparison, consider the following:

White lead and oil paint will only cover 200 square feet, two coats. But the surface must be an exceptionally good one.

New Era High-Grade Prepared Paint will cover 300 square feet, two coats, on any surface that white lead and oil will cover 200 square feet.

New Era High-Grade Prepared Paint will therefore cover at least 50 per cent. more surface than lead and oil paint.

Then the question of durability must also be considered. If, as it is claimed, white lead and oil paint will last three years, then the cost per year would be 33 cents per gallon.

New Era High-Grade Prepared Paint will last five years, or more, on account of the fact that it contains, in addition to the carbonate of lead, just the right proportion of oxide of zinc. The zinc oxide admits of the use of a larger volume of linseed oil, which is the life of paint, that is why it will last longer, and the

first cost, therefore, to the consumer, is but 31 cents per gallon per year.

But there is still another reason why New Era High-Grade Prepared Paint is cheaper than white lead and oil paint. It's this: The cost of labor is a prime factor in painting a house. Suppose you had two houses to paint, of exactly the same size, and you intended painting one with white lead paint, and the other with New Era High-Grade Prepared Paint, you would find the results would be about this:

15 gals. mixed-by-hand white lead and oil paint, at \$1.50 per gal.	\$22.50
30 days' labor to apply it, at \$2.00 per day	20.00
Total cost.	\$42.50
8 gals. New Era High-Grade Prepared Paint, at \$1.75 per gal.	\$14.00
2 gals. Linseed Oil (an average reduction), at 75c. per gal.	1.50
The amount of reducing varies on the different coats. See directions on cans.	
6 1/2 days' labor to apply it, at \$2.00 per day	13.14
Total cost.	\$28.64

It stands to reason, does it not, that if a painter can spread, on an average, one and one-half gallons of paint per day and it requires fifteen gallons of white lead and oil paint and only ten gallons of New Era, that the expense of application will be 50 per cent. more for the white lead paint than for the New Era.

A saving in the cost of labor and material of \$15.01 in favor of New Era High-Grade Prepared Paint.

New Era High-Grade Prepared Paint is an absolutely pure white lead, zinc oxide, linseed oil and turpentine dryer paint.

Our General Distributors.

California	Bohann Paint Co.,	Los Angeles
Colorado	Humphrey-Jones Merc. Co.,	Denver
Illinois	Geo. E. Watson Co.,	Chicago
	Colburn, Birks & Co.,	Peoria
Indiana	Johnson-Woodbridge Co.,	Indianapolis
Iowa	Sickels, Preston & Nutting Co.,	Davenport
	J. W. Eggerly & Co.,	Ottumwa
	Hornick, Hess & More,	Sioux City
Kansas	A. B. Whiting Paint & Glass Co.,	Topeka
Louisiana	L. N. Brunswick & Co.,	New Orleans
Massachusetts	E. & F. King & Co.,	Boston
Minnesota	C. W. Hackett Hardware Co.,	St. Paul
Montana	Carlier Bros.,	Butte
New York	Buffalo Glass Co.,	Buffalo
	Burhans & Black Co.,	Syracuse
	Jno. L. Thompson, Sons & Co.,	Troy
Ohio	Loew Filter & Mfg. Co.,	Cleveland
	Stein-Vogel Co.,	Cincinnati
	Alexander J. ...	Oklahoma City
Pennsylvania	Bard-Schlott & Co.,	Reading
Tennessee	Fritts & Wiehl,	Chattanooga
	Van Vleet-Mansfield Drug Co.,	Memphis
Texas	Greiner-Kelly Drug Co.,	Sherman
	Houston Drug Co.,	Houston
Washington	Baum & Co.,	Spokane
Virginia	Barker-Jennings Hdw. Co.,	Lynchburg
West Virginia	W. H. Chapman & Sons,	Wheeling



Which of Our Representatives Will Wear This Hat?

We are particularly desirous of pushing sales of Michigan Seal White Lead, and wish our representatives to make an especially active effort in this direction. It should not be difficult to place a line of the quality of our Michigan Seal at the difference in price in favor of the goods as compared with figure demanded for standard brands upon the market. Michigan Seal as now presented is an article that is certain to give perfect satisfaction in every particular—working properties, covering capacity and durability. In order to secure an interesting contest among our representatives we offer a silk hat to the salesman who places the largest quantity of the goods before March 1st, 1901, and shall publish the record of sales for each man in every issue of THOUGHTS. Contest to commence Wednesday, October 31, 1900. The numbers of our representatives who do not call upon a class of trade to whom the goods can be sold are omitted for obvious reasons:

	QUANTITY SOLD TO DATE
A. E. Barton.....	6075 lbs.
R. M. Billings.....	5700 lbs.
H. C. Cater.....	600 lbs.
Dan Davies.....	4000 lbs.
F. R. Dougall.....	3350 lbs.
C. F. Elliot.....	
S. H. Hart.....	600 lbs.
A. D. Hoagg.....	500 lbs.
S. A. Hunter.....	1312 1/2 lbs.
R. A. Irvin.....	
A. K. Kelly.....	15950 lbs.
C. F. McCauley.....	500 lbs.
C. Mehlig.....	6750 lbs.
W. C. Neal.....	2000 lbs.
J. R. Newell.....	4450 lbs.
S. J. Olson.....	225 lbs.
C. F. Puffer.....	700 lbs.
M. J. Reynolds.....	
O. F. Richmond.....	3525 lbs.
Herman Scratch.....	500 lbs.
Geo. R. Smith.....	2000 lbs.
M. Taylor.....	
H. P. Torrance.....	6400 lbs.
W. H. Welch.....	1125 lbs.
H. F. Whitaker.....	1000 lbs.
W. P. Wiggins.....	200 lbs.

Names Suggested for New Varnishes.

Pal-	Davies
New	Elliott
Nea	
Nea	Barron
Varnish	
Brilliantine	H. V. Deming
The New Century Finish	W. C. Neal
The New Era Finish	
Neal's Transparent Enamel	H. H. Halladay
Orient	S. H. Hart
Maro	W. P. Wiggins
Badger State	
Neal's Adamantine Interior Finish	Alf. R. Kelly
Neal's Adamantine Exterior Finish	
Pan American Varnishes	
New Century Varnishes	R. A. Irwin
Neal's Crystal Finish, or Varnishes	
Zoo-Lak	C. Mehlig

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. II.

DETROIT, MICHIGAN, FEBRUARY 23, 1901.

NO. 20

This is What We Like to See.

Below is a list of items in a batch of orders recently received from one of our representatives. We direct attention to it on account of the variety of goods specified, which, it seems to us, denotes that this man is *working the whole line*, which is proper. It is easy to get into the habit of selling certain lines, and overlooking others. If our salesmen will keep our full line in mind at all times, there are very few places in which they cannot sell something.

February 4, 1901—

- (1) New Era High-Grade, Handy Family Paint, Acme Household Paint, Neal's 'Cycle Enamel, Granite Floor Paint, Florentine Enamel.
- (2) New Era High-Grade, Neal's Aluminum Enamel, Acme Household.
- (3) Granite Floor Paint, Assorted Dry Colors, Improved Japan Dryer.

February 5, 1901—

- (1) Neal's 'Cycle Enamel, New Era High-Grade Paint, Handy, Acme Household Paint, Wagon and Implement Paint, Neal's Enamels, Neal's Bath-Tub Enamels, Neal's Florentine Black Enamel, Neal's 'Cycle Enamels, Dry Colors, Gold Paint.
- (2) Acme Varnishes, New Era High-Grade Paint, Michigan Seal Lead, Dry Colors, Master Painter Colors, Specialty Brushes, Gold Paint.

February 5, 1901—

- (1) Davies' Varnish Stain, Neal's 'Cycle Enamel, Acme Household Paint, Strictly Pure White Lead, Michigan Seal White Lead, Globe White Lead, New Era High-Grade Paint, Silver Paint, Specialty Brushes.
- (2) Granite Floor Paint, Acme Household Paint, Neal's 'Cycle Enamel, Neal's 'Cycle Enamel, Neal's Bath-Tub Enamels, New Era High-Grade Paint, Neal's Screen Enamels, Gold and Silver Paint, Chloride of Lime, Aluminum Enamel, Varnishes.
- (3) New Era High-Grade Paint, Granite Floor Paint, Neal's Carriage Paint, Globe White Lead.

February 7, 1901—

- (1) New Era High-Grade Paint, Neal's 'Cycle Enamel, Neal's Radiator Enamels, Zincs in Oil, Dry Colors, Neal's Enamels and Varnishes.
- (3) Neal's 'Cycle Baking Enamel, Neal's Aluminum Enamel.

Various of our office force and salesmen question the accuracy of my article in *THOUGHTS* on the "Comparative Cost of New Era and White Lead and Oil Paint." They say in their judgment that if it takes a man a day to spread a gallon and one-half of lead and oil paint, and he covers say 600 square feet, one coat, that it will require much longer than one day to spread a gallon and one-half of New Era, because the painter would have to cover at least 900 square feet of surface. Who is right?

T. A.

The following from Mr. Olson is explanatory. The letter contains many good points which our corresponding department will be glad to absorb for use in future correspondence:

WATERTOWN, S. D., Feb. 10, 1901.

Editor THOUGHTS:

I do not consider this a correct answer to Canedy-Otto Manufacturing Company's letter, nevertheless it's the best I can do:

CANEDY-OTTO MFG CO.,

Chicago Heights, Ill.

Gentlemen—Yours of the 23rd ult. at hand and contents carefully noted in regard to prices of goods mentioned. Would state, that owing to the heavy advance in raw material, we are compelled to ask a slight advance on such goods as mentioned below:

312 Red Iron Enamel,

313 Blue Steel Enamel, etc.

They are goods well worth the price asked for. We make prices to suit the paint, we do not make paint to suit the prices; our motto is quality first in consideration. Quality is our success. Just sixteen years ago we commenced manufacturing paint, the beginning was small and the growth was slow, but sure. Since that time we have given it our whole time and attention, and by hard, honest, conscientious work and worry, day and night, for all these years we have established one of the largest paint houses in the United States. We feel proud of what we have done, for we can truthfully say that every day of these long years we have conducted our business on good honest business principles. First, we considered quality and then put a price on our goods that we thought would be right for the consumer, the retail and the wholesale dealers.

We have labored constantly during all that time and at an expense of thousands of dollars to improve the quality of our goods. How well we have succeeded. We have always felt grateful to the dealer who just took our goods on trial and helped us when we needed help. We have always worked for the good will and friendship of all our customers, and have labored to increase their sales of paint by good, honest, legitimate advertising. Believing that you understand and appreciate what we have done in the paint business, and believing you to be a friend of the Acme White Lead and Color Works, we ask as a special favor to compare our quality with other makes of goods, and then give us your opinion. We have been in the paint business ever since we were boys. We don't know everything about it, but we want to. Can you make any suggestions which may aid us in increasing our trade with you? Appreciating your kind letter.

Respectfully yours,

ACME WHITE LEAD AND COLOR WORKS.

Odds and Ends.

We would like the following "Odds and Ends" disposed of quickly. Sell the entire lot, or part of the goods at, from 10 to 20 per cent. better than jobbing prices, if necessary. Be careful to explain that price is f. o. b. Detroit, and make terms cash on delivery, if possible, and certainly not better than 30 days, net.

The lines represented have been discontinued and we wish to close them out at once:

Wat-Klean	3 1/2	dozen
Renovene	27	"
Alpha Gold Paint	28	"
Liquid Glue	4	"

WOOD RIM VARNISH STAINS.

Bog Moss	1/2 pints	1-6 pints
Cherry	247	146
Onk	50	58
Walnut	240	178
Deep Cherry	291	61
		15

You can go as low as four cents an inch in order to close out promptly the following stock of brushes. They are the same character and quality exactly as the Neal's Carriage Paint goods, but larger in size:

13 dozen 2 1/2-inch brushes
15 1/2 dozen 3-inch brushes

THOUGHTS

Advantages of New Era High-Grade Prepared Paint over Hand-Mixed White Lead and Oil Paint.

Mr. Neal's letter in regard to the above in THOUGHTS of February 2nd has been carefully looked over by me, and in my judgment it could not be improved on. It certainly fills the bill in every particular and it is knock-down argument on the superiority of New Era over white lead and oil paint.

Yours very truly, C. F. M.

PHILADELPHIA, PA., Feb. 12, 1901.

Editor THOUGHTS:

I wish to say a few words in regard to article in THOUGHTS of February 9, headed "Advantages of New Era High-Grade Prepared Paint over Hand-Mixed White Lead and Oil Paint," written by Mr. Thomas Neal. I will only take up the last part of his argument now. He says "it stands to reason, does it not, that if a painter can spread on an average one and one-half gallons of paint per day and it requires fifteen gallons of white lead and oil paint and only ten gallons of New Era, that the expense of application will be 50 per cent. more for the white lead paint than for New Era." I cannot say that I think the argument a good one. If New Era will cover 50 per cent. more surface than lead and oil paint, I think it will take a painter just as long to spread ten gallons of New Era as it will to spread fifteen gallons lead and oil paint, if he spreads it properly, and especially in view of the fact that we advise and want the painters to brush out New Era even more than they brush out lead and oil paint. It looks to me as though it were not a question of how much paint a man could spread a day, but how much surface he can cover and do it properly. I would like to hear from the boys along these lines.

Yours truly, F. R. D.

WINCHENDEN, MASS., Feb. 5, 1901.

Editor THOUGHTS:

I made a test to-day in L. P. Ball's store with Monarch, B. P. S., Heath & Milligan and New Era on a black board, and am glad to say ours out-classed them all in every way. This concern handles Heath & Milligan's, but I think you will see New Era on his shelves this spring. He told me that he never in all his life saw a paint like New Era in every respect, working qualities, covering capacity and the fineness of which it is ground. The other brands all mixed up like mud, but New Era required a little more elbow grease, and he remarked "that is the way to tell when it contains white lead." He is going to try these few gallons that he has ordered, and if they prove the same as the sample, why we will make Heath & Milligan feel sore.

Yours truly, H. C. C.

PHILADELPHIA, PA., Feb. 14, 1901.

Editor THOUGHTS:

Sending the convention number of "Spatters" broad-cast among the trade was a splendid ad. for the Acme White Lead and Color Works. You have no idea how interested the trade is on my territory. Mr. Chas. B. Stern, manager of the Columbia Shade Cloth Co., of Philadelphia, was very much interested, so much so in fact that he sent "Spatters" over to the head office in New York City. Another customer called me across the street to compliment me upon the enterprise of the firm I represented. I have not gone into a customers store since they were sent out, that there has not been a favorable comment upon it. Keep up the good work.

Yours truly, F. R. D.

PHILADELPHIA, PA., Feb. 8, 1901.

Editor THOUGHTS:

Mr. Marquis' poem on Dan's big fish has caught on in good shape and is proving a good advertisement for us. I was told by Mr. C. B. Heckel, publisher of Drugs, Oils and Paints, that he saw it in the New York Sun, February 5, clipped it out and will have it in next issue of his paper. All this comes from the fact that the Evening News published it, and it has undoubtedly been largely copied. The New York Sun mentioned our name.

Yours, T. N.

Our General Distributors.

California	Bohan Paint Co.,	Los Angeles
Colorado	Humphrey-Jones Merc. Co.,	Denver
Illinois	Geo. E. Watson Co.,	Chicago
	Colburn, Birks & Co.,	Peoria
Indiana	Johnson-Woodbridge Co.,	Indianapolis
Iowa	Sickels, Preston & Nutting Co.,	Davenport
	J. W. Edgerly & Co.,	Ottumwa
	Hornick, Hess & More,	Sioux City
Kansas	A. B. Whiting Paint & Glass Co.,	Topeka
Louisiana	L. N. Brunswick & Co.,	New Orleans
Massachusetts	E. & F. King & Co.,	Boston
Minnesota	C. W. Hackett Hardware Co.,	St. Paul
Montana	Casler Bros.,	Butte
New York	Buffalo Glass Co.,	Buffalo
	Burhans & Black Co.,	Syracuse
	Jno. L. Thompson, Sons & Co.,	Truy
Ohio	Law & Co.,	Cleveland
	W. C. P. Co.,	Cincinnati
	A. J. Co.,	Oklahoma City
Pennsylvania	Du Bois Hardware Co.,	Du Bois
	Bard, Schlott & Co.,	Reading
Tennessee	Fritts & Wiedl,	Chattanooga
	Van Vleet-Mansfield Drug Co.,	Memphis
Texas	Greiner-Kelly Drug Co.,	Sherman
	Houston Drug Co.,	Houston
Virginia	Barker-Jennings Hdw Co.,	Lynchburg
Washington	Baum & Co.,	Spokane
West Virginia	W. H. Chapman & Sons,	Wheeling



Which of Our Representatives Will Wear This Hat?

We are particularly desirous of pushing sales of Michigan Seal White Lead, and wish our representatives to make an especially active effort in this direction. It should not be difficult to place a line of the quality of our Michigan Seal at the difference in price in favor of the goods as compared with figure demanded for standard brands upon the market. Michigan Seal as now presented is an article that is certain to give perfect satisfaction in every particular—working properties, covering capacity and durability. In order to secure an interesting contest among our representatives we offer a silk hat to the salesman who places the largest quantity of the goods before March 1st, 1901, and shall publish the record of sales for each man in every issue of THOUGHTS. Contest to commence Wednesday, October 31, 1900. The numbers of our representatives who do not call upon a class of trade to whom the goods can be sold are omitted for obvious reasons:

	QUANTITY SOLD TO DATE
A. E.	7200 lbs.
K. M.	6200 lbs.
H. C.	600 lbs.
Dan	4000 lbs.
F. R.	3350 lbs.
C. F.	600 lbs.
S. H.	500 lbs.
A. D. Hoagg	236 1/2 lbs.
S. A. Hunter	19250 lbs.
R. A. Irwin	500 lbs.
A. R. Kelly	6750 lbs.
C.	2000 lbs.
W.	4450 lbs.
I. R. Newell	225 lbs.
S. J. Olson	700 lbs.
C. P. Pfeifer	3725 lbs.
M. J. Reynolds	500 lbs.
O. F. Richmond	2000 lbs.
Herman Scratch	7000 lbs.
Geo. R. Smith	1125 lbs.
M. Taylor	1400 lbs.
H. P. Torrance	250 lbs.
W. H. Welch	
H. P. Whitaker	
W. P. Wiggins	

Names Suggested for New Varnishes.

Pal-Co.	Dan Davies
New Era	C. F. Elliott
Neal's 20th Century Spar Varnish	
Neal's 20th Century Interior Spar Varnish	A. E. Barron
Brilliantine	H. V. Deming
The New Century Finish	W. C. Neal
Neal's Transparent Enamel	H. H. Halladay
Orient	S. H. Hart
Badger State	W. P. Wiggins
Neal's Adamantine Interior Finish	Alf. R. Kelly
Neal's Adamantine Exterior Finish	
Pan American Varnishes	
New Century Varnishes	R. A. Irwin
Neal's Crystal Finish, or Varnishes	
Zoo-Lak	C. Mehlig
Leo	R. M. Blittings
We-Lik-It	
Neal's Interior Finish	
Neal's Exterior Finish	T. W. Connor
Neal's Japan Dryer	
Neal's Satin Finish	F. R. Dougall

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. II.

DETROIT, MICHIGAN, MARCH 2, 1901.

NO. 21

Kelly Gets The Hat.



Kelly with his hat you see:
He won it fair and square,
It's "smooth as silk," and so it is—
They make a handsome pair.

Twenty-one thousand, five hundred and forty-eight pounds of Michigan Seal Lead is the record that brings Mr. Kelly and the plug hat "in touch." Those of you who have listened to the modulated tones of the suave Mr. Kelly when, amidst the breathless silence of a spellbound audience, he has gently, but firmly, pressed home the point of some well turned argument; those of you who have heard his voice ring out in silencing rhetoric that would arouse the enthusiasm

*Of the moon on dead,
Who to equalances hath said:
I never loved a single thing
Until Kelly sang his little sing.*

those of you who have watched the graceful gestures that emphasized the flight of fancy that led our thoughts

*From sun-kissed shores of California
To storm-tossed coast where the sun is born;
From balmy waters at the Nation's feet
To lands that freeze for lack of heat.*

and those of you who have stood up against his seductive smile and winning ways, fully realize that

"The ways that win; the arts that please," as practiced by our own Kelly are much too many for the ordinary dealer to withstand and will recognize the "secret of success" in the competition that has just closed.

New Leaves for Catalogues.

I had no trouble whatever in putting new leaves in. The trade think the idea a fine one.

Very truly, I. D. W.

About a year ago Mr. Frank Dougall and the writer were walking along the streets of New York, we noticed an ice wagon newly painted—yellow gear and light upper parts. During the conversation that followed the thought was developed, why would it not be a good idea to get out a little booklet suggesting to new salesmen the lines of trade that could be canvassed and business developed? Many large enterprises employ a corps of painters and buy their material and re-paint or re-varnish their utensils. Are we looking after all this trade? Hotels are large users of our materials, especially enamels. Could we not get a firm grip on this trade if our salesmen made a little more of an effort? You are in the hotels every day. Why would it not be a good idea for each of our men to send in some suggestions along this line to publish in *Thoughts* and be eventually compiled as useful and instructive information. Let us hear a little from each and every salesman on the subject. You all must have ideas, but it is really astonishing how seldom we see a contribution from our representatives to *Thoughts*.

T. N.

Regarding analyses of other brands of paint. All our men having responded with lists, we have assigned to a few of our men the task of securing samples. We have concluded to analyze outside white this time instead of a tint. It will require some weeks to finish the work after all samples are in. The men assigned the task of securing samples must, whenever possible, weigh and measure a gallon can. We cannot proceed with the work until we have that information. In order to help us out we want all our men to weigh and measure a gallon can of every brand of white paint they come across, note it down in their note book, then if we make an inquiry through the columns of *Thoughts* for information it can be answered quickly.

I agree with Mr. Kelly's suggestion, to drop one of the light shades on your New Era High-Grade Prepared Paint sample cards and add No. 23 in its place. I would go further, and would suggest your dropping Nos. 51 and 3 and add No. 23 and 24. There are too many light shades.

Yours truly, A. E. B.

Ben Is With Us Again.



MR. BENSON E. BROWN

Our representatives will all be glad to welcome the return of "Ben" to the "Acme Family." He will act in the capacity of a general man to the railroad and other special lines of trade, co-operating particularly with our representatives in adding to the railroad business, by working with them, and also in the development of new lines of goods. Ben has had a practical experience in making, using and selling goods for the railroad trade that makes his assistance particularly valuable. He says he does not want to "talk before all the boys" at our next convention, and we trust, therefore, you will all bring up questions which, to be answered properly, will demand a special address at that time, and in the meantime do not forget that "Brownie's" advice and assistance are always "on tap."

Stands of Color Plates.

I fully agree with Mr. Richmond in regards our having them for the good class of painters who push New Era. However, I would suggest putting them on stiff paper in cases, so they won't be so easily destroyed from constant handling.

Yours truly, W. C. N.

I agree with O. F. R. in regard to stand of color plates. They are a great advertisement for us with the painters. I hope you will continue to put them out.

Yours truly, I. D. W.

THOUGHTS

The Idea is All Right, Even if Not Expressed Very Elegantly.

Big to suggest the following list of notorious characters on whom pressure should be brought to bear to induce them to contribute to our library. Nothing less than copyrighted editions acceptable.

FROM "THE ROGUE'S GALLERY."

Wm. L. Davies	Thomas Neal
Geo. H. Pulter	Frank Neal
A. S. Dougall	A. M. Woodward
Wm. Joy	C. A. Simon
Frank Dougall	Dan Davies
Will Neal	A. E. Barron
F. W. Connor	W. H. Connor
S. H. Hart	R. M. Billings
H. C. Ester	C. F. Elliott
A. D. Hoag	S. A. Hunter
K. A. Irvin	A. R. Kelly
C. F. McCauley	C. Mehlig
J. R. Newell	S. J. Olson
C. F. Puffer	M. J. Reynolds
O. F. Richmond	Heiman Scratch
Geo. R. Smith	M. Taylor
H. P. Torrance	W. H. Welch
H. F. Whitaker	W. P. Wiggins
H. N. Turner	H. V. Deming
R. S. Brown	R. E. Brown
F. B. Sangster	W. P. Deegan
Roy H. Foster	Bert Neal
Frank Weisgerber	A. S. D.

Of Course It Helps.

I guess a little of this kind of advertising will help. W. P. W.

The *Beacon* acknowledges a very pleasant call, indeed, from Mr. W. P. Wiggins, representing the Arme White Lead and Color Works, Detroit, Mich. This is one of the leading paint establishments of the country, and manufacture only high-grade and first-class goods. A. L. Morgan & Co. will tell you all about it. Call and talk paint with them.

Mr. Wiggins is to be congratulated on carrying out a bright idea. It will pay all our representatives to do likewise. Many merchants upon whom they call have standing arrangements covering newspaper space, and would like their names to appear in connection with such a notice. The newspaper man is always willing to oblige those who oblige him. It can be worked easily. Try it.

The Vote on Adding a Line of High- Priced Floor Paint.

In response to bulletin No. 20, issued January 18, responses in favor and against the proposition have been received as indicated below. This settles the matter definitely, and we have concluded not to add the line:

Barron.....Yes	Neal.....No
Billings.....No	Nevel.....No
Carter.....No	Olson.....No
Davies.....No	Pulter.....No
Dougall, F. R.....No	Reynolds.....Yes
Elliott.....No	Richmond.....No
Halladay.....No	Scratch.....No
Hart.....No	Smith.....Yes
Hoag.....Yes	Taylor.....No
Irvin.....No	Torrance.....No
Kelly.....No	Whitaker.....No
McCauley.....No	Wiggins.....No
Mehlig.....Failed to reply	Wilson.....Yes
as yet, or either through	Welch.....No
forgetfulness, or for	
some reason we cannot	
understand.	

Odds and Ends.

We would like the following "Odds and Ends" disposed of quickly. Sell the entire lot, or part of the goods, at from 10 to 20 per cent. better than jobbing prices, if necessary. Be careful to explain that price is f. o. b. Detroit, and make terms cash on delivery, if possible, and certainly not better than 30 days, net.

The lines represented have been discontinued and we wish to close them out at once.

Wal-Klean.....	1/2 dozen
Renovene.....	27 "
Cycle Oil.....	3 1-12 "
Alpha Gold Paint.....	20 "
Liquid Glue.....	3 6-12 "
WOOD RIM VARNISH STAINS.	
Bog Moss.....	1/2 pints 1-6-pints
Cherry.....	247 146
Oak.....	50 58
Walnut.....	240 228
Deep Cherry.....	201 63
	31

You can go as low as four cents an inch in order to close out promptly the following stock of brushes. They are the same character and quality exactly as the Neal's Carriage Paint goods, but larger in size:

11 dozen 2 1/2-inch brushes
15 dozen 3-inch brushes

DILLON, MONT., Jan. 24, 1901.

I had the fight of my life making that sale to Riddell & McGlaulin, the Butte Paint and Wall Paper Co., of Butte, Mont. There were a half a dozen of us after the order. The Minnesota Linseed Oil and Paint Co., T. L. Blood & Co., Lincoln Paint and Color Co., Forman, Ford & Co., F. W. Devoe & Co., and others. They offered me the order twice at \$1.40 for High-Grade in 1's, stating they could buy at that price and less from any of the others, but I told them we were not regulating our prices or our quality by any of our competitors, that we had the goods, and we knew it, that our paint represented better value for the money than any of the others. Finally they gave me the order at my price, \$1.50.

Respectfully, A. R. K.

I was very glad to see in last edition of *THOUGHTS* that one of our representatives brought up the matter of having the old style stand of color plates, as well as the panorama, kept up, and I can assure you it will pay one hundred fold in my territory.

Yours truly, C. F. E.

Our General Distributors.

California	Bohan Paint Co.,	Los Angeles
Colorado	Humphrey-Jones Merc. Co.,	Denver
Illinois	Geo. E. Watson Co.,	Chicago
	Colburn, Birks & Co.,	Peoria
Indiana	Johnson-Woodbridge Co.,	Indianapolis
Iowa	Sickels, Preston & Nutting Co.,	Davenport
	J. W. Edgerly & Co.,	Ottumwa
	Hornick, Hess & More,	Sioux City
Kansas	A. B. Whiting Paint & Glass Co.,	Topeka
Louisiana	L. N. Brunswick & Co.,	New Orleans
Massachusetts	E. & F. King & Co.,	Boston
Minnesota	C. W. Hackett Hardware Co.,	St. Paul
Montana	Carder Bros.,	Butte
New York	Buffalo Glass Co.,	Buffalo
	Burhans & Black Co.,	Syracuse
	Jno. L. Thompson, Sons & Co.,	Troy
Ohio	Loew Filter & Co.,	Cleveland
	Steln-Vogel & Co.,	Cincinnati
	Alexander I. Co.,	Oklahoma City
Pennsylvania	Du Bois Hardware Co.,	Du Bois
	Bard, Schlot & Co.,	Reading
Tennessee	Fritts & Wiehl,	Chattanooga
	Van Vleet-Mansfield Drug Co.,	Memphis
Texas	Greiner-Kelly Drug Co.,	Sherman
	Houston Drug Co.,	Houston
Virginia	Barker-Jennings Hdwe. Co.,	Lynchburg
Washington	Baum & Co.,	Spokane
West Virginia	W. H. Chapman & Sons,	Wheeling

Names Suggested for New Varnishes.

Pat. Co.	Neal Davies
New	F. Elliott
Neal	
Neal's 20th Century Interior Spar	A. E. Barron
Varnish	
Brilliantine	H. V. Deming
The New Century Finish	W. C. Neal
The New Era Finish	
Neal's Transparent Enamel	H. H. Halladay
Orient	
Moro	S. H. Hart
Badger State	W. P. Wiggins
Neal's Adamantine Interior Finish	
Neal's Adamantine Exterior Finish	Alt. R. Kelly
Pan American Varnishes	
New Century Varnishes	R. A. Irwin
Neal's Crystal Finish, or Varnishes	
Zoo-Lak	C. Mehlig
Leo	
We-Lik-It	R. M. Billings
Neal's Interior Finish	
Neal's Exterior Finish	T. W. Connor
Neal's Japan Dryer	
Neal's Satin Finish	F. R. Dougall
Neal's Spar	
Neal's Brilliantine	H. V. Deming
Neal's Surfacter	
Neal's Japan Dryer	
Star-There	H. F. Whitaker
Neal's Acme Finish Exterior	
Neal's Acme Finish Interior	W. H. Connor

It is my opinion, judging by the remarks I have heard and the compliments I have got concerning our convention edition of *SPATTERS* that it has been one of the best ads. we ever had. Yours truly, C. F. E.

P. S.—Would like to know if the other boys have heard any flattering remarks about same.

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. II.

DETROIT, MICHIGAN, MARCH 9, 1901.

NO. 22

Guaranteeing the Covering Capacity of New Era as a Condition of Sale.

One of our representatives recently made the mistake of guaranteeing that a specified number of gallons of New Era would be sufficient for a building, basing his calculation on 350 square feet to the gallon—two coats.

The principle of guaranteeing covering capacity is wrong. The goods are made uniform in quality, consistency and measure and at first thought it might not seem inconsistent to agree to deliver

the limit of covering capacity with every gallon. You must remember, however, that the limit of covering capacity stated in our literature applies when the goods are used under the most favorable circumstances, and accords with the custom of our competitors in "putting their best foot forward." We know that our goods will cover as much surface as it is possible for paint to cover, and that no other paint can excel it in this or any other respect. We cannot, however, agree that every gallon we ship will do just so much, and no more, or no less. Following are some of the reasons:

1.—The darker shades having the advantage in opacity will "cover up" with less material, and consequently go further than light shades.

2.—Condition of the surface, as you all know, is a factor that affects covering capacity, and no two surfaces are exactly alike.

3.—The temperature affects covering capacity. Paint will go further in warm weather than in cold.

4.—The manner in which it is applied. Painters vary in this particular, some daubing it on in thick heavy coats, and others brushing it out carefully.

The above are some of the reasons why covering capacity cannot be *guaranteed*. If we could insist that the surface must be in the proper condition; that the temperature must be just right; that the painter must spread the goods properly, and then make

CONTINUED IN THIRD COLUMN.

The Record Bass.

The following verses, appearing in Feb. issue of "Drugs, Oils and Paints," of Philadelphia, are offered by C. B. Heckel, editor of that publication, as a further commentary on Dan's ability as a fisherman. After Dan pores over the encyclopedia for a week or two he may be able to realize the low estimate at which his ability is held, and the high estimate accorded him as a teller of "fish tales."

Ye sportsmen of two continents,
Come hearken to this tale,
As told by Jean le Babbillard,
How Davies caught the whale.
Though Jean forsooth, too lightly gullied,
Sets down the thing a bass,

proper allowance for the difference in shades, we might be able to take a more definite position as regards covering capacity, but under existing circumstances, we must confine statements in this connection to positive claims that New Era will cover as much surface as is possible for paint to cover.

New Era in Comparison with Lead and Oil.

We wish other of our representatives would express themselves about this matter *promptly*. We want the facts in the case before we issue a circular that we hope will

be of great assistance in placing the New Era.

"I think that we should figure that a painter can apply a gallon of New Era in the same number of hours that he would apply any other paint, not excepting white lead and oil. If the time in mixing up the lead and oil is taken into consideration, he probably could get over the 900 feet with New Era while he was mixing and getting over 600 feet with lead and oil. I tell my customers that four gallons New Era and one gallon linseed oil will cover 1750 feet two coats.

4 gal. paint at \$1.75.....	\$7 00
1 gal. oil.....	75

Total.....	\$7 75
------------	--------

100 lb. keg white lead..	\$7 00
--------------------------	--------

4 gal. oil at 75c.....	3 00
------------------------	------

Total.....	\$10 00
------------	---------

This will cover 1400 feet, two coats. Difference in cost \$2.25 in favor New Era. Difference in covering capacity 350 feet, two coats, in favor New Era."

A. D. H.

The Discontinuation of Second-Grade and "Special Label" Goods.

By this we mean every brand that we have put up in the past, either under the name of Adamant, Pembroke, Wayne or Bristol, and enumerated as follows:

Adamant Prepared Paint,	Wayne 'Cycle Enamel,
Bristol Liquid Wood Filler,	Wayne Stove Pipe Black Enamel,
Pembroke Oil Colors,	Wayne Varnish Stains,
Wayne Family Paint,	Wayne Furniture Polish,
Wayne Enamel,	Wayne Varnish Co.'s Varnishes,
Wayne Coach and Carriage Varnishes and Japans,	

and the entire line of "Bristol" goods heretofore offered for the 5 and 10 cent store trade.

"Special Label" goods mean more labor, time and worry, and less profit or "glory" to the dollar's worth of business than any other class of trade we have. We have had all we want of it. (We shall absolutely refuse to fill orders for above classes of goods secured from trade that have not been sold before. We shall not refuse to ship goods to old customers until our present stock is exhausted or contracts are filled. We want to get out of this kind of business just as promptly as possible.) We don't propose to do a single dollar's worth of the above kind of business after the present year, and wish every representative to help us close it out promptly.

The above remarks do not apply to goods named "Adamant" or "Wayne" and bearing our name on label, such as Adamant Barn and Roof Paint or Wayne Liquid Wood Filler.

We repeat herewith Bulletin No. 53, in order to emphasize our position regarding second-grade and special label goods. We can devote our time, energy and facilities to much better purpose than in competing for cut-rate business in goods that do not bear our name or add profit or prestige to our account.

The evidence is here complete—

Jean proves himself an ass.

And Davies, though he's up in paint—

Barytes, lead and zinc—

Is shy on ichthyology.

If he would have us think

A micropterus dolomieu

Could kick up such a fuss—

Behemoth—whale—leviathan—

Sure it was this or worse.

The only true fresh water whale—

(The Kraken of the West).

Has now been landed; here we pause

And let Jean tell the rest.

The volume of our business in February, 1900, was the largest it had ever been up to that time. This year we expected, on account of the extreme cold weather prevailing nearly all over the country, and the fact our prices rule higher than last year, that our volume would probably not exceed last year, but it did nevertheless just 30 per cent. Who says you can't sell good paints at fair prices?

THOUGHTS

Here is Something You Can Use.

We have three separate records of examinations made by three competent individuals to determine the exact weight of lead contained in 100 pounds of keg lead of the several small sizes as follows:

	No. 1	No. 2	No. 3
8, 12½ pound kegs	80	84	84
4, 25 " "	88	84	88
2, 50 " "	90	90	90
1, 100 " "	95	97½	97½

Of these three observers, No. 2 actually weighed the contents of the required number of packages, scraping the kegs clean, and including the useless lead hardened by absorption of the oil, from contact with the wood.

Using the complete figures of No. 2 whose results may be checked up by those who choose to do so, we have lead selling, not at the published price of 7½ cents per pound, let us say for example, but as follows:

8, 12½ pound kegs	75	50 or 80 pounds at \$9	38
4, 25 " "	75	84	8 93
2, 50 " "	75	90	8 33
1, 100 " "	75	95	7 90

It is a matter worth investigation and correction, and the prepared paint manufacturers, if they did but realize it, have in this patent fact an argument of great advertising value; namely, that a gallon of prepared paint is all paint while a 100-weight of lead is so many pounds of paint plus anywhere from 5 to 20 per cent. of unavailable wood. —*Drugs, Oils and Paints, of Philadelphia, from February issue.*

A Sample of Carelessness That We Can Not Tolerate.

Below you will note copy of communication that we have been obliged to write to one of our representatives. The facts as stated in same are fully explanatory. We cannot comprehend how a man can go on failing to receive his mail regularly and never so much as inquire why he does not get it, or fail to adopt such measures as to insure its safe and prompt delivery:

Mail just received from — is the fifth lot that has come back to us since you started out, which means that practically all your mail, or at least one-half of it, has been returned. There is absolutely no excuse for carelessness of this kind. It is an old failing of yours, and we talked the matter over with you personally when at the convention, and you promised to see that the trouble would not exist in the future. You seem to be utterly indifferent as to whether you get your mail or not. Never ask why you did not receive it and make no comment when we forward letters that have been returned. In this way you are not only liable to be delayed in receiving important information, bulletins, etc., but miss them altogether, as we do not know absolutely that all the mail that we sent out has been received, as possibly all postmasters are not as careful as those who have returned your mail, and a number of our letters may be still waiting to be delivered at various points in your territory. What puzzles us is that you never complain on the score of not receiving your expense money, and if you receive this why in the world don't you get the balance of your mail? The letters just returned from — left here on the 23rd, you were due at that point on the 27th, and it had ample time to reach you. In future when you write a mail point for any specified date, please see that you are there to get your mail, and when you do get it notify us to that effect.

He Can—Like Kelly Can.

Alf. R. Kelly is our friend, he was here some months ago.
You bet he is a live one, there are few things he doesn't know.
He can sell New Era High-Grade as good as anyone. And in selling Michigan Seal, all dubs are we, but one. But one thing always bothers me, when I his prestige claim,
Some other salesman will tell me that he can do just the same,
Or else he'll point to Sherwin-Williams and say they have a man
Who can jolly a good customer, and sell paint like Kelly can.
He can—like Kelly can; he can—like Kelly can,
And then I look at him and say,
He can—like Kelly can.

Next year at the convention, when we are gathered as of yore,
It'll make us feel like "thirty cents" when Kelly takes the floor
And twirls the slick hat round and round, and tells us how he won it.
Then it will sound so easy, we'll all think we should have done it,
But he'll tell us a good joke, and a few jollies he will throw.
Which will make our boys all laugh, perhaps, an hour or so;
But after he has finished some chump of a man
Will say, "why, I can win a hat the same as Kelly can."

He can—like Kelly can; he can—like Kelly can.
I've only one thing more to say,
He can—like H—I he can. F. R. D.

Odds and Ends.

We would like the following "Odds and Ends" disposed of quickly. Sell the entire lot, or part of the goods, at from 10 to 20 per cent. better than jobbing prices, if necessary. Be careful to explain that price is f. o. b. Detroit, and make terms cash on delivery, if possible, and certainly not better than 30 days, net.

The lines represented have been discontinued and we wish to close them out at once:

Wal-Klean	3½	dozen
Renovene	27	"
Cycle Oil	1-12	"
Alpha Gold Paint	20	"
Liquid Glue	2	"

WOOD RIM VARNISH STAINS.

	¼-pints	1-6-pints
Bng Moss	247	146
Cherry	50	58
Oak	240	278
Walnut	291	63
Deep Cherry		35

You can go as low as four cents an inch in order to close out promptly the following stock of brushes. They are the same character and quality exactly as the Neal's Carriage Paint goods, but larger in size:

11 dozen 2½ inch brushes
15 dozen 3 -inch brushes

If each of our representatives would make up his mind to dispose of even a small part of above stock, it would soon disappear. We thought it would be sold before this time, especially as you can exercise considerable latitude in the matter of price. We fear it has been side-tracked. What will the next week develop?

New Era High-Grade Orders.

We shall hereafter record in THOUGHTS the number of orders for New Era received from each of our representatives every week. It is a record we assume that all will be interested in watching. Quantity will not be stated, simply the number of orders received, which, in addition to direct business, will include those transferred to jobbers and distributors. Orders not approved for credit will not be included:

	For week ending March 7.	Total since March 1
A. E. Barron	4	
R. M. Billings	4	
B. E. Brown		
R. S. Brown		
H. C. Cater	3	
T. W. Connor		
W. H. Connor		
Dan Davies		
Wm. P. Deegan		
H. V. Deming		
F. R. Dougall	4	
C. F. Elliott		
Roy H. Foster	1	
H. H. Halladay	1	
S. H. Hart	3	
A. D. Hoagg	3	
S. A. Hunter	4	
R. A. Irwin		
A. R. Kelly	1	
A. E. Kent		
C. F. McCauley		
C. Mehlig	5	
W. C. Neal		
J. R. Newell	1	
S. J. Olson	3	
C. F. Puffer	5	
M. J. Reynolds		
O. F. Richmond		
F. B. Sangster	2	
H. Scratch	1	
G. R. Smith		
M. Taylor		
H. P. Torrance		
H. N. Turner		
W. H. Welch		
H. F. Whitaker	3	
W. P. Wiggins	1	
I. D. Wilson	2	

Names Suggested for New Varnishes.

Pat-Co	Dan Davies
New Era	C. F. Elliott
Neal's 20th Century Spar Varnish	A. E. Barron
Neal's 20th Century Interior Spar Varnish	
Brilliantine	H. V. Deming
The New Century Finish	W. C. Neal
The New Era Finish	
Neal's Transparent Enamel	H. H. Halladay
Orient	S. H. Hart
Moro	
Badger State	W. P. Wiggins
Neal's Adamantine Interior Finish	Alf. R. Kelly
Neal's Adamantine Exterior Finish	
Pan American Varnishes	R. A. Irwin
New Century Varnishes	
Neal's Crystal Finish, or Varnishes	C. Mehlig
Zoo-Lak	
Leo	R. M. Billings
We-Lik-It	
Neal's Interior Finish	T. W. Connor
Neal's Exterior Finish	
Neal's Japan Dryer	F. R. Dougall
Neal's Satin Finish	
Neal's Spar	H. V. Deming
Neal's Brilliantine	
Neal's Surfacer	H. F. Whitaker
Neal's Japan Dryer	
Sta-There	W. H. Connor
Neal's Acme Finish Exterior	
Neal's Acme Finish Interior	A. D. Hoagg
Davies' Exterior Spar Varnish	
Davies' Interior Spar Varnish	A. D. Hoagg
Davies' No. 1 Interior Spar Finish	

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. II.

DETROIT, MICHIGAN, MARCH 16, 1901.

NO. 23

Bulletin No. 53.

Your move in regard to "the discontinuation of second-grade and 'special label' goods" is a good one and am quite certain you are making no mistake. In my territory I don't believe I have sold a \$100 worth of second grade goods since last August. I think the majority of the boys think about the same of these second-grade goods. H. F. W.

Enamels for Street Railways.

In two or three cities on this trip I have called on this trade, but have been just too late to catch their orders for summer cars and too early for winter business following. Have suggested the use of enamel on the inside and outside of the dashes or ends and seemed to interest the people, when it was shown that enamels saved the finishing coat of varnish, which always costs more than that of our enamel. They want something as cheap as possible and don't expect too much of it, as the dashes get severe wear from banging around, and our colored enamel will fill the bill *I know*. If they want to stripe, our gloss striping colors would work satisfactorily over the enamel and no finishing varnish necessary. Perhaps this suggestion in *Thoughts* will help the boys to secure business in this line. H. N. T.

Selling Department Store Trade.

The fact that we are not now offering new trade goods under any but our own label may make it more difficult to sell the department store trade, as the matter of price seems to be the chief consideration with this class of customers, and our regular brands cannot be sold at figures that will, in all cases, be acceptable to them. Our representatives must consider before offering goods to this trade whether our established business with the regular trade will be jeopardized by doing so. There are some places, particularly the large cities, where it will do us no harm whatever to offer our regular brands to the department stores, but at some of the smaller places the regular dealers might discontinue handling our goods if we sold to department stores. *Department stores must not be made jobbing prices*. They should be sold at regular prices whenever it is possible to do so, and at the very best we

should not make a concession of more than 10 per cent. better than the regular figure, and then they must buy in sufficient quantity to warrant same.

Kelly and His Hat—Brown and His Return.

Here's to the man who won the hat,
And won it with so much zeal,
Part of it's due to his sterling worth
And part to Michigan Seal.
And here's to the house who offered the hat
As a prize to increase their sale.
And here's to the "hunch" who lost the prize.
May they know no such word as fall.
Here's to the return of the prodigal son,
With a "rep" that entitles him place.
May his fortune be great, and his stay as long
As the smile which adorns his face.
—A WOULD-BE.

We don't think that a representative who writes poetry like the above should hide his light under a bushel. *We would be* delighted to have further contributions.

Librarian.

What book or books do you desire me to contribute? H. V. D.

This is what our librarian likes. A few up-to-date volumes of fiction will do very nicely, thank you.

Some Uses for Neal's Aluminum Enamel.

These goods are commencing to be used extensively on iron work, radiators, pipes, fancy iron work around elevators, especially in hotels, apartment houses, etc. It can also be used to great advantage for store fronts, and will make a novel, attractive and durable finish for such purpose. Better sell the goods to your customers for this purpose. They may not have thought of it.

Notice.

We must request our representatives to discontinue addressing mail personally to officers or employees when it relates to the company's business.

The Price to Consumers.

Competition, though much lauded and in some respects beneficial, is chargeable with certain abuses that have crept into all lines of industry. One of these unfortunate consequences is the degradation of products.

It is generally contended that competition tends to lower prices, while monopoly tends to raise them; yet it takes little reflection to convince one that competition must always be more expensive than monopoly, and if prices rise on account of consolidation of competitors, the rise is chargeable to greed alone. For example, the Standard Oil Company, which if not in absolute control of the petroleum oil business, at least dominates it, has found it profitable continually to reduce the price of its products with the growth of its opportunities, while the increased competition in the white lead business can scarcely be said to have acted in the same direction.

It being admitted that competition, whatever may be its value and benefits, is expensive, there is only one avenue along which it may work to lower prices, and that is the avenue of sophistication and degradation of products. The paint trade affords a striking exemplification of this truism. Paint makers wish to manufacture only the best grades of products, and they know perfectly well how to make them, but competition has gradually forced all but a few of them into the compounding of two or three inferior grades, which are sold side by side with their best qualities to the injury of the latter and to the detriment of the entire trade.

That is the whole secret of the carefully exploited prejudice against ready-mixed and "patent" paints. The only logical paint and the only generally satisfactory form for paint is this very "ready-mixed" type. In no other form yet devised can paint be made so uniform, so uniformly good and so decidedly economical; but unfortunately there is also no form in which paint can be made to comprise so much that is bad.

An effort partly successful has recently been making to advance the price of high grade paints by agreement among the grinders. But the first drop in linseed oil acted to "suspend" the understanding; "temporarily," indeed, but sufficiently long to affect the entire year's business.

With a sincere desire to aid the grinders in their efforts to secure prices that will enable them to market at a profit their best brands, we ask, with all deference, whether they have not been attacking the problem of price from the wrong end; whether it would not be wise to establish first a reasonable retail price to the consumer, and thus afford justification for advance to the dealer. Furthermore, should not this retail price be fixed at \$1.75 per gallon?

Let us examine two paint formulas and see what it costs to make and market them. Our figures are merely suggestive of a line of calculation that seems to us advisable to be made in every paint factory, and are *purposefully approximate rather than exact.*

Let us take first a formula calling for equal weights of zinc oxide and white lead. Such a paint will weigh about 16 pounds to the gallon, of which 65 per cent. will be pigment and 34 per cent. liquid medium; thus:

33 pounds white lead at 50¢.....	\$1 65
33 " zinc oxide at 45¢.....	1 30
30 " linseed oil, 65¢c. per gal. 2 25	
4 " drier and turps. at 10¢.....	40
	\$5 66

The material costs 5½ cents a pound. To this we must add the cost of package and case; the cost of making, in which we shall include labor, office expenses, management, taxes, interest, insurance, losses, deterioration, etc.; and finally we have the cost of selling, on which item there is a great discrepancy of opinion, but which, if the sale of paint alone be considered, cannot be less than 16 cents per gallon. If any grinder doubts these figures, let him ascertain the cost of his sample cards and their distribution alone during the past year, and divide it into the number of gallons sold.

We have then as the cost of our gallon of paint, 16 pounds at 5½ cents.—

Material.....	\$0 92
Making.....	16
Package and case.....	13
Selling.....	16
	\$1 43

How can a gallon of such paint be sold at \$1.25 to \$1.35?

Consider another formula containing 60 per cent. of zinc to 40 per cent. of barytes. In this the pigment will comprise 60 per cent. and the vehicle 40 per cent. of the total weight, which will be about 13 pounds to the gallon. We have then:

36 pounds zinc oxide at 45¢.....	\$1 50
24 " barytes at 10¢.....	24
35 " linseed oil.....	2 25
5 " drier and turps.....	50
	\$4 87

Thirteen pounds, or one gallon of this paint will cost:

Material.....	\$4
W.....	16
Case.....	13
S.....	16
	\$1 09

Even this paint cannot be sold satisfactorily at \$1.35.

Now it does seem to us possible for the manufacturers to begin at the other end by educating consumers to the actual cheapness

of ready-mixed paints at \$1.75, and thus make it possible to leave a fair margin for both themselves and the dealer, despite the ever recurrent fluctuations of component materials. This course would settle the question of emulsion paints once for all, and would bring good ready-mixed paints to the prominence that they really deserve in the public favor. At \$1.75 or at \$2 they are far more economical and satisfactory for the consumer than straight lead and oil, and a card could easily be gotten up demonstrating this fact. Nor would the corrodors suffer; for it is well known to them that while many of the better grades of prepared paint do contain lead in generous proportion, when it comes to the poorer qualities lead is conspicuous by its absence and linseed oil by its adjvants.

Because lead alone does not make an entirely satisfactory paint is no good reason why it is not a useful ingredient of paint, and most ready-mixed paint manufacturers now frankly advertise their best grades as made of pure lead, pure zinc, pure oil, and driers.

The course we have indicated would be beneficial alike to the consumer the grinder, the dealer, the corrodor, the zinc oxid maker, and the crusher.—*Drugs, Oils and Paints, Philadelphia, February, 1901.*

New Era High-Grade Orders.

We shall hereafter record in THOUGHTS the number of orders for New Era received from each of our representatives every week. It is a record we assume that all will be interested in watching. Quantity will not be stated, simply the number of orders received, which, in addition to direct business, will include those transferred to jobbers and distributors. Orders not approved for credit will not be included:

	For week ending March 12.	Total since March 1.
A. E. Barron.....	5	0
R. M. Billings.....	3	7
H. C. Cater.....	4	7
Dan Davies.....		
Wm. P. Foster.....		
F. R. I.....	3	3
Roy H. Hart.....	0	12
A. D. Hoagg.....	0	4
S. A. Hunter.....	4	4
R. A. Irvin.....	1	1
A. R. Kelly.....	3	4
C. F. McCauley.....	1	1
C. Mehlig.....	6	11
W. C. Neal.....		
J. R. Newell.....	1	2
S. J. Olson.....	1	4
C. F. Pulfer.....	2	7
M. J. Reynolds.....		
O. F. Richmond.....		
F. B. Sangster.....	0	11
H. Scratch.....	5	6
G. R. Smith.....	2	2
H. P. Torrance.....	2	2
W. H. Welch.....		
H. F. Whitaker.....	3	6
W. P. Wiggins.....		1
I. D. Wilson.....	2	4

I congratulate Mr. Kelly on being the successful winner of the plug hat. There aren't any of our representatives that I would rather see have the prize than Mr. Kelly. I hope he will wear it at our next convention that we may see how he looks in a silk hat. C. M.

Stock of Stands on Hand.

Rapid Seller.....	85
Bristol.....	150

SALES TO DATE

R. S. Bristol

H. P. Torrance.....	1
H. F. Whitaker.....	1
A. D. Hoagg.....	1

Our General Distributors.

California	Bohan Paint Co.,	Los Angeles
Colorado	Humphrey Jones Merc. Co.,	Denver
Illinois	Geo. E. Watson Co.,	Chicago
	Colburn, Birks & Co.,	Peoria
Indiana	Johnson-Woodbridge Co.,	Indianapolis
Iowa	Sickels, Preston & Nutting Co.,	Davenport
	J. W. Edgerly & Co.,	Ottumwa
	Hornick, Hess & More,	Sioux City
Kansas	A. B. Whiting Paint & Glass Co.,	Topeka
Louisiana	L. N. Brunswick & Co.,	New Orleans
Massachusetts	E. & F. King & Co.,	Boston
Minnesota	C. W. Hackett Hardware Co.,	St. Paul
Montana	Carder Bros.,	Butte
New York	Buffalo Glass Co.,	Buffalo
	Burhans & Black Co.,	Syracuse
	Jno. L. Thompson, Sons & Co.,	Troy
Ohio	Loew Filter & M. Co.,	Cleveland
	Stein-Verge & Co.,	Cincinnati
	Alexander & Co.,	Oklahoma City
Pennsylvania	Du Bois Hardware Co.,	Du Bois
	Bard, Schlott & Co.,	Reading
Tennessee	Fritts & Wiehl,	Chattanooga
	Van Fleet-Mansfield Drug Co.,	Memphis
Texas	Greiner-Kelly Drug Co.,	Sherman
	Houston Drug Co.,	Houston
Virginia	Barker-Jennings Hdwe Co.,	Lynchburg
Washington	Baum & Co.,	Spokane
West Virginia	W. H. Chapman & Sons,	Wheeling

Names Suggested for New Varnishes.

Pat-Co.....	Dan Davies
New Era.....	C. F. Elliott
Neal's 80th Century Spar Varnish	A. F. Barron
Neal's 80th Century Interior Spar Varnish	
Brilliantine.....	H. V. Deming
The New Century Finish	W. C. Neal
The New Era Finish	H. H. Halladay
Neal's Transparent Enamel	S. H. Hart
Orient.....	Moro
Badger State.....	W. P. Wiggins
Neal's Adamantine Interior Finish	Alf. R. Kelly
Neal's Adamantine Exterior Finish	
Pan American Varnishes	R. A. Irwin
New Century Varnishes	
Neal's Crystal Finish, or Varnishes	
Zoo-Lak.....	C. Mehlig
Leo.....	R. M. Billings
We-Lik-It.....	
Neal's Interior Finish	
Neal's Exterior Finish	T. W. Connor
Neal's Japan Dryer	
Neal's Satin Finish	F. R. Dougali
Neal's Spar	
Neal's Brilliantine	
Neal's Surfacer	H. V. Deming
Neal's Japan Dryer	
Sta-There.....	H. F. Whitaker
Neal's Acme Finish Exterior	W. H. Connor
Neal's Acme Finish Interior	
Davies' Exterior Spar Varnish	A. D. Hoagg
Davies' Interior Spar Varnish	
Davies' No. 1 Interior Spar Finish	C. F. Pulfer
Acme.....	
Neal's Superior Finish	Herman Scratch
Neal's New Era Varnish	
Neal's Mirror Finish	
M. P. (Master Painters) Exterior Finish	H. N. Turner
M. P. Interior Finish	
W. C. Neal	
F. Whitaker	

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. II.

DETROIT, MICHIGAN, MARCH 23, 1901.

NO. 24

We Wish All Jobbers Were as Careful and Conscientious as This House.

Following is a copy of a communication sent by Messrs. J. W. Edgerly & Co., of Ottumwa, Iowa, to their representatives. It is explanatory, and you will note by same the careful instructions they have given their salesmen as regards the proper use of advertising matter. We like to co-operate with people of this sort:

"We now have a supply of the High-Grade color cards, and think we are ready to ship any reasonable stock order, or sorting up order, for spring on mixed paints. We also have nearly all kinds of advertising matter here, with the exception of what is to be specially prepared. We attach hereto a few sheets on which we will be pleased to have you make a list of advertising matter desired for customers in placing their starting-in order. We would like to have you use these requests for advertising matter as a lever to get them to place their sorting up order, or opening order, *early*. If we do not have all the advertising matter that they want, we will order it at once specially prepared for them, and get it in here and ship it with the paint. However, we do not want you to make out a list of the advertising matter and send it in here without a sorting up or opening order for the paint, as this would simply mean quite a little expense to the manufacturers for advertising matter. This expense justifies a reasonable order, and if one of the dealers handling the Acme Paint has not the push and get-up to make a sorting up order at this time of the year, he will not have the push or get-up to satisfactorily and judiciously distribute the advertising matter when he gets it. We do not absolutely bar you from asking for advertising matter for these dealers, but we do not think that the dealers are justified in asking for a lot of advertising matter unless they are able to give us a good sorting up order.

"We would also call your attention to the advertising matter for the New Era High-Grade Prepared Paint. The lithographed

metal racks, the counter panorama, framed sample cards, and agency metal signs are very expensive advertising matter, and should not be distributed promiscuously without any regard to the expense that the Acme people are at in getting out this advertising matter. If a person carries a stock of mixed paints, but pays little or no attention to it, the chances are if we send him the metal agency sign, for instance, instead of putting it out on the front door, it would be shifted around in a back room, and

Prefer To Not Have It.

Orders from some of the representatives continually call for such jobbing goods as brushes, sand paper, rubbing brick, etc. even when orders from representatives in nearby territories never call for such goods. In our judgment this indicates a lack of thought of instructions given out during our late convention or else of a desire to accommodate customers regardless of our convenience. We *again* remind you that we are not properly equipped to cater for this class

of business, in fact prefer to not have it. A customer returned a piece of rubbing felt the other day, saying that it was not what he wanted. It was what he ordered, but if we tried to convince him of that fact he would get mad. The jobber had cut it to our order so they did not want it back. We will keep it as a "souvenir," but we shall refuse further orders for rubbing felt. The other lines of jobbing goods will be *cut-off* unless representatives try harder to discourage customers in giving orders for that class of goods. G. B. P.

Now that we are discontinuing all second-grade goods, would it not be a good idea to add to our line a first-class interior paint. I should think a color card with about sixteen shades on it would be plenty large enough. You no doubt could manufacture a splendid piece of goods for interior use, only at quite a little less than it

costs you to manufacture New Era High-Grade and we could hold at about \$1.10 in gallons. I don't think such a line would interfere with the sale of New Era, and believe it would be a good thing. Of course, I mean to put your name on it. What do the rest of the boys think? F. R. D.

The minor poets are the ones
Who burn the midnight wick,
In trying to swing verses when
They'd oughter swing a pick.

Stock of Stands on Hand.

Rapid Seller.....	80
Bristol	150
SALES TO DATE R. S. Bristol	
C. W. Hacket Hardware Co.....	3

Salesmen's Contributions

to Employees' Library.

I have been requested to receive contributions from salesmen for the purpose of buying books for Employees' Library, and will cheerfully do so. Money received by me for this purpose will be spent in a lump sum for the best selections and greatest number of works possible. A complete list of books purchased will be published as well as names of contributors and amount received from each.

From fifty cents to one dollar each will secure enough books to make a creditable showing, and I am sure, an acceptable addition to the library, and shall ask those intending to contribute to this fund to do so at once, sending me an order on the accounting department for the amount they wish to contribute, same to be charged to their account.

Yours truly,

T. W. CONNOR.

he might not be able to find it, and if we sent him a counter panorama, instead of setting it out and calling attention to it, and using it judiciously, he would probably take it home to the children. The Acme people are the most liberal advertisers and get out the most up-to-date advertising of any paint house, and any customer that handles the paint and pushes it is entitled to all the advertising that he can judiciously use, and that kind of a customer generally does use his advertising matter in a judicious way.

"Keep these thoughts before you in getting out the advertising matter and soliciting orders for paints, and we think it will be to the benefit of all of us."

Our Special Representative, H. H. Halladay.

They say that he's a bute
When he dons his brand new suit,
And altho' his trousers pinch,
On his he'll keep his cluck.

Our special representative to the jobbing trade left here this morning headed for Baltimore, and if he arrives as I sent him off, Mr. Davies will not recognize him. First, his elegant moustache disappeared here, last eve; then I parted his hair in the middle, took him over to a second-hand Jew shop, got him inside a tight fitting pair of spring trousers, the kind Billy Baxter speaks of in one of his books as "I am yours for \$1.98." Last, but not least, a necktie that would make a good running mate for No. 36 New Era.

After sizing himself up he was about ready to throw the whole outfit in the air, remarking that before this change the jobbers thought him "easy money," and therefore did not protect himself, and would buy a car of New Era before he realized it. Now the jobber on seeing such a swell chap enter his office would immediately prepare for strong defense. Result, "car orders—nit!"

I suggest this be published in *THOUGHTS* for the purpose of identification among the boys down the line. I. D. W.

I notice your esteemed correspondent did not include Mr. I. D. Wilson or myself in "list of notorious characters on whom pressure should be brought to contribute to library." I am at a loss to know whether he considers us in still a more notorious class or such "easy money" that we do not need any pressure to be brought upon us. I am sure we would be pleased to contribute just as soon as we are advised what class we are in. I imagine we will be in a special high-grade class. If so, our contributions will be in keeping with the select class to which we belong. H. H. H.

Replying to Mr. H. H. Halladay's complaint herewith, stating that he was disappointed in not being included in the list of "notorious characters" in the Rogue's Gallery, and calling attention to the fact that Mr. I. D. Wilson was also omitted, I beg to state that same was intentional, inasmuch as we wished to put these gentlemen in a special class in this week's edition. We therefore request that, owing to their particular standing and their reputation as students, they contribute several volumes to the library, by return mail, and we extend them our thanks in advance. A. S. D.

Where is that traveler of ours who said he had no trouble in inserting new leaves in catalogue? Let me at him. Where does he expect to go when he dies? In the dry color drying room, I guess. A. R. K.

A "New Era" Salesman's Dream.

I dreamed a dream the other night,
And I guess perhaps it's only right
That those who in the scenes did play
Should know the facts without delay.

Saint Peter sat in solemn state
Outside the Golden City's gate
Wondering why so few applied
For his consent to go inside.
When in the distance he espied
A "bunch" that towards him quickly hied,
And straightway Peter sized them up
As those who try to work a bluff.

If from appearances you can tell,
That crowd will surely go in—
Was Peter's thought as on they came,
And when they stopped he thought the same.

A minute's whispered consultation,
And a speaker took his station,
With easy manner he said, "good day!"
And saluted the Saint in most winning way.

Upon his face he wore a smile;
His head was adorned with silken tile;
He said from good ways he'd never slid,
And the rest did just "like Kelly did."

Saint Peter said it wouldn't go,
And that his answer must be "no."
For, as a sample of the lot,
They all must go where it is hot.

Then Dan stepped out and took a turn—
Said he didn't want to burn,
He never, never had told a lie,
Quoth Peter: "That lass weighed very high."

McCauley said it wasn't fair
That all suffer for the guilty pair,
His record was both clean and good;
He always did as mortals should.

Then Wilson said his little say—
His deeds would stand the light of day,
But Peter only gave reply:
"No 'skate' can find a place on high."

Halladay, in his brand new clothes,
Said the right way he'd always chose;
But was told it would be rude
To exclude from — such a handsome dude.

Frank Dougall, with his sunny smile,
Didn't come within a mile
Of convincing Pete that he would do,
And had no show of getting through.

Hart sung his plea in Peter's ear,
In strains both sweet and clear;
He sung until his throat was sore,
But Pete would not unlock the door.

All the boys then in turn-a-bout
Tried hard to thaw old Peter out,
And at last 'twas with spirits low
They realized it wouldn't go.

And while they stood with saddened men,
Trying to hatch up some new scheme,
The good old Saint was heard to say:
"Where's this 'bunch' from, anyway?"

Amazed beyond what we can tell,
They gave at once the well known yell:
"Who are! Who are! Who are we!!!
We represent the great Ac-me!"

We sold New Era, always pure—
The hardest test it would endure,
And when we said, 'tis best that's made,
We told the truth to all the trade.

Peter banged wide open the door,
"Why didn't you say so long before?
The man who sells that brand of Paint
Is always fit to be a Saint."

Then I awakened with a jump
As on the door I heard a thump,
And the bell boy sweetly said:
"Time, sir! You'd better get out o' bed."

—A. MACHINE.

Ode To The Prodigal Son's Return.

The prodigal son went away one day
To Indianapolis where he intended to stay,
But, after a year, three months and a day
He found his portion melting away;
So with traditional promptness he returned to the fold,
And with little lamenting his story he told.
To the wife of his bosom, and friends of old,
They took him in—so the story goes—
And gave him victuals, money and clothes,
With hopes for the future and regrets for the past,
Our friend, B. E. Brown, is settled at last. F. N.

Odds and Ends.

We would like the following "Odds and Ends" disposed of quickly. Sell the entire lot, or part of the goods, at from 10 to 20 per cent. better than jobbing prices, if necessary. Be careful to explain that; price is f. o. b. Detroit, and make terms cash on delivery, if possible, and certainly not better than 30 days, net.

The lines represented have been discontinued and we wish to close them out at once.:

Wal-Klean	1/2	dozen
Renovene	27	"
Cycle Oil	1-2	"
Alpha Gold Paint	5	"
Liquid Glue	1	"

WOOD KIM VARNISH STAINS.

Bog Moss	1-6-plats
Cherry	140
Oak	178
Walnut	53
Deep Cherry	35

You can go as low as four cents an inch in order to close out promptly the following stock of brushes. They are the same character and quality exactly as the Neal's Carriage Paint goods, but larger in size:

11 dozen 2 1/2 inch brushes
10 dozen 1 inch brushes

Books For The Library From The Office Boys.

The following books, viz:

Via Crucis,
Alice of Old Vincennes,
When Knighthood was in Flower,
Monsieur Beaucaire,
Bob, Son of Battle,

are presented to the Acme White Lead and Color Works Employees' Library with the compliments of the boys in the office.

Respectfully,

A. S. DOUGALL,
R. H. STEPHENS,
C. A. SIMON,
A. D. WALLACE,
C. F. SCHUMACHER,
J. W. AUSTIN,
D. T. HENNY,
ROYAL M. NELSON,
NEIL A. LEITCH,
WM. JOY.

Discontinuing Second-Grade Goods.

I must congratulate you on the step you have taken in this respect. It is the only true course of doing business. The putting out second-grade goods is a constant source of annoyance both to consumer and manufacturer, and I wish every manufacturer of paints would do the same thing. Yet there is a disposition on the part of some dealers to handle "cheap John" goods. I, for one, am glad you have taken this stand, and I hope you will continue to stand firm in this respect. It is a great pleasure for me to work New Era High-Grade Prepared Paint. It gives one courage to call on a customer the second time and ask him of his success and he invariably tells you first-class. C. M.

New Era High-Grade Orders.

We shall hereafter record in THOUGHTS the number of orders for New Era received from each of our representatives every week. It is a record we assume that all will be interested in watching. Quantity will not be stated, simply the number of orders received, which, in addition to direct business, will include those transferred to jobbers and distributors. Orders not approved for credit will not be included:

	For week ending March 21.	Total since March 1.
A. E. Barron	4	13
R. M. Billings	10	17
H. C. Cater	2	9
Dan Davies		
Wm. P. Deegan		
F. R. Dougall	1	4
C. F. Elliott		
Roy H. Foster		
S. H. Hart	1	15
A. D. Hoagg	5	14
S. A. Hunter	5	4
R. A. Irvin	2	3
A. R. Kelly	4	8
C. F. McCauley	1	2
C. Mehlig	6	17
W. C. Neal		
J. R. Newell		2
S. J. Olson	1	5
C. F. Pulfer	4	13
M. J. Reynolds		
O. F. Richmond	1	7
F. E. Sangster	4	15
H. Scratch		2
G. R. Smith		2
H. P. Torrance		2
H. F. Whitaker	4	10
W. P. Wiggins		1
I. D. Wilson	2	6

I am anxious that all of our representatives should know the results of test recently made between Detroit Varnish Co.'s Detro-Lac and our new first-coating varnish named Davies' First-Coater. Messrs. Frank Neal, T. W. Connor, and Frank Gutenberg, our foreman finisher, and myself, made the test, and I herewith give our opinions: We took Detro-Lac, as on a similar test last winter, and conceded it was by far the best goods we found

in a lot of seven, including Meyer & Lowenstein's Emerite; Emil Colman & Co.'s Lacozote; Berry Bros. Granitum; Murphy Varnish Co.'s First-Coater; Glidden Varnish Co.'s First-Coater, and Tousey Varnish Co.'s First-Coater. The points to be decided were: First, the body; second, working properties; third, drying properties; fourth, sanding properties. Our unanimous opinion was that Davies' First-Coater excelled in first, but could see no difference in the other three points. We certainly have an excellent first-coater now, and all the boys should push it. H. V. D.

Names Suggested for New Varnishes.

Pai-Co.	Dan Davies
New Era	C. F. Elliott
Neal's 20th Century Spar Varnish	
Neal's 20th Century Interior Spar Varnish	A. E. Barron
Brilliantine	H. V. Deming
The New Century Finish	W. C. Neal
The New Era Finish	H. H. Halladay
Neal's Transparent Enamel	S. H. Hart
Orient	W. P. Wiggins
Moro	A. R. Kelly
Radg	
Neal's	
Pan American Varnishes	R. A. Irvin
New Century Varnishes	
Neal's Crystal Finish, or Varnishes	
Zoo-Lak	C. Mehlig
Leo	R. M. Billings
We-Lik-It	
Neal's Interior Finish	T. W. Connor
Neal's Exterior Finish	
Neal's Japan Dryer	F. R. Dougall
Neal's Satin Finish	
Neal's Spar	
Neal's Brilliantine	H. V. Deming
Neal's Surface	
Neal's Japan Dryer	
Sta-There	H. F. Whitaker
Neal's Acme Finish Exterior	W. H. Connor
Neal's Acme Finish Interior	
Davies' Exterior Spar Varnish	A. D. Hoagg
Davies' Interior Spar Varnish	
Davies' No. 1 Interior Spar Finish	C. F. Pulfer
Acme	
Neal's Superior Finish	
Neal's New Era Varnish	Herman Scratch
Neal's Mirror Finish	

M. P. (Master Painters) Exterior Finish	H. N. Turner
M. P. Interior Finish	
Selvad Japan Dryer	W. C. Neal
Neal's Satin Finish	H. F. Whitaker
Neal's M. P. Exterior Finish	W. H. Connor
Neal's M. P. Interior Finish	

Our General Distributors.

California	Bohan Paint Co.,	Los Angeles
Colorado	Humphrey-Jones Merc. Co.,	Denver
Illinois	Geo. E. Watson Co.,	Chicago
	Colburn, Birks & Co.,	Peoria
Indiana	Johnson-Woodbridge Co.,	Indianapolis
Iowa	Sickels, Preston & Nutting Co.,	Davenport
	J. W. Edgerly & Co.,	Ottawa
	Hornick, Hess & More,	Sioux City
Kansas	A. B. Whiting Paint & Glass Co.,	Topeka
Louisiana	L. N. Brunswick & Co.,	New Orleans
Massachusetts	E. & F. King & Co.,	Boston
Minnesota	C. W. Hackett Hardware Co.,	St. Paul
Missouri	Gate City Roofing & Metal Co.,	Kansas City
Montana	Carder Bros.,	Butte
New York	Buffalo Glass Co.,	Buffalo
	Burhans & Black Co.,	Syracuse
	Jno. L. Thompson, Sons & Co.,	Troy
Ohio	Loew Filter & Mfg. Co.,	Cleveland
	Stein-Vogeler Drug Co.,	Cincinnati
Oklahoma Territory	Alexander Drug Co.,	Oklahoma City
Pennsylvania	Du Bois Hardware Co.,	Du Bois
	H. B. Semple & Son,	Easton
	Bard, Schlot & Co.,	Reading
Tennessee	Fitts & Wiehl,	Chattanooga
	Van Vleet-Mansfield Drug Co.,	Memphis
Texas	Greiner-Kelly Drug Co.,	Sherman
	Houston Drug Co.,	Houston
Virginia	Barber-Jennings Hdw Co.,	Lynchburg
Washington	Baum & Co.,	Spokane
West Virginia	W. H. Chapman & Sons,	Wheeling



Acme March and Two-Step.



Above plates show reduction of title and first page of music of the Acme March and Two Step, dedicated to Acme White Lead and Color Works, and composed by Adeline Moran Holderness, which will be published in sheet form and ready for distribution in about one month.

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. II.

DETROIT, MICHIGAN, MARCH 30, 1901.

NO. 25

The Ti-Ki Club.

At a meeting held at the residence of Mr. B. E. Brown, in this city, on Monday evening last (March 25th), a club, bearing the musical name appearing above this notice, was formed, as the "object" stated: "for the purpose of disseminating knowledge, stimulating eloquence, and promoting cordiality and good fellowship among its members. Those eligible for membership are the officers, managers and representatives of the Acme White Lead and Color Works. The knowledge to be disseminated will pertain particularly to those matters which interest the members most vitally—the mutual advancement of their own and the best interests of the Company, which they naturally feel, are identical. The stimulation of eloquence is something of which the originators at least keenly feel the need, and as one of the conditions of membership is that each member present shall deliver a five-minute address at every meeting, it will be a case of "do or die." The promotion of good fellowship, we believe is a feature that is already so well established as to be considered simply as a reminder of existing conditions.

The significance of the name "Ti-Ki" can only be learned by becoming a member, or upon the deepest researches into Maori mythology. The following are charter members: B. E. Brown, R. S. Brown, T. W. Connor, S. H. Hart, F. A. Neal, G. B. Pulfer, A. M. Woodward.

The following officers were elected: President, A. M. Woodward; vice-president, T. W. Connor; secretary-treasurer, F. A. Neal.

No expense is attached to becoming a member, as there is no initiation fee and no dues. The only expense is the amount necessary to pay for "cover" at the supper which will be a feature of each meeting. It has, however, been decided to purchase pins with appropriate design, at a cost, probably, of two or three dollars. The meetings occur on the last Saturday in each month, and all members are expected to be present, or provide a paper to be read.

A topic for discussion will be provided for each meeting; that for the first, which

occurs in April, being "Co-operation of Representatives." It is hoped that all our representatives will send in their applications promptly, as in addition to the "good times," the exchange of ideas will benefit all. At Convention time this winter a "spread" is suggested at which our friends might be invited, that would dwell with us as a pleasant memory in the years that "are to be."

Who Started It, and Why?

This bard, approached by friends who besought Him to tell why our salesmen wrote verses for THOUGHTS. "Well, really," said I, "I'm not given to letters. Nor do I pretend to know more than my betters. But with THOUGHTS on this matter I see it so clearly. That one of our "Drums" who we all love so dearly. Who, when he expands his bland sunny smile. And with hands in his pockets he jingles his pile. His thoughts are poetic, his soul soars on high. And when he "gets loose" it's bad verses or die. But, to be fair to the critter, we'll admit he's a wonder. And likely, too soon, to make another such blunder. But if this sweet (?) poet writes for this week's edition He surely must ask of St. Peter, admission. Or else we'll agree that we can't find his mate. And right here and now "dub" him "Acme Poet Laureate." —A HAS-DEEN.

Representatives are requested to promptly receipt and return the blanks which we send with remittances for expenses or salary. Duplicates of those blanks are kept on the cashier's desk awaiting return of original, but owing to the fact that some of the men are very neglectful about returning same promptly, the cashier is frequently at a loss to know whether the remittances have reached you or not. We have an example now of a remittance sent out on March 13, and the salesman claims he did not receive it, and yet, owing to the somewhat general neglect to return the acknowledgments promptly, the cashier did not want to write the man about the matter. We shall take occasion to remind the salesmen who neglect to return the receipts promptly hereafter, at the same time, we think there should be no necessity for such letters from us.

C. B. P.

Mr. A. R. K. inquires for the traveler who had no trouble inserting new leaves in catalogue. I had absolutely no trouble, and it did not take me five minutes to do it either, and assure you I was much surprised to see how quickly it can be done. W. C. N.



Acme Plug Hat Club.

The "P. S." part of the following communication has decided us to start a "Plug Hat Club."

ALUMINUM ENAMEL.

There is a wonderful demand for our Aluminum Enamel. Every hardware store in the country want some. Now is the time to place Neal's Aluminum Enamel with every jobbing dealer in the United States. What a field Mr. Halladay has before him! Every jobber in the country—that is the hardware jobbers—want it, and no one has offered it to them yet. All the boys should go after this trade hard and get Neal's started before it is too late. In a short time there will be more Aluminum Enamel sold than you are selling now of your White Enamel. Yours truly,

A. E. BARRON.

P. S.—Now is the time for you to offer another prize package for the man that starts the most new customers. A. E. B.

We shall offer you from time to time, as awards to winners in competitive work, a "silk tile." No one will be debarred from competing, not even if he has had one before. Mr. Kelly is the only member of the club up-to-date and we strongly urge the boys to see that he does not get more hats than he can wear, or "corner the market" on membership in the club.

In accordance with Mr. Barron's suggestion, the next competition will be in sales of Neal's Aluminum Enamel. The representative selling the largest amount of these goods by June 15 will therefore get the next hat.

The standing of each man will be shown by number every week, but amount in dollars and cents will be given when asked for. Competition opens with orders received on April 1st and closes with orders received up to 4 p. m., of Saturday, June 15.

A. E. Barron	
R. M. Billings	
H. C. Cater	
Dan Davies	
Wm. F.	
F. R.	
C. F.	
Roy H. Foster	
H. H. Halladay	
S. H. Hart	
A. D. Hoagg	
S. A. Hunter	

R. A. Irvin.....
A. R. Kelly.....
C. F. McCauley.....
C. Mehlig.....
J. H. Milne.....
W. C. Neal.....
J. R. Newell.....
S. J. Olson.....
C. F. Puffer.....
M. J. Reynolds.....
O. F. Richmond.....
F. B. Sangster.....
H. Scratch.....
G. R. Smith.....
H. F. Whitaker.....
W. P. Wiggins.....
I. D. Wilson.....

First Blood for the Panorama Signs.

When I was talking to a representative of a manufacturing concern of this city, last Monday afternoon, he noticed one of our panorama signs standing in the office. He told me that when he was calling upon Mr. F. E. Burkhardt, of Bay City, one of his customers came in the store and stated that he wanted to paint his house, but did not know what shades he wanted. Mr. Burkhardt immediately started whirling the panorama with a biographical effect before the customer's eyes, and as a result, sold him a nice little order for "New Era." The customer stated it was the first time in his experience of buying paints that he had been able to form any idea of what a house would look like after it was painted. J. W. A.

"Spatters."

Spatters for month of March at hand. I think it one of the best mediums you have for information to us travelers. It contains a great many good ideas and is worth the careful consideration of us all. For my part I take great interest in reading it, and I hope it may live long and have a prosperous career.

C. M.

Stock of Stands on Hand.

Rapid Seller..... 79
Bristol..... 149
SALES TO DATE R. S. Bristol
W. P. Wiggins..... 1
O. F. Richmond..... 1
A. R. Kelly..... 1
A. D. Hoagg..... 1
Mail..... 1

Convention Edition "Spatters."

This was one of the best steps in advertising that we ever took. Everyone that received a *Spatter* speaks well of it and our mode of advertising.

H. S.

Labels.

Labels for Utility Varnishes, and Lead in one, two, three and five pounds are to hand. Those for Globe and American Leads are handsome.

D. D.

New Era High-Grade Orders.

We shall hereafter record in THOUGHTS the number of orders for New Era received from each of our representatives every week. It is a record we assume that all will be interested in watching. Quantity will not be stated, simply the number of orders received, which, in addition to direct business, will include those transferred to jobbers and distributors. Orders not approved for credit will not be included:

	For week ending March 26.	Total since March 1.
A. E. Barron	5	18
R. M. Billings	3	20
H. C. Cater	1	10
Don Davies		
Wm. F. R.	1	5
C. F.	2	6
Roy H. Foster		
S. H. Hart	2	17
A. D. Hoagg	14	28
S. A. Hunter	1	5
R. A. Irvin	3	6
A. R. Kelly	1	4
C. F. McCauley	1	3
C. Mehlig	2	19
J. H. Milne		
W. C. Neal		2
J. R. Newell		6
S. J. Olson	1	14
C. F. Puffer	3	1
M. J. Reynolds	1	3
O. F. Richmond	2	1
F. B. Sangster	4	10
H. Scratch	3	9
G. R. Smith	1	3
H. P. Torrance	2	4
H. F. Whitaker	4	14
W. P. Wiggins	2	3
I. D. Wilson	6	12

Names Suggested for New Varnishes.

Pat-Co.....	Dan Davies
New Era.....	C. F. Elliott
Neal's 20th Century Spar Varnish	
Neal's 20th Century Interior Spar Varnish	A. E. Barron
Brilliantine.....	H. V. Deming
The New Century Finish	W. C. Neal
The New Era Finish	
Neal's Transparent Enamel	H. H. Halladay
Orient.....	S. H. Hart
Moro.....	
Badger State.....	W. P. Wiggins
Neal's Adamantine Interior Finish	
Neal's Adamantine Exterior Finish	Alf. R. Kelly
Pan American Varnishes	
New Century Varnishes	R. A. Irvin
Neal's Crystal Finish, or Varnishes	
Zoo-Lak.....	C. Mehlig
Leo.....	
We-Lik-It.....	R. M. Billings
Neal's Interior Finish	
Neal's Exterior Finish	T. W. Connor
Neal's Japan Dryer	
Neal's Satin Finish.....	F. R. Dougall
Neal's Spar	
Neal's Brilliantine	H. V. Deming
Neal's Surfacer	
Neal's Japan Dryer	
Sta-There.....	H. F. Whitaker
Neal's Acme Finish Exterior	
Neal's Acme Finish Interior	W. H. Connor
Davies' Exterior Spar Varnish	
Davies' Interior Spar Varnish	A. D. Hoagg
Davies' No. 1 Interior Spar Finish	
Acme.....	C. F. Puffer
Neal's Superior Finish	
Neal's New Era Varnish	Herman Scratch
Neal's Mirror Finish	
M. P. (Master Painters) Exterior Finish	
M. P. " " Interior Finish	H. N. Turner
Seivard Japan Dryer	
Neal's Satin Finish.....	W. C. Neal
Nun-XI.....	H. F. Whitaker
Neal's M. P. Exterior Finish	
Neal's M. P. Interior Finish	W. H. Connor
Neal's Interior Elastic	
Neal's Exterior Elastic	H. C. Cater

Odds and Ends.

We would like the following "Odds and Ends" disposed of quickly. Sell the entire lot, or part of the goods, at from 10 to 20 per cent. better than jobbing prices, if necessary. Be careful to explain that price is f. o. b. Detroit, and make terms cash on delivery, if possible, and certainly not better than 30 days, net.

The lines represented have been discontinued and we wish to close them out at once:

Wal-Klean.....	3/4 dozen
Renovene.....	27 "
Cycle Oil.....	3 1-2 "
Alpha Gold Paint.....	80 "

WOOD RIM VARNISH STAINS 1-6-pints

Bog Moss.....	145
Cherry.....	58
Oak.....	178
Walnut.....	63
Deep Cherry.....	35

You can go as low as four cents an inch in order to close out promptly the following stock of brushes. They are the same character and quality exactly as the Neal's Carriage Paint goods, but larger in size:

10 1/2 dozen 2 1/2 inch brushes
10 1/2 dozen 3 inch brushes

Our General Distributors.

California	Bolan Paint Co.,	Los Angeles
Colorado	Humphrey-Jones Merc. Co.,	Denver
Illinois	Geo. E. Watson Co.,	Chicago
	Colburn, Birks & Co.,	Peoria
Indiana	Johnson-Woodbridge Co.,	Indianapolis
Iowa	Sickels, Preston & Nutting Co.,	Davenport
	J. W. Egerly & Co.,	Ottumwa
	Hornick, Hess & More,	Sioux City
Kansas	A. B. Whiting Paint & Glass Co.,	Topeka
Louisiana	L. N. Brunswick & Co.,	New Orleans
Massachusetts	E. & F. King & Co.,	Boston
Minnesota	C. W. Hackett Hardware Co.,	St. Paul
Missouri	Gate City Roofing & Metal Co.,	Kansas City
Montana	Carder Bros.,	Butte
New York	Buffalo Glass Co.,	Buffalo
	Burbans & Black Co.,	Syracuse
	Jno. L. Thompson, Sons & Co.,	Troy
Ohio	Loew F. & M. Co.,	Cleveland
	Stein-V. Co.,	Cincinnati
	Norton Co.,	Toledo
Oklahoma Territory	Alexander Drug Co.,	Oklahoma City
Pennsylvania	Du Bois Hardware Co.,	Du Bois
	H. B. Semple & Son,	Easton
	Bard, Schlott & Co.,	Reading
	Phelps-Straw & Co.,	Wilkes Barre
Tennessee	Fitts & Wiehl,	Chattanooga
	Van Vleet-Mansfield Drug Co.,	Memphis
Texas	Greiner-Kelly Drug Co.,	Sherman
	Houston Drug Co.,	Houston
Virginia	Barker-Jennings Hdw Co.,	Lynchburg
Washington	Baum & Co.,	Spokane
West Virginia	W. H. Chapman & Sons,	Wheeling

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. II.

DETROIT, MICHIGAN, APRIL 6, 1901.

NO. 26

Cresoline Shingle Stains.

Following is the first page of booklet which accompanies each set of shingle stain samples:



These samples will be mailed to all parties making inquiries regarding the goods, as well as those to whom we quote prices or solicit for business.

In addition to these sets of mailing samples, we have prepared display signs, the back ground of which is a large unfinished shingle 15x24½ inches, on which are fastened nine small shingles, each 2½x5½ inches. The sign is supported by an easel back. These can be offered with all orders for six gallons or more, in addition to the small sets of samples, that will be supplied as generously as size of order or conditions warrant.

We have an elegant line of goods in Cresoline Shingle Stains and we trust our representatives will get back of it to the best of their ability, as shingle stains are constantly growing in popularity, and we want our share, *at least*, of the business. Set of samples is sent to you this week.

We Would Like to Know About This.

We were told by one of our representatives recently that the Sherwin-Williams Co. had reduced the size of their gallon pail and were now offering a can 6¼x6¼ inches. We wish all our representatives would investigate carefully and advise if this change has actually been made.

Notifying Jobbers.

Keep reminding your jobbers continually of the chances you learn of where their representatives "have a good show" for getting business on our line of goods. Where you have interested a prospective purchaser to the extent of having him say he will order from his jobber, don't consider your work done until you notify the jobber to that effect, and, if possible, write to the salesman who calls on your prospective.

Backing Up Our Distributors and Jobbers.

No doubt our representatives recall the talks at the Convention on this subject. It was conceded by all to be a most important factor in building up business. Now is the time to make your strongest effort in this direction. The season of the greatest demand for our goods is right at hand. The more frequently the jobbers are reminded of the fact that there is a wide-spread and general demand for the line, the better for us. We shall, during the next two months, send many thousands of cards advertising the "Rapid-Sellers" to lists of jobbers' customers that the jobbers themselves have furnished us. They will undoubtedly incite inquiries, and if in addition to those the jobbers themselves receive, you keep constantly reminding them of opportunities to do business in the goods by means of the special cards with which you are provided, it cannot fail to result in securing their hearty co-operation and in rounding up a large volume of trade. Send them all the business you can and "get next" to their representatives by giving them orders to send to their houses. It is worth a great effort on your part to have all the jobbers' representatives in your territory working in your interest. They can easily double the sales from your territory if you go after their help right.



This cut appears on the hundreds of thousands of cards and other literature regarding our "Rapid-Sellers" that we are constantly sending the trade. We are also inserting it, as rapidly as possible, in such advertising space as we use in jobbers' catalogues.

Halladay is Safe So Far.

Noticing in *Thoughts* of the 23rd, I. D. W.'s account of the departure of our special representative to the jobbing trade, Mr. H. H. Halladay, I wish to say I had the pleasure of meeting him in Savannah, Ga., but he had turned so good looking since I last met him, by the reason of a clean shave and a new suit of clothes, I did not recognize him until he informed me who he was. He had just arrived from Baltimore, via Atlantic ocean, and in consequence was looking out of sight. He left for Jacksonville, Fla., and I hope he will land back to Detroit in due time, having made lots of customers for New Era and other of our goods, but I would not be at all surprised to learn that some fair and pretty southern damsel had stolen him.

C. F. M.

LATER NEWS OF HALLADAY.

I met Mr. Halladay here (Montgomery, Ala.) yesterday, and was very glad to get acquainted with him. He gave me some very valuable information on some subjects that I was not quite clear on, and feel that I will be able to handle our line of goods with more confidence than in the past. F. B. S.

New Era High-Grade Orders.

We shall hereafter record in THOUGHTS the number of orders for New Era received from each of our representatives every week. It is a record we assume that all will be interested in watching. Quantity will not be stated, simply the number of orders received, which, in addition to direct business, will include those transferred to jobbers and distributors. Orders not approved for credit will not be included:

	For week ending April 4.	Total since March 1.
A. E. Barron	3	21
R. M. Billings		20
H. C. Cater	3	13
Dan Davies		
Wm. P. Deegan		
F. R. Dougall		5
C. F. Elliott	4	10
Roy H. Foster		
R. S. Gebhart		
S. H. Hart	5	22
A. D. Hoagg	9	37
S. A. Hunter	2	7
R. A. Irwin	2	8
A. R. Kelly	2	17
C. F. McCauley	1	4
C. Mehlig	4	23
J. H. Milne	1	1
W. C. Neal	1	1
J. R. Newell	1	1
S. J. Olson	3	9
C. F. Pulfer	2	12
M. J. Reynolds	1	2
O. F. Richmond	2	5
F. B. Sangster	3	22
H. Scratch	3	12
G. R. Smith	1	4
H. P. Torrance	4	17
H. F. Whitaker	1	5
W. P. Wiggins	2	5
I. D. Wilson	1	13

[Our representatives carried cans with brushes as described by O. F. R. for years, but the custom was discontinued evidently because requests for these outfits ceased. We stand ready to furnish them to any of our salesmen who want them but do not care to furnish with goods to customers.]

I noted a few days ago a scheme which the manufacturers of Campbell's Varnish Stains have of showing their goods to consumers. In each assorted order they include a regulation half-pint can with large screw cap. Attached to the cap is a varnish brush, so that it enables a dealer to simply unscrew the top, use some of the stain, and screw same back. The dealer told me that it was the best means of selling the stain he had ever seen. I have been wondering if we could not do the same thing. Each of the boys could carry a sample this way very easily, and I am sure it would increase their sales on Davies' Varnish Stains. O. F. R.

DETROIT, MICH., March 30, 1902.

MR. M. J. REYNOLDS.

Dear Sir—Are you using these cards regularly? They will help to get your jobber interested. You ought to send out several every day, but don't send them unless you have a real inquiry that the jobber can follow up. Yours truly,

Doc. Woodward.

I certainly am, and I know of several instances where same have done good.

M. J. R.

I was very much pleased to receive a card calling attention to the quality of our Davies' Varnish Stains. I believe these goods to be as near perfection in the stain line as New Era is in the paint line. Buy it! Use it! You are sure to like it! C. F. E.

A. R. K.'s Article in "Thoughts."

You may tell Kelly that it was "Wixie" who claimed to not have any trouble in inserting new leaves in catalogue, and that I can still say the same. Think if we could meet at the Russell House I would be able to show him how it was done. I. D. W.

New Line of Inside Paint.

I believe a line of inside paints would be a good thing, but I would suggest that it be put in the same colors and labels as the Acme Household Paints. I find that our jobbing trade think our line too extensive now and if we push Acme Household I believe it is all that is required. I would like to know what our other representatives think. C. F. E.

Stock of Stands on Hand.

Rapid Seller	71
Bristol	149
SALES TO DATE R. S. Bristol	
H. P. Torrance	1
H. F. Whitaker	1
A. D. Hoagg	3
W. P. Wiggins	1
O. F. Richmond	1
A. R. Kelly	1
Mail	3

Odds and Ends.

We would like the following "Odds and Ends" disposed of quickly. Sell the entire lot, or part of the goods, at from 10 to 20 per cent. better than jobbing prices, if necessary. Be careful to explain that price is f. o. b. Detroit, and make terms cash on delivery, if possible, and certainly not better than 30 days. net.

The lines represented have been discontinued and we wish to close them out at once:

Wal-Klean	34	dozen
Renovene	27	"
Cycle Oil	13-12	"
Alpha Gold Paint	78	"

WOOD RIM VARNISH STAINS		1-6 pints
Bog Moss	146	
Cherry	58	
Oak	178	
Walnut	63	
Deep Cherry	35	

You can go as low as four cents an inch in order to close out promptly the following stock of brushes. They are the same character and quality exactly as the Neal's Carriage Paint goods, but larger in size:

9 1/4 dozen 1 1/2-inch brushes
9 1/2 dozen 1-inch brushes



Acme Plug Hat Club.

Sales of Neal's Aluminum Enamel from April 1st to June 15th, Inclusive.

The numbers opposite names designate the standing of each representative based upon value of goods sold:

A. E. Barron	1
R. M. Billings	0
H. C. Cater	0
Dan Davies	0
Wm. P. Deegan	0
F. R. Dougall	0
C. F. Elliott	0
Roy H. Foster	0
R. S. Gebhart	0
H. H. Halladay	0
S. H. Hart	0
A. D. Hoagg	0
S. A. Hunter	0
R. A. Irwin	0
A. R. Kelly	0
C. F. McCauley	0
C. Mehlig	0
J. H. Milne	0
W. C. Neal	0
J. R. Newell	0
S. J. Olson	0
C. F. Pulfer	0
M. J. Reynolds	0
O. F. Richmond	0
F. B. Sangster	0
H. Scratch	0
G. R. Smith	0
H. F. Whitaker	0
W. P. Wiggins	0
I. D. Wilson	0

Names Suggested for New Varnishes.

Pat-Co	Dan Davies
New Era	C. F. Elliott
Neal's 20th Century Spar Varnish	A. E. Barron
Brilliantine	H. V. Deming
The New Century Finish	W. C. Neal
The New Era Finish	H. H. Halladay
Neal's Transparent Enamel	S. H. Hart
Moro	W. P. Wiggins
Badger State	Alf. R. Kelly
Neal's Adamantine Interior Finish	R. A. Irwin
Neal's Adamantine Exterior Finish	C. F. Pulfer
Pan American Varnishes	C. Mehlig
New Century Varnishes	R. M. Billings
Neal's Crystal Finish, or Varnishes	T. W. Connor
Zoo-Lak	F. R. Dougall
Leo	H. F. Whitaker
Wc-Lik-It	W. H. Connor
Neal's Interior Finish	A. D. Hoagg
Neal's Exterior Finish	C. F. Elliott
Neal's Japan Dryer	Herman Scrsch
Neal's Satin Finish	M. P. (Master Painters) Exterior Finish
Neal's Spar	M. P. Interior Finish
Neal's Brilliantine	H. N. Turner
Neal's Surfacor	W. C. Neal
Neal's Japan Dryer	H. F. Whitaker
Neal's Thene	W. H. Connor
Neal's Acme Finish Interior	W. P. Wiggins
Davies' Exterior Spar Varnish	H. V. Deming
Davies' Interior Spar Varnish	A. E. Barron
Davies' No. 1 Interior Spar Finish	C. F. Elliott
Acme	H. H. Halladay
Neal's Superior Finish	S. H. Hart
Neal's New Era Varnish	W. C. Neal
Neal's Mirror Finish	H. F. Whitaker
M. P. (Master Painters) Exterior Finish	W. H. Connor
M. P. Interior Finish	H. C. Cater
Seivad Japan Dryer	C. Mehlig
Neal's Satin Finish	C. F. Elliott
Neal's Japan Dryer	
Neal's M. P. Exterior Finish	
Neal's M. P. Interior Finish	
Neal's Interior Elastic	
Neal's Exterior Elastic	
Zonoz	
Citdale	

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. II.

DETROIT, MICHIGAN, APRIL 13, 1901.

NO. 27

First Meeting of The Ti-Ki Club.

The first meeting of the Ti-Ki will be held on Saturday evening, May 4th, instead of the last Saturday in April, as previously announced. The change has been considered advisable so as to insure as large an attendance at the initial meeting as possible. The Secretary would be glad to have the names of all our representatives who have not as yet signified their intention of becoming members, and a blank application form is sent in connection with this issue of THOUGHTS for their convenience. It will be remembered that no expense whatever is attached to becoming a member, so far as dues or initiation fee is concerned, although later a membership pin, at a low cost, will be indulged in. The whole expense is represented in cost of cover at supper, to be given once a month, and applies only to those who attend, or who may be in Detroit and fail to be present, and will not exceed \$1.00 per plate. It is expected that matters discussed in the five-minute-talks at the meetings will afford both pleasure and profit to all members, whether present or absent, as a synopsis of the proceedings will be sent to all who are unable to attend, but the prime object to be gained is the "keeping together" of its members and the promotion of good fellowship that comes from a thorough understanding between those who are engaged in a common cause, and which must be benefitted by united action, and in turn be of benefit to the participants. The meetings will be neither stiff nor formal, there will be a place for both sense and nonsense.

The newspapers state that all tin can manufacturers have gone into the tin can trust, which, in connection with the fact that tin plate is controlled by the billion dollar trust, will mean an advance in the price of tin cans of at least 25 per cent. Perhaps our representatives can vaguely realize what this will mean to us, and by endeavoring to strictly maintain prices, aid us in preparing for the blow that it is confidently stated will come without delay.

Mr. A. R. Kelly has sent in the first order for Cresoline Shingle Stains—it was a good one too.

What Do You Think of This!!!

We received the following postal card recently, which you will note is dated March 29:

Add to order: _____, March 29, 1901.
1 doz. Carriage Blue, qts.
1 doz. Carriage Blue, pts.
Yours truly,

Two days later the order referred to in postal card was received from our representative, Mr. _____, and was accompanied by the following letter:

March 31, 1901.
The above people say we are again getting very slow in making shipments. Push them out as quickly as possible, as in this case it takes long enough to get the goods here. They say it always takes at least three weeks to get any goods from us and that they have lots of goods coming right from Detroit which come in two weeks. *Now try and make more prompt shipments.*
Yours truly,

When we read that urgent letter on prompt shipments (received two days after customer had sent in addition to order) we could not refrain from exclaiming in the words of Dan, the fisherman, "wouldn't that kill you!"

To calmly send in an order, after holding it several days, and deliberately write urging us to do everything in our power to overcome a supposed failing on our part as regards giving orders prompt attention, simply paralyzes us, and we bow in silent admiration to the man with nerve of steel who so calmly urges us to do better and forgets his own failings.

Adding a Line of Goods for Finishing Store Fronts.

In response to Bulletin No. 59, concerning the advisability of adding a line of goods for finishing store fronts, we received advices from our representatives as follows:

In favor of adding 9
Opposed to adding 19

In view of above showing we have decided not to add the line.

Salesmen's Contributions to Employees' Library.

There are a few (only) who have not placed themselves on record in regard to this proposition, and as it may be an oversight on their part, will keep the list open until Saturday, May 4th. T. W. C.

Something for Our Representatives to Think About—and Act Upon.

Of course our salesmen are interested in knowing how our business is progressing, and if any improvement is noticeable over 1900. We are happy to state that the improvement is good, and for the months of January, February and March averages an increase of 28 per cent. This is phenomenal and is fully as much, if not more, than we had expected.

It is generally considered that a well established and prosperous business like ours may naturally expect to increase their volume, say 10 per cent. Any excess over that is unusual, so it can be concluded that our increase is unusual, especially when it is considered that our prices were advanced and have been well maintained. All this goes to show that the high standard of quality we have established is having its effect, and as the fact becomes more generally recognized that our lines are the standard for originality in specialties and quality in staples, we can expect a still greater volume of increase. And right here we want to urge full co-operation from our salesmen to the end that we may, by the suggestions and criticisms from you, better our product, if that be possible. Suggestions also as to how we may improve the appearance or attractiveness will be thankfully received and carefully considered and adopted, where practical.

Mr. Kelly won the plug hat for the largest sales of Michigan Seal Lead. Who will sell the most Aluminum Enamel and tie Mr. Kelly? Then about New Era High-Grade Prepared Paint—who is going to occupy the seat of honor at the right hand of the chairman, at the next convention of salesmen, for creating the most new agencies from April 1st to the calling the convention to order? Don't you want to tell your trade next season that you were the man who did it? Here is a chance for the infants—by that we mean our young salesmen; and boys, let us tell you right here, some of the infants are pretty close to the top, and if they keep up the gait they are likely to win. Here is another thought—each of our men, we presume, "has a hobby." You think you have particular ability to sell some one-parti-

cular line of goods. Let each man select his particular line and write us that he expects to sell the greatest amount in dollars of that particular item. It's likely some of you will say Neal's Carriage Paints, others Neal's Enamels, others Davies' Varnish Stain, and so on. We will group you all into classes and keep a record of the number of orders and make mention of the fact in convention number of *Spatters*, probably with photos. This will all help to make you more popular with your trade: you can also tell the trade from now on that you are out to make a record—every few cans count, and the trade will, probably good naturedly, try and help you out. All these little things will help swell the volume of our business and your sales, besides it will give us lots to talk about at the next convention. For a certain amount of good always comes out of these special efforts and friendly rivalries, they always lead to something of a more definite character. It also serves to bring the boys closer together, and is in keeping with the spirit of co-operative work we are trying to carry on. We have just adopted a new motto for our workers. Its "take hold and lift," let us all do it with a will.

What is your specialty? Are you going to be a top notcher when the next convention assembles? Of course you are. Send in your challenge.

From The Accounting Department.

We had two instances reported lately where letters from accounting department to customers had caused some friction and annoyance. In one instance the representative claimed that he lost a large order, and in the other case the representative stated that he had very nearly lost the trade of an old and valued customer. We want to thank those two representatives for notifying us so promptly, and thoroughly covering the facts in those cases. We cannot afford to lose any trade, neither can we afford to send out any letters that may appear discourteous or impertinent. Letters are invariably dictated with the best of intentions and with no desire to ruffle or stir up the trade. At the same time, it may occasionally happen that through correspondence being unhappily worded, customers may take offense, and when the salesman calls for an order, will simply turn him down without any explanation. It is our desire to co-operate with the representatives in every way possible, looking towards the getting of new trade and the holding of customers, and furthermore, it is our sincere desire that all correspondence from this house shall be uniformly courteous and business-like. The representatives will, therefore, always feel at liberty to write us when they notice anything that does not appear to be just right, so that by such criticism or comments this department of our business may attain a high standard of efficiency in correspondence. C. B. P.



Acme Plug Hat Club.

Sales of Neal's Aluminum Enamel from April 1st to June 15th, inclusive.

The numbers opposite names designate the standing of each representative based upon value of goods sold:

F. R. Dougall	1
A. E. Barron	2
C. F. Pulfer	3
R. A. Irvin	4
H. F. Whitaker	5
O. F. Richmond	6
Dan Davies	7
W. C. Neal	8
A. D. Hoagg	9
A. R. Kelly	10
G. R. Smith	11
W. H. Connor	12
R. M. Billings	13
H. C. Cater	14
Wm. P. Deegan	15
C. F. Fillion	16
Roy H. Foster	17
R. S. Gebhart	18
H. H. Halladay	19
S. H. Hart	20
S. A. Hunter	21
C. F. McCauley	22
C. Mehlig	23
J. H. Milne	24
J. R. Newell	25
S. J. Olson	26
M. J. Reynolds	27
F. B. Sangster	28
H. Scratch	29
W. P. Wiggins	30
I. D. Wilson	31

Mr. Halladay's Arrival in Louisville, Ky.

The *one and only* H. H. Halladay arrived in this town last Sunday night, and was mistaken at Seelbach's Hotel for the manager of the Big Four railroad. He wears a face like the opening of a new Sunday school and his clothes resemble greatly those worn by Count Boni Castellane. I would suggest that he be recognized hereafter as "the count." C. F. E.

Silk Hat.

I am in receipt of Mr. Woodward's very kind letter of March 7, 1901, and thank you for your congratulation. I will defer getting the hat until my return to San Francisco, as were I to go through this country with that appendage upon my head, I would soon be a subject for the coroner. A. R. K.

The Ti-Ki Club.

Minutes, etc., of above club to hand, and I would certainly like to put in my application to join same. I think the club will be a great success, especially in helping to bring the different representatives in closer touch with each other. W. P. W.

New Era High-Grade Orders.

We shall hereafter record in *THOUGHTS* the number of orders for New Era received from each of our representatives every week. It is a record we assume that all will be interested in watching. Quantity will not be stated, simply the number of orders received, which, in addition to direct business, will include those transferred to jobbers and distributors. Orders not approved for credit will not be included:

	For week ending April 11.	Total since March 1.
A. E. Barron		21
R. M. Billings	2	22
H. C. Cater	1	14
Dan Davies	1	1
Wm. F. P.	4	15
E. R. I.	10	11
C. F.	1	
Roy H. Foster		
R. S. Gebhart		
S. H. Hart	2	20
A. D. Hoagg	7	30
S. A. Hunter	2	10
R. A. Irvin	3	12
A. R. Kelly	2	10
C. F. McCauley	1	4
C. Mehlig	2	25
J. H. Milne	1	4
W. C. Neal	3	4
J. R. Newell	1	1
S. J. Olson	2	11
C. F. Pulfer	1	10
M. J. Reynolds	1	3
O. F. Richmond	7	6
F. B. Sangster	3	25
H. Scratch	2	12
G. R. Smith	2	6
H. P. Torrance	2	6
H. F. Whitaker	1	17
W. P. Wiggins	1	5
I. D. Wilson	3	16

New Era High-Grade Prepared Paint.

Mr. J. W. Walburn, of Silver Lake, Ind., painted a house last summer for Solomon Weaver, at Rose Hill, Ind., and says it is the best paint he ever used, and helped me sell a bill to Stout & Son. He says there are at least a dozen of Weaver's neighbors who are going to have New Era put on their houses this season, and have come and inquired of him what brand it was and if he would paint their house with it and where they could get it. And some of them would hardly believe him when he told them he had done the house with only two coats, as it had not been painted in seventeen years, and besides being perfectly bare, was in very bad condition. And he says he can thank New Era for at least a dozen good jobs of painting. W. C. N.

Stock of Stands on Hand.

	Rapid Seller	Bristol
	65	149
SALES TO DATE		
H. P. Torrance	1	
H. F. Whitaker	1	
A. D. Hoagg	3	1
W. P. Wiggins	1	1
O. F. Richmond	1	
A. R. Kelly	4	
W. P. Deegan	1	
Mail	5	

1901

*I hereby offer my application for membership
in the Ti-Ki Club.*

S

Signed

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. II.

DETROIT, MICHIGAN, APRIL 20, 1901.

NO. 28

"Our Own Kelly" as a Lecturer.

The following communication to Mr. Kelly from the Montana Agricultural College, of Bozeman, is explanatory. We wish we could be there to hear him, and possibly help out the students with our own yell.

No doubt he will arouse enthusiasm and cause a batch of salesmen to be graduated instead of farmers:

MR. ALFRED R. KELLY,

Acme White Lead and Color Works,
Detroit, Mich.

My dear Mr. Kelly—When I reached Bozeman, after the holidays, I found that President Reid was ill in California, and in the somewhat disordered condition in which I found things, it was impossible for me to write you with any definiteness, an invitation to address our students. Now President Reid has returned and authorizes me to ask you kindly to notify us when you are expecting to be in Bozeman again and, if possible, we shall ask you to speak to our students on the openings for young men in commercial traveling, the personal qualifications required, and the best training and preparation for such work. While we should be glad to offer you remuneration for a half hour's address on these subjects, we have no fund for the purpose and can only hope that if it can be arranged you will be willing to give our students a little insight, which will be very valuable to them, into a business of which they hear and see very little in school. If sometime before you reach here next, you will drop a note, either to President James Reid or to myself, telling us just when you will be here and where we can reach you by letter or telegram, we shall esteem it a favor.

I received a copy, by your kindness, of *Shatters* and greatly enjoyed reading it, especially the secretary's account of the evolution of the co-operative system in the Acme Works. I shall always be interested in the progress of the system, and think it very significant that really benevolent methods of factory management promise also to be financially remunerative. I hope the Acme Company will give wide currency to these experiments and results, and I am certain that there are multitudes of college men like myself who will be interested the more in your company because of its high business standards, and generous treatment of its employees.

Very sincerely yours,
W. F. BREWER.

Mr. Frank Pulver submitted for examination a sample of what is called Standard Turpentine Shellac, made by Standard Varnish Co., of New York. An examination of this article reveals the fact that the name is misleading. There is neither shellac nor turpentine in its composition. It is nothing more nor less than a liquid wood filler with a mineral base. The gum being rosin and the vehicle naphtha with a small trace of linseed oil. In other words it corresponds with many cheap liquid wood fillers on the market.

Acme March and Two-Step.

We are sending each of our representatives three copies of the above piece of music. Show to the trade, and if copies are requested, send us names and addresses and we shall be pleased to mail them.

Guess That's So.

A reporter of *THOUGHTS* ran across the following editorial in the *Detroit Evening News* of the 17th inst., and is hoping that the forecast outlined therein will be proven true, as in that event we shall have the pleasure of "keeping our eye" on the methods that will be employed to inject new life in the "anaemic organization" referred to. We think he will "take hold and lift":

"The *News* is pleased to learn that preliminary conferences seem to have decided upon Mr. Thomas Neal as the next president of the Chamber of Commerce. We are not at all sure that Mr. Neal or any other man can inject enough red blood into the veins of that anaemic organization to make it healthy; but we feel sure that, if anybody can do it, Mr. Neal is the man. He is all the time doing things out at the Acme White Lead Works, where he is one of the controlling spirits, and he doesn't do much talking about it either. When he gets an idea—and he gets one every time there is a full moon. If not a good deal oftener—he just goes ahead and puts it into operation. He has even been known to inaugurate an important and radical policy without having so much as one banquet over it. He has managed to imbue the company's employees with a most unusual spirit of interest and loyalty, and is trying some social and economic experiments that are well worth watching. The selection of such a man is a most encouraging sign, and may mean a new era for the C. of C., an era, perhaps, of something more than eating and resolving."

I wish to say that any of the boys that cut their mustache off and are disappointed in their looks after doing so, should not blame me, for I had no idea that what I said about Halladay would cause any of you to be dissatisfied with your personal appearance, but it seems that there is one who was foolish enough to think that by cutting his mustache off he would be as fine a looking chap as H. H. H. I won't say how he looks or what his wife and daughter said to him when he went home in that way, but will say that there is only one Halladay, so there is no use in sacrificing a nice mustache, not knowing what the result will be to your looks "and at your home." I. D. W.

It develops that Mr. Reynolds is the man referred to in above communication from Mr. Wilson. Mr. Halladay has returned to Detroit and we advise our other representatives not to follow his example. We don't like the effect.

This is The Way Our Credit Department Apologizes.

DETROIT, MICH., April 6, 1901.

MESSRS. C. A. STUCK & SONS,

Jonesboro, Ark.

Gentlemen:—Referring to recent call of our Mr. Wiggins and his failure to receive your esteemed orders, it would appear from the report made by Mr. Wiggins that you were somewhat incensed at the way we wrote you a short time since concerning a little difference in freight equalization.

The writer has taken occasion to look up all correspondence and feels that you have just cause for criticizing us in regard to our action concerning the small balance. You probably have had experience in your own business with people in the office who are over-zealous in trying to look after your interests in other words, they would do things that would lose a good customer simply to collect or save an insignificant amount. It is our aim to handle all such matters from a liberal standpoint, trying to always have due regard, of course, for what is right, and fair for both parties. When your letter of January 10th was received the writer made a pencil notation on it. We send you the letter herewith so you may note same. The reason the notation was made was because your letter would seem to indicate that you thought you had been bothered enough about the small difference and the writer wished to have the facts laid before him, so that he could adjust the matter to your satisfaction. Through carelessness, no attention was paid to that letter was written you on January 17th, never have been sent at all.

These facts before you, because now-a-days it is hard to place these facts before you, without losing them farther, we were firm to take up our line of goods more extensively. You no doubt appreciate the quality of our product, as well as the liberal and high grade advertising we do, and with a progressive salesman to look after your trade, we had hoped to open an agency with you that would have been satisfactory to all concerned.

We would like to leave an opportunity of bidding on your next order, and assure you that if same is received, you will have no cause for complaint of our treatment in the future. Trusting you will favor us and thanking you for past favors, we remain,

Very truly yours,
ACME WHITE LEAD AND COLOR WORKS.

On arriving at Reading, Pa., I had the pleasure of meeting Mr. Frank Dougall, who very kindly introduced me to our distributors, Messrs. Bard-Schlott & Co., and as far as I have gone, am very much enthused over the prospects for placing New Era High-Grade and all specialties in considerable quantity. Am pleased to be numbered one of the family of the Acme White Lead and Color Works, and can shout as loud as any of our boys—

"Who are?
Who are?
Who are we?!"

We represent the great Ac-me.
P-A-I-N-T—Paint. R. S. G.

All salesmen are requested to co-operate in securing the information asked for below. Size and weight of a gallon can of outside white of the following brands of paint:

F. W. Devoe & C. T. Reynolds Co., "Queen Bee."
Eureka Elastic Paint Co., "Eureka Elastic."
Rubber Paint Co., "Rubber Paint."
H. M. Hooker Co., Chicago.
Lincoln Paint and Color Co., "Absolutely Pure."
Stearns Paint Manufacturing Co., "Pyramid."

Evolution of The Paint Trade.

But who can paint
Like Nature?
Can imagination boast
Amid its gay creations
Hues like hers?
—Thomson.

A short time ago a hardware traveler, in one of the western towns of Ontario, going into a store, addressed the proprietor as follows:

"Hallo, Mr. Cuttacks, I see you are right into the 'canned goods' business."

"Yes," replied Mr. C., "in the olden times I used to buy a casket of dry white lead, a barrel of yellow ochre, ultramarine blue by the box and varnish by the barrel, now I purchase almost every item suitable for my trade in small tins ready for use. Talking about varnish, last year a meek-looking man with a 'frontispiece' as gentle as Mary's proverbial lamb, came in and asked me for a pint of the best furniture varnish in his own can. 'Tom' had gone to dinner and 'Joe' was in the iron house. I went to the cellar to draw the varnish and when there heard footsteps overhead. Fearing that all was not right, I rushed up to find the individual had disappeared, and with him, all the money in the till and some Roger jack knives. 'Again in haste,' Mr. Cuttacks sadly added, "I forgot to turn the tap in the varnish barrel; in the afternoon I discovered that the cellar was covered with a coat of my beautiful furniture varnish. No more bulk goods for me!"—*William H. Evans, in Canadian Hardware.*

New Era High-Grade Prepared Paint.

I, for one, am glad to note that the Acme people are putting their men all on record as to selling and making new customers on New Era High-Grade Prepared Paint; this is an important point and I think the stand is well taken, this will show each week just what each representative is doing in the way of securing and maintaining new and old customers. While my record may be found wanting in number each week, my plan in working my territory may be somewhat different than others. When I establish a new customer I invariably turn that new customer over to the hardware representative of the jobber who I am working in connection with, I don't make any effort to secure these customers' spring orders. I instruct the hardware boys to secure this class of orders, by so doing I get their good will and co-operation and better results follow, while I am looking up new business. Yet each week I keep close track of each man's record and note the progress made by each salesman. I hope that our firm will make other lines a special feature. It is a grand good idea and I think will make each salesman take more interest in our specialties. A line

that has no equal in the market and should have special attention. I, for one, find them an easy line to sell. The superior quality, lithograph label and patent top can making an attractive package, with an abundance of attractive printed matter, and lower prices make them easy to sell. C. M.

New Era High-Grade Orders.

We shall hereafter record in THOUGHTS the number of orders for New Era received from each of our representatives every week. It is a record we assume that all will be interested in watching. Quantity will not be stated, simply the number of orders received, which, in addition to direct business, will include those transferred to jobbers and distributors. Orders not approved for credit will not be included:

	For week ending April 18.	Total since March 1.
A. E. Barron	6	27
R. M. Billings	3	25
H. C. Cater	4	18
Dan Davies	3	3
Wm. F.	2	3
F. R.	6	21
C. F.	3	14
Roy H. Foster	7	7
R. S. Gebhart	8	37
S. H. Hart	7	46
A. D. Hoagg	3	13
S. A. Hunter	3	20
R. A. Irvin	4	21
A. R. Kelly	4	4
C. F. McCauley	5	30
C. Mehlig	4	8
J. H. Milne	4	8
W. C. Neal	2	5
J. R. Newell	6	17
S. J. Olson	8	27
C. F. Pulfer	1	4
M. J. Reynolds	2	8
O. F. Richmond	7	12
F. B. Sangster	2	8
H. Scratch	1	6
G. R. Smith	1	18
H. P. Torrance	5	5
H. F. Whitaker	3	19
W. P. Wiggins		
I. D. Wilson		

Odds and Ends.

We would like the following "Odds and Ends" disposed of quickly. Sell the entire lot, or part of the goods, at from 10 to 20 per cent. better than jobbing prices, if necessary. Be careful to explain that price is f. o. b. Detroit, and make terms cash on delivery, if possible, and certainly not better than 30 days, net.

The lines represented have been discontinued and we wish to close them out at once:

Wal-Klean	3/4	dozen
Renovene	27	"
Cycle Oil	11-12	"
Alpha Gold Paint	78	"
WOOD RIM VARNISH STAINS 1-6-pints		
Bog Moss	745	
Cherry	58	
Oak	178	
Walnut	63	
Deep Cherry	35	

You can go as low as four cents an inch in order to close out promptly the following stock of brushes. They are the same character and quality exactly as the Neal's Carriage Paint goods, but larger in size:

9 1/4 dozen 2 1/2 inch brushes
9 1/2 dozen 3 -inch brushes



Acme Plug Hat Club.

Sales of Neal's Aluminum Enamel from April 1st to June 15th, inclusive.

The numbers opposite names designate the standing of each representative based upon value of goods sold:

W. C. Neal	1
F. R. Dougall	2
A. E. Barron	3
G. R. Smith	4
C. F. Pulfer	5
C. Mehlig	6
H. F. Whitaker	7
R. A. Irvin	8
O. F. Richmond	9
Dan Davies	10
A. D. Hoagg	11
H. C. Cater	12
A. R. Kelly	13
H. P. Torrance	14
C. F. Elliott	15
W. H. Connor	16
R. M. Billings	17
Wm. P. Deegan	18
Roy H. Foster	19
R. S. Gebhart	20
H. H. Halladay	21
S. H. Hart	22
S. A. Hunter	23
C. F. McCauley	24
J. H. Milne	25
J. R. Newell	26
S. J. Olson	27
M. J. Reynolds	28
F. B. Sangster	29
H. Scratch	30
W. P. Wiggins	31
I. D. Wilson	32

In Regard to Aluminum Enamel.

A happy thought to Mr. Barron for this suggestion. No doubt but that Mr. Barron must have a corner on this commodity in his territory and that he wants to play even on Mr. Kelly in the silk hat business. I for one won't be able to compete for this prize as there is very little sold in this part of the country. I hope Mr. Barron will win this hat, and to see him and Mr. Kelly march into our next convention hall, locked arms, and each one with hat in hand taking front seats, and we shall expect of each one of them a speech or a song, and the next thing in order will be hand shaking and congratulations.

C. M.

Stock of Stands on Hand.

Rapid Seller	64
Bristol	148
SALES TO DATE R. S. Bristol	
H. P. Torrance	1
H. F. Whitaker	1
A. D. Hoagg	1
W. P. Wiggins	1
O. F. Richmond	1
A. R. Kelly	7
W. P. Deegan	1
Mail	5

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. II.

DETROIT, MICHIGAN, APRIL 27, 1901.

NO. 29

Ti-Ki Club Membership.

Up to date of this issue the following have been elected members of the Ti-Ki or have sent in their applications:

A. E. Barron.	Thomas Neal.
R. M. Billings.	W. C. Neal.
B. E. Brown.	J. R. Newell.
R. S. Brown.	S. J. Olson.
T. W. Connor.	C. F. Puffer.
Dar. Davies.	G. B. Puffer.
W. L. Davies.	M. J. Reynolds.
H. V. Deming.	O. F. Richmond.
F. R. Dougall.	F. B. Sangster.
C. F. Elliott.	Geo. R. Smith.
Robt. Gebhart.	M. Taylor.
H. H. Halladay.	H. P. Torrance.
S. H. Hart.	H. F. Whitaker.
A. D. Hoag.	A. E. F. White.
S. A. Hunter.	H. K. White.
Robt. A. Irvin.	W. P. Wiggins.
J. H. Milne.	I. D. Wilson.
A. F. Neal.	A. M. Woodward.

We hope that all the boys who have not so far sent in their names for membership, will do so without delay, as it would be particularly gratifying to know that our corps of representatives, without a single exception, were with us in this movement.

A. M. Woodward, President.
T. W. Connor, Vice-President.
A. F. Neal, Secretary-Treasurer.

The Price of B. P. S. Paint.

The Patterson-Sargent Co. are making a price of \$1.20 in ones, white and ordinary colors for their B. P. S. paint. While their action may tend to unsettle the market somewhat, we know of no other manufacturers who have reduced prices. Rumors have reached us that the Sherwin-Williams Co. had met the B. P. S. price, but we place no reliance on these reports, as statements have not been verified.

B. P. S. price, as you probably know, is f. o. b. Cleveland, Chicago or New York City.

We shall maintain present price on New Era, as we cannot stand a reduction based upon cost of quality we are furnishing, and judging by the demand for "absolutely pure" goods, which has resulted in a volume of business far in excess of last year, we feel confident that this is the class of goods consumers want, and that they are willing to pay as reasonable a price as we have been asking.

FLEMINGTON, Mo., April 11, 1901.

Your Furniture Varnish and Hard Oil Finish is fine. My wife has all the old furniture on the place looking like new.

Yours truly,
W. F. EMORY.

We are constantly receiving complaints from customers on account of our charging the advance price on vermilion and carmine red, Neal's Carriage Paints. They stating that our salesman took the order and said nothing about an advance on these colors. They sometimes claim that our salesman agreed to ship Neal's Carriage Paints at same price as last year, and when he had not bought since last spring before the advance went into effect, this would mean that you had agreed to put in all colors at same price. We wish you would make a point of telling the trade, on every occasion, that vermilion and carmine red carriage paint are higher in price. Don't take it for granted that they know this, because they *do not* in every case, and we have abundant proof of this fact every day.

Following is one of the responses received to a recent circular regarding Devil's Red, sent to the railroad trade:

DETROIT, MICH., April 18, 1901.
Mine dear Mister Neal.—I had received already yet your letter what you sent me by Mr. White, and I had readed it over carefully. I don't know why de devil you send me a leader what says ind printed types dot you got now a fast kolor what is red and make yet a red man stand there mit a cheese knives in his rite hands and mit his finger by the left hand point yet by the red signs where it says once, "Devil's Red."

You make a speech by dot leader in, and say it takes you years to make such a red things and dot it was made by a new basis on. Well, dots alright, ain't it? I sponse me dot the old basis was broke yet and you hat to get a new one, don't it? It isdens like it.

You make lots of large klaims by that new basis haint. It is may be so yet, how I know, you kant broof it by me, koss I tried it not yet. Of you sent yet a sample I will dry it on the Gufenor Regley monument wonst, and if you like it I will haf Toney Weiler sed it on your desk already by the Shampfer of Cummers.

LITTLE WILLIE STRAUSS.

We are willing to send "Little Willie" a sample on condition that he tests it as indicated in his letter, and know that the result would be a permanently bright object of beauty that would attract and impress the thousands who view our Campus Martius daily.

This is "Wixie's" Plan.

This is a copy of letter I have just sent to Thompson's men. I am after the seat:

TROY, N. Y., April 16, 1901.

MR. GEO. R. GINN, Utica, N. Y.
Dear George.—The Company have just notified us that the man getting the most New Era agencies between April 1st and the time of our convention will occupy the seat of honor at the right of the chairman. "Your uncle wants it," therefore, I will give a Dunlap to the one that helps me get the most High-Grade agencies during that time. Are you in the race?
Yours, I. D. W.

Trade Arguments.

BY A. E. BARRON.

[We are pleased to announce that Mr. Barron has consented to write a number of articles under the caption noted above, and know that they will prove of more than ordinary interest to our representatives, especially to those who are "starters" in gaining experience on the road.]

Every representative on the road should have a good argument ready for all objections a prospective customer might have, as to why he should not handle New Era High-Grade Prepared Paint. I shall give you a few of the objections I have met with, and my answer to them.

Mr. Customer says he never handled paint and has no call for it. The drug stores have always handled it, and the people are in the habit of going there, and again he does not want to cut into the drug store line.

Answer: "Do not think me rude in asking you this question, 'what are you in business for, your health or the money you wish to make?' Now, as you are not in business for your health, but in business to make all the money you can. Do you not think you should handle the lines that legitimately belong to the hardware business. You must realize what amount of competition you have, even if you are the only hardware in the town. Just look at the amount of goods the people in this town and surrounding country send away for, every year, to the catalogue houses. This you cannot stop very well, but to be an up-to-date business house you will find it necessary to handle a complete line of hardware and building material in all its branches.

"The paint belongs to the building material and is just as necessary to the house as the nails, locks and window glass. The customers you sell hardware to want paint. Do not drive this business away. Go after it and get all you can of it, and at the end of the year you will find you are much richer, you are looked upon as a progressive business man, and you run an up-to-date store, and, sir, just think of it! If you handle paint it will not be necessary for you to increase your expenses one cent; you have room enough to handle it, you have help enough and everything in splendid shape. This is certainly a case, getting something for nothing.

Continued on other side.

"You certainly show a brotherly spirit when you do not want to cut into the drug man's line: but, sir, it is not the drug man's line, but the hardware! It is a line that belongs to you, a line you should have been handling for years. Do not fail to recognize the fact, sir, that your own family should be taken into consideration, and the brotherly love you are bestowing on the drug man should be transferred to your family's pleasure."

TO BE CONTINUED.

What Difference is There Between Gear Primer and Filler and Body Primer and Filler?

I enclose you some questions from Mr. Kelly on system, etc., which I have carefully answered. It strikes me that some of the boys may wish some light on this same subject, and I respectfully suggest that you publish the questions and answers in THOUGHTS: B. E. B.

"There is a very great difference. Our Gear Primer has entirely *too much pigment* in it to use on bodies, in fact, it will not answer at all, and our Body Primer for gears will not answer, as it is *too thin* and has not enough *pigment* in it to help fill the grain of the wood. Gear primer must have filling properties as the wood is "hickory" and very open grained. Bodies are of white wood or poplar and need no filling from the priming coat. The primer is simply for the protection of the wood and is very elastic and penetrating so as to shed the water and keep the grain from raising when the body is rubbed out of filler with brick and water.

"Gear filler is very elastic—while body filler is more of the nature of rough stuff—dries hard and quickly. One could not get a surface at all, or a body, with gear filler; could not rub it with rubbing brick or lump pumice as it is too elastic and would roll up or clog the brick or stone, while body filler would fill the grain in fine shape on gears or wheels; but it is not elastic enough for this purpose and would crack or chip off after very little usage. Hence, it is important that these goods should only be used as their names imply.

WHEREIN DOES GEAR FILLER AND GEAR FILLER AND COLOR DIFFER?

Gear filler differs from our gear filler and color as follows: Our gear filler black, deep red, light red, and yellow is simply a ground work for gear colors, Roc-Varnos, solid rubbings, etc., while our Gear Filler, green or ivory black, is in itself a color as well as a filler, or, in other words, it is a combination of filler and color. If you were to put clear varnish over our black Gear Filler it would look like dark lead, while if you placed clear varnish over our ivory black gear filler you would have a black job same as if

it had been colored with black in japan or our Roc-Varno black, etc. This applies to green filler as well as ivory black gear filler. The above two being all we present in the combination fillers. In gear colors we present all the reds, blues and yellows shown in our coach color book. These are very similar to japan colors, are in semi-paste form, but are slow drying and elastic, and carry out the system of elasticity from start to finish.

WHAT IS THE DIFFERENCE BETWEEN ROC-VARNO AND SOLID RUBBING COLOR-VARNISH.

Solid Rubbing Color-Varnish is a better grade than Roc-Varno, a trifle slower in drying, has considerable more body and lustre, in fact is a superior quality and should always bring a better price than Roc-Varno.

Who Will Occupy The Seat of Honor?

Who will have the seat of honor? Now, that is something I would like, and might say right here that you can enter me in the High-Grade class, for, of course, being on a new territory, I am more than anxious to get High-Grade in, so if I have a hobby, I guess I would call it that. I fully understand that I am getting in very fast company when I enter the High-Grade race, but will say that should I be able to get to the three-quarter pole I will give some one a horse race to the finish. Trusting I may have speed enough to carry me the mile. I D. W.

They Are Pleased.

COLUMBUS, O., April 17, 1901.

We are pleased to state that we have this day received the goods which we ordered and we are well pleased with the appearance of the packages, and wish to express our sincere thanks for your liberal supply of advertising material.

We are now checking the goods and hope to be able to give you another small order within a few days.

Respectfully yours,

THE CENTRAL SUPPLY CO.,
By C. E. Truesdell.

With your permission I would like to ask a question through the columns of your valuable paper. Some time since we were initiated into the mystic "herd of buffalos," and, as I understand it is a very growing organization, over the entire United States, I have only wondered, and now ask, if the other representatives of the Acme Company are becoming members. R. M. B.

[Mr. Billings: The Acme representatives are all joining the Ti-Ki.]

Stock of Stands on Hand.

Rapid Seller	60
Bristol	148
SALES TO DATE	
H. P. T.	1
H. F. W.	1
A. D. I.	1
W. P. W.	1
O. F. F.	1
A. R. Kelly	1
W. P. Deegan	1
Dan Davies	1
R. A. Irvin	1
Mail	6



Acme Plug Hat Club.

Sales of Neal's Aluminum Enamel from April 1st to June 15th, inclusive.

The numbers opposite names designate the standing of each representative based upon value of goods sold:

W. C. Neal	1
F. R. Dougall	2
G. R. Smith	3
A. E. Barron	4
C. F. Puffer	5
H. J. A.	7
A.	8
Dan Davies	9
R. A. Irvin	10
O. F. Richmond	11
A. R. Kelly	12
H. C. Cater	13
C. F. Elliott	14
W. P. Wiggins	15
F. B. C.	16
H. P.	17
S. H.	18
W. H. Connor	19
S. A. Hunter	20
I. D.	21
Wm.	22
R. M.	0
R. S. Gebhart	0
H. H. Halladay	0
J. H. Milne	0
J. R. Newell	0
S. J. Olson	0
M. J. Reynolds	0

Globe Lead packages look very good since new label has been added. S. J. O.

New Era High-Grade Orders.

We shall hereafter record in THOUGHTS the number of orders for New Era received from each of our representatives every week. It is a record we assume that all will be interested in watching. Quantity will not be stated, simply the number of orders received, which, in addition to direct business, will include those transferred to jobbers and distributors. Orders not approved for credit will not be included:

	For week ending April 25.	Total since March 1.
A. E. Barron	4	31
R. M. Billings	4	20
H. C. Cater	1	10
Dan Davies	1	4
Wm. F.	4	3
F. R.	4	25
C. F.	5	19
Roy H. Foster	2	2
R. S. Gebhart	7	14
S. H. Hart	10	47
A. D. Hoagg	4	50
S. A. Hunter	0	10
R. A.	4	24
A. R.	3	25
C. F.	3	4
J.	2	32
W.	1	11
J. R. Newell	2	5
S. J. Olson	5	22
C. F. Puffer	5	32
M. J. Reynolds	1	4
O. F. Richmond	2	10
F. B. Sangster	4	36
G. R. Smith	1	8
H. P. Torrance	1	6
H. F.	3	21
W. P.	4	9
I. D.	3	22

My hobby is New Era.

S. J. O.

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. II.

DETROIT, MICHIGAN, MAY 4, 1901.

NO. 30

Trade Arguments.

BY A. E. BARRON.

(Continued from last week)

AN OBJECTION WHY A PROSPECTIVE CUSTOMER DOES NOT WANT TO STOCK NEW ERA HIGH-GRADE PREPARED PAINT.

Mr. Customer does not take much interest in the paint line. He sells very little and wants to get out of it, as there is no money in it.

Answer: "It is your own fault if you are not selling much paint and are not making any money out of the line. You know there is lots of paint sold in your town. It is a line that belongs to your line of business.

"It is a very profitable line to handle, if you want to make it so. Would you cut the life out of your other lines, like you have done with the paint? If the paint you are handling is to blame, make a change and get a pure line. Did it ever strike you, Mr. Customer, that the paint you sell does more to advertise you than any other line you handle? You know very well, if you will just give a moment's thought, that the very people whom you sell paint are the greatest advertisers in the world. They talk about your paint and tell one another all about it. If it is good paint they advise their neighbors to buy the same kind. If the paint is poor they advise their neighbors not to buy it.

"Now, sir, just think of the amount of advertising you are getting for nothing. This advertising you would be willing to pay many dollars for, if you could buy it. I not only advertises your paint line, but your other lines as well. Now, sir, it depends on the line of paint you handle, if this free advertising you are bound to get, whether you want it or not, is going to do you good or harm.

"If your paint is pure lead, zinc and oil, and nothing else, it is a good paint. If it is not pure lead, zinc and oil it is a poor paint for you to handle, and I can tell you right here, your other lines will suffer, it will only be a short time before you notice your business falling off in other directions. All on account of the poor paint you are handling and the advertising your neighbors do for you for nothing.

"Take my advice, get in line, buy New Era High-Grade Prepared Paint, which is

made out of lead, zinc and oil and nothing else. We will assist you in advertising the fact to all your neighbors, that you now have pure paint. They will buy it, as it is just what they want. You can sell it at a good profit and I know positively that in one year from now you will have changed your mind about going out of the paint business."

TO BE CONTINUED.

Western Prosperity.

A number of banks in the grain states have been compelled to pull down their signs owing to the extraordinary prosperity of the times. A western banker explains the cause as follows: "The farmers have not only paid off their mortgages, but have to their credit substantial sums in the bank. They have stopped borrowing, and as a result the banks find it difficult to employ their funds." We wonder if many farm houses need a coat of *New Era*? If so, cannot our representatives suggest to the dealer that such an outlet for the farmers surplus funds would be a good thing for him and us, and further would do much towards helping the local bank to continue in business. *New Era* for money is an even exchange anyway, so far as we are concerned. The dealer gets the profit and the consumer the benefit.

Sales on Davies' Varnish Stains.

I think it would be a very nice thing to figure up the sales on Davies' Varnish Stains since the first of the year. This one line of goods was discussed pretty thoroughly at the convention and I think it would be nothing but right to count sales from then, as I have as well as others filled up quite a number of the good dealers on Davies' Varnish Stain, and I think I can give any one a run for his money on this line.

G. F. E.

Mr. Elliott is right. Sales on Davies' Varnish Stains have increased about 50 per cent. over what they were for the same period last year. The line is a good one in every way and only needs the proper amount of push to bring it to the front. We are glad to see the salesmen "Take Hold and Lift."

I am in favor of putting up a line of interior paint or enamel similar to Senour or Bradley & Vroman's line of interior enamels.

S. J. O.

Carrying Samples of Davies' Varnish Stains.

Your suggestion in regard to every salesman providing himself with a quart can of Davies' Varnish Stain and brush, in order to show up the goods, is a wise plan. I find Cambel's Varnish Stains are being worked in this manner by their salesmen, and they are making wonderful success, in fact are placing from two to three case lots in each town and are much higher priced goods than ours, and not any neater package than we have. I trust you may see the importance of this matter and see that each salesman is provided with an outfit that he may properly show up the goods. I know we have an up-to-date house and don't see why we can't go after the business just as hard as any other house in the country and not let it get away from us. The only thing I have to fear is that Cambel's salesman is ahead of me and has completely supplied the trade. You are at liberty to send me an outfit and I will do the best I can to show up the goods. C. M.

We have sent Mr. Mehlig an outfit for showing up D. V. S., as requested, and know that it properly used it will help make sales. We shall be glad to furnish these outfits to all our representatives upon request.

I visited a town this week where a large Odd Fellows' hall is being built. The contractor had ordered from the merchant I was trying to interest in our goods, a large lot of paint, made by one of our competitors for use upon the building, outside and in. He happened in while I was there and the merchant introduced us. The result was I came away with the order in my pocket for *New Era* at twenty-five cents per gallon more than he was to have paid for the other. I do not claim credit for special salesmanship or personal influence in the matter, as both contractor and merchant were strangers to me. A simple statement of a few facts did it. *New Era* will win every time over the whole push, if given a fair show. S. H. H.

The following clipping from a letter I received from our Kansas jobber is explanatory and shows that they know a good thing when they see it: "New Era orders are coming faster than we can fill them and we are very anxious for the next car, which we think will be here the latter part of the week, and should put us in first class shape for a little while." O. F. R.

Paint Business Drifting from the Drug Trade.

I suppose you are aware that the paint business is gradually drifting out of the jobbing drug companies hands. I call on all this class of trade in Chicago, Milwaukee, St. Paul and Minneapolis, and how often I am told by some one of them, that they are not selling much paint, and they want to close it out, etc. Now, from my standpoint, this is a very serious state of affairs for the Acme Company. There is no reason in the world why such a condition should exist. I know the retail drug stores are also drifting out of the paint business, that is natural. Now what you will have to do, and do it at once, is to educate the drug salesmen to call on the hardware stores for their paint business. There are many of the drug salesmen that do this now, and the houses they represent are pleased with the paint business and would not think of going out of it. A. E. B.

(Mr. Barron's remarks are right to the point and his suggestion in regard to educating the drug salesmen to call on the hardware trade is one that should not be overlooked by our representatives, particularly those who are working closely with the jobbing trade and depending largely upon their assistance to work up a satisfactory volume of business.)

Good!

Mr. W. R. Appleton, our agent here in El Dorado, Ark., took me driving in his buggy to-day and showed me the houses painted with New Era High-Grade since September 1st, 1900. There were twenty-seven of them and ranged in size from three rooms to fourteen rooms. Our competitor here handles S. W. Co.'s paint, and we counted three painted with their paint. We have certainly got the paint trade in this town where we want it. He has sold three bills in past two weeks in surrounding towns, all on account of the good appearance El Dorado presents when you are in it, all due to New Era High-Grade. Mr. Appleton is in the paint business right and you can't sell him anything but New Era High-Grade, "and that's a fact." W. P. W.

Interior Paint.

I think we should have a line of cheaper interior paint, put up in half-gallons, quarts and three-quarter pints only. It might be made on the same colors as Acme Household Paint. Mr. F. Shiley, of Reading, Mich., asked me for an article of this kind this spring and would not take our Adamant on account of the label and price. He wanted something cheap and put up in a neat package. I agree with Mr. Elliot that a second line of cheap interior paint would be a good thing. C. F. P.

Good For You, Mr. Hoagg.

DAVENPORT, IA., April 22, 1901.
I found in one or two places in Edgerly & Co.'s territory where our varnishes had been sold to certain customers by myself, and in reordering either from their representative or by mail they got Standard Varnish Co.'s varnish. I wrote J. W. Edgerly & Co. two letters about the matter, saying I objected to this manner of handling the trade and they wanted me to particularize, which I refused to do, as I wanted all their representatives to understand I did not want to have this done, and you will see Mr. Harper has so instructed his representatives which makes it unnecessary to say anything more on the subject. I simply send you this so that you may know I have been looking after our end of the string.

Respectfully,

A. D. HOAGG.

MR. HARPER'S INSTRUCTIONS TO HIS SALESMEN.

April 9, 1901.

SALESMEN:—Mr. Hoagg in going around over the territory this spring, and pushing Acme paint, has run across a few things that he does not think exactly on the square. One of them is in regard to the Standard varnishes. We make some pretty strong kicks with him, and when he finds we have any weak places he commences on us. He, of course, is finding a good deal of Standard varnish on the territory, and this, of course, he considers legitimate competition, but he claims he has found where customers of ours have been handling the Acme varnishes, and that after they have handled the Acme, our salesmen (not Mr. Vogt) have urged them to use the Standard varnishes instead of the Acme. He will not say who the guilty party is. When we are handling goods on which as much work has been done for us as the Standard people and the Acme people, we should be very careful in regard to substituting; that is, if a man wants Acme goods we should not try to substitute on them, as long as the Acme people are doing as much work as they have done for us; and if a person wants the Standard Co.'s goods we should not substitute on them, as long as they have done as much work as they have for us. Keep this in mind, please, as we do not want the salesmen who are doing detail work and turning orders in to us to get sore at us. Who the guilty party is we are unable to state as Mr. Hoagg will not give up the information.

J. W. EDGERLY & CO.,

W. T. Harper, Jr., Pres.

There is a whole volume of information on the result of co-operating with your jobbers contained in the above correspondence, and we hope our representatives will thoroughly appreciate the point made by such a practical confirmation of our views on this subject.

Please Read This

Inattention to instructions heretofore given representatives cost us two telegrams during the past week. Orders taken for direct shipment to customers of jobbers and to be charged to jobbers account must be first sent to jobber for O. K. as to credit. If orders of that kind are sent to us without the jobbers approval of same, shipment of goods is not made until we ascertain that everything is satisfactory to the jobber. This point has been explained so often that we are surprised at any representatives forgetting about it. C. B. P.

The Short-Weight Keg Again.

The following article clipped from the April issue of *Drugs, Oils and Paints*, contains much food for reflection, and some very good arguments favorable to New Era High-Grade Paint:

A short time since we referred to the common practice of packing white lead in gross instead of net weight kegs, and cited figures from several investigators to illustrate the extent of the deception to which the consumer is thus made liable. Since that article was written we have investigated the matter personally, and have found that the shortage is even greater than we had been led to suppose.

For the purpose of this inquiry we caused to be purchased from a dealer in a large country town, 100 pounds of keg lead, as follows: 8—12½s, 4—25s, 2—50s. These were shipped by freight to a paint shop, and there examined by a competent painter under personal supervision. The kegs were opened one by one, the top skin removed and placed on the lid (to be weighed with the keg), and the lead then carefully scraped out into a tarred container. Each cleaned keg, with the removed skin was then weighed, and finally when all kegs of the same size had been cleaned and weighed, the lot were weighed together. The eight twelve and a half pound kegs, the four twenty-fives, and the two fifties were thus treated as separate lots, the three several "hundred weights" of lead being collected in separate containers.

Afterwards each lot of lead was broken up in a weighed quantity of oil or turpentine, and then carefully strained to remove skins and unreducible particles. The weight of the usable lead was then ascertained by subtraction. Following are the results:

	Gross wt. lbs.	Total tare lbs.	Good Lead recovered lbs.
8—12½-lb. kegs	100	21¼	78½
4—25 " "	100	17½	82½
2—50 " "	100	11½	88½

These results, calculated to show the cost per pound in full hundredweights, the price for the short hundredweight, as sold, being \$7, give the following prices:

100 lbs. net in 12½-lb. kegs	9.519¢ per lb.
100 " " 25 " "	8.750 " "
100 " " 50 " "	8.484¢ " "

It would seem that the advocates of pure paint laws might without violence to conscience, extend their benevolence just a little further in the direction of honesty and secure to the public community from this most insidious frauds—short weights and measures. Some people think that a man should be permitted to use his own judgment regarding the kind of material he adopts—that, for example, he should be permitted to wear cotton or even shoddy, rather than pure wool, if the price of those accords better with the state of his pocket-book; but all honest people are in accord upon the proposition that the yard stick with which the goods are measured off to him shall be of full length, as established by law.

If laws regulating the composition of paints are to be established in the several states, it strikes us that the paint manufacturers are singularly shortsighted if they do not see to it that full weights and measures are also required by law.

It may be urged, with some reason, that the grinders are "tarred with the same stick," that in many cases their gallons and their hundredweights are similarly short. But, as in the case of the compounded "white lead," this again is a matter of *tu quoque*; it being pretty well established, we believe that as the old corrodors were among the first to practice and the last

to profit by compounding, so they were the first to invent and are the greatest gainers by the subterfuge of the "gross weight" paint package. That this is a fact will be apparent when we remember that the grinders' products are sold largely in metal. That they are not universally so packed is largely the fault of the freight classification committee, which discriminates arbitrarily in favor of the wood package. This is a matter for the Grinders' Association and the National Paint, Oil and Varnish Association to adjust.

The more deeply we delve into the intricacies of the paint question the more forcibly appears to us the wisdom of that ancient Oriental who wrote: "As a nail sticketh close between the joinings of the stones, so doth sin stick close between buying and selling." How men of honor and honesty can do or permit to be done some of the things from which they draw profit, passes our humble understanding—which is, to be sure, only the understanding of a newspaper editor, which is again of the simplest and most elementary character, but includes the slightly shop-worn dictum: "Thou shalt not steal."

We see seventy-five pounds of paint daily sold and billed as two pounds; we see six or seven pints of paint daily sold and billed as a gallon; we see mixtures containing from four to eighteen parts in the hundred of water, sold under solemn assurance that "this paint contains no alkali water or other deleterious substance;" and so on *ad nauseam*. Is it not time that some man or body of men who have not lost the primitive conception of honesty should rise up and thunder out the command: "Thou shalt not steal?"

All this is entirely beside the question as to the quality of the paints thus sold. Benzine is probably as good as turpentine in most paints, and we may admit for the sake of argument that saponification improves the painting value of linseed oil; seventy-five pounds of white lead may be dirt cheap at \$7, and a six pint gallon of paint may be practically given away at \$1.50; but if these things be true, in God's name let us stand up and tell the truth about them. Let us stop the competition in lying and begin a competition in truth-telling. Let us cease demonstrating how poor are our neighbors' products and spend our time and energies on demonstrating the excellence of our own.

This political game of legalizing one form of fraud by outlawing another has gone far enough: If we are going to call a halt, let us call a complete halt and not place it in the power of a corrupt judge to sentence his corrupt brother. If the emulsion "pure paint" is to go, let go also the seventy-five pound hundredweight and the seven-pint gallon. Sweep the slate clean and find an honest basis on which all can stand with freedom of honorable competition on the sole ground of merit and price.

What honor or honesty is there in publicly asseverating, for instance, that zinc white spoils paint, and privately admitting that it improves it? What honor or honesty is there in announcing that none but buyers of twelve tons of a given product within a year shall be entitled to certain discounts, and then classifying every profitable consumer as a "twelve-ton buyer," regardless of his purchases? What honor or honesty is there in underselling a competitor by duping the buyer with a gerrymandered gallon?

Away with the subterfuges and evasions! let us call a spade a spade, a liar a liar and a fraud a fraud. Let us get down to the common fact that zinc white and white lead, in proper combination make, so far as the facts have been demonstrated, the best paint base producible in our present state of knowledge, and if we believe otherwise let us come boldly forth and submit to a test of merit under fair and proper conditions. Let us furthermore acknowledge, or else publicly prove otherwise, that the addition of inert pigments to this base is not ruinous, and that there may be ample reasons to justify the claim that the cheapening effected by such additions is in many instances a true economy.

What Constitutes a Pure Mixed Paint?

The following article is the substance of one published by us in 1898. As our traveling force has been enlarged somewhat since then, it was suggested that we republish it, thus giving the benefit of it to our new and younger salesmen who are looking for light on the paint subject:

There is no official standard, that is to say, the government has not set up one by law, and neither has any commercial body, but in all literature, issued by a large majority of paint makers, it will be observed that, regardless of what an analysis reveals their paint to be composed of, they emphasize the fact that white lead (carbonate of lead), zinc oxide, linseed oil and turpentine, when properly combined, are undoubtedly superior materials to use in paint, and never make any reference to the various other materials used.

Purity.—We therefore have analyzed eighty-two brands of mixed paint, including all the principal manufacturers' best qualities. The tint selected for analysis was a gray tint, and we have selected the only one that, in our judgment, approaches the nearest to perfection. The paint reveals the fact that its composition is:

60 per cent. carbonate of lead, oxide of zinc and chemically pure colors.
40 per cent. linseed oil, turpentine, oil dryer free from resin and naphtha.

The claim might be made that sulphate of lead might be substituted for carbonate of lead, and still the paint would be pure; also that carbonate of lead or zinc oxide alone could be so considered, or you might go a step further and claim that a paint made of barytes, or any other inert material alone, makes a pure paint. We are willing to admit the reasonableness of the argument, but we assert that if experience has demonstrated the fact that the foregoing analysis gives the best satisfaction to the user or paint, then any deviation or substitute must be considered in the light of an evasion at the best.

Weight.—A standard of weight must also be set up, that is to say, that the consistency of paint must be just right. The proportions of materials used must be so nicely balanced that the paint will work freely under the brush, cover properly with two coats, dry or harden properly and not blister, crack or peel off, or in other words wear well. Experience has demonstrated to our satisfaction that paint of light gray tint, made according to the above analysis, should weigh sixteen and three-quarter to seventeen pounds to the gallon. If it weighs any less, then it certainly does not represent the same money values, to say nothing of the other properties. It is a well known fact that a paint that is too thin will have a tendency to run and not cover properly.

Full Measure.—We give herewith a list of the sizes of the gallon cans used by the various manufacturers. A standard United States gallon contains 231 cubic inches. As it is not possible to fill a paint can to the top, it must be plain, in order to get into a package full measure, or a gallon of paint net measure, that the package should be enough larger to allow for this. To illustrate: A can measuring six and one-quarter inches in diameter and seven and one-half inches in height is in reality a full standard gallon and contains 231 cubic inches, but inasmuch as the manufacturer using the package cannot fill it to the top, it is manifest, that it is in reality short measure. On the other hand, a can measuring six and three-quarter inches by seven and one-quarter inches will contain 260 cubic inches, a little over a full gallon when filled to the top. So that a full gallon of paint may be put into it and leave ample room besides. It is usual to fill cans within a half-inch of the top, which applies to the paint we set up as our standard, but we have frequently found brands of paint put up in what is known as a commercial gallon, holding, if filled to the top, about seven eighths gallon, but the cans were frequently not filled within an inch of the top, so the purchaser really only got about three-quarters of

a gallon. Other manufacturers use a very large can, but as they generally only fill them within about an inch and sometimes an inch and a half from the top, the consumer is possibly deceived by the appearance, but seldom receives more than he pays for in volume.

The following table shows the various sizes of gallon cans used by mixed paint manufacturers:

		Measures In	
Diameter	Height	Cubic In.	
6	7½	212	
6¼	6½	216	
6½	6¼	224	
6¾	7½	231	
6¾	7	232	
6¾	6¾	240	
6¾	7½	240	
6¾	7½	250	
6¾	7	250	
6¾	7¼	260	
6¾	8	266	
7	7	270	

It is not the question as to purity after all, but durability, covering properties, etc., and what the real demands of the public are, regardless of ingredients or the manufacturer's individual opinion as to what makes the best paint.

Now, understand, we are not condemning other materials that we shall hereafter mention as our standard. In fact, we can frankly say that a paint composed of one-third each lead, zinc and barytes, or 60 per cent. zinc and 40 per cent. barytes, makes a most excellent paint. The test of time has proven both of these formulas superior to white lead alone for durability. Furthermore, a paint would not be injured by the use of say, not over 3 per cent. of an alkaline water, but actually improved by its use, because it will neutralize the acid action of the pigments, and improve the working properties and the consistency of a paint.

It has also been demonstrated that naphtha is a much-abused article. To illustrate this point, let us assume that a gallon of paint was made from the proper proportion of a pigment, linseed oil and dryer. Now, simply to make this flow easily, just a little turpentine or naphtha must be added: the consistency arrived at, the paint applied, and, as both naphtha and turpentine are volatile, and having served their purpose, they immediately evaporate, and that is the end of them. We admit there are some points in favor of turpentine, but we must frankly say that they are much overrated.

The foregoing is designed to give you a comprehensive idea of a few facts that it is well to know. And, now to explain to you our present attitude, we believe the point is this: What have the paint trade in their own minds determined as to what constitutes a pure paint? Admitting the possibility that something even better might be devised, if the trade have not been educated up to that standard, then until such time we believe it well to cater to an existing demand, and let the future take care of itself. If, in time, public opinion changes, then at that time, we must, as an up-to-date concern, conform to the will of the people. It was these conclusions that determined us to adopt for our New Era High-Grade Prepared Paint standard, a combination of white lead, zinc, linseed oil, turpentine dryer and white lead.

Do not overlook the fact that much of the paint on the market is put up in a short gallon about six and one-half inches high, six and one-half inches in diameter, and will hold only a scant seven-eighths of a gallon, while the weight will average only twelve to thirteen pounds. Our goods are put up in a full United States standard gallon, six and three-quarter inches in diameter and seven and three-eighths inches high. The weight of the whites is seventeen and one-quarter pounds, very light tints, sixteen and one-half pounds, dark tints, about fourteen to sixteen pounds. And, while on the matter of weights, it may be well to say to you, that the variation in the weight of the goods is to the varying specific gravity of the necessary tinting pigments. Some tints, by referring to our sample card, you will note, are nearly pure

white (these are the heavy ones), while others in which pigments (tinting colors) of a much lighter gravity than white lead and zinc are the less in weight.

We desire further to state to you that we do not wish to have you make disparaging remarks about our competitors or their products. Our position is briefly this: We assume the trade have established a standard for the present quality of mixed paints. We have adopted that standard, and offer what we firmly believe to be the best designed paint on the market today. There is no question but that white lead alone, while it has great covering capacity, makes a very poor paint, but experience has demonstrated that combined with oxide of zinc, it makes a good paint. If these two pigments are used in connection with linseed oil, turpentine dryer free from resin, and turpentine, it makes a rattling good up-to-date paint. Now, couple this with the fact that the goods are offered at a popular price, and we believe we will command the confidence, respect, and patronage of the intelligent trade who are able to discriminate. Another point that must not be lost sight of is the fact that painters cannot say one single word against its use, because they, themselves, must admit they could not design a better paint.

It is a well-established policy with us to cater to exactly what the trade demands; furthermore, to watch constantly for defects in any of our products. To this end, from time to time, the writer will be pleased to have you suggest any points that will assist us in regulating at this end.

We wish to add that we are now having analyzed nearly one hundred brands of ready mixed paints—this time outside white. The information will be ready for distribution probably about the middle of the year.

The progress we are making with New Era is highly satisfactory, and it all goes to show that the standard we have set up is the correct one, and notwithstanding the fact that the trade cannot in every instance be won over at once, the time is coming, and that soon, when the public will demand goods of a standard like ours, then the dealers will have no choice but to buy good goods.

Odds and Ends.

We would like the following "Odds and Ends" disposed of quickly. Sell the entire lot, or part of the goods, at from 10 to 20 per cent. better than jobbing prices, if necessary. Be careful to explain that price is f. o. b. Detroit, and make terms cash on delivery, if possible, and certainly not better than 30 days, net.

The lines represented have been discontinued and we wish to close them out at once:

Wal-Klean dozen
Renovene 27
Cycle Oil 21-12
Alpha Gold Paint 78

WOOD RIM VARNISH STAINS 1-6-pints
Bog Moss 146
Cherry 58
Oak 178
Walnut 63
Deep Cherry 35

You can go as low as four cents an inch in order to close out promptly the following stock of brushes. They are the same character and quality exactly as the Neal's Carriage Paint goods, but larger in size:

3 1/2 dozen 2 1/2-inch brushes
4 1/2 dozen 1-inch brushes



Acme Plug Hat Club.

Sales of Neal's Aluminum Enamel from April 1st to June 15th, Inclusive.

The numbers opposite names designate the standing of each representative based upon value of goods sold:

W. C. Neal	1
F. R. Dougall	2
A. E. Barron	3
G. R. Smith	4
C. F. Puffer	5
C. Mehlig	6
H. F. Whitaker	7
A. D. Hoagg	8
R. A. Irvin	9
A. R. Kelly	10
Dan Davies	11
O. F. Richmond	12
S. H. Hart	13
W. P. Wiggins	14
H. C. Cater	15
H. P. Torrance	16
H. H. Halladay	17
C. F. Elliott	18
F. B. Sangster	19
C. F. McCauley	20
I. D. Wilson	21
W. H. Connor	22
S. A. Hunter	23
Wm. P.	24
R. M.	25
Roy H.	26
R. S. Gebhart	27
J. H. Milne	28
J. R. Newell	29
S. J. Olson	30
M. J. Reynolds	31

New Era High-Grade Orders.

We shall hereafter record in THOUGHTS the number of orders for New Era received from each of our representatives every week. It is a record we assume that all will be interested in watching. Quantity will not be stated, simply the number of orders received, which, in addition to direct business, will include those transferred to jobbers and distributors. Orders not approved for credit will not be included:

	For week ending May 2.	Total since March 1.
A. E. Barron	9	40
R. M. Billings	6	35
H. C. Cater	3	22
Dan Davies	4	4
Wm. P.	3	3
F. R.	5	30
C. F.	1	20
Roy H. Foster	2	2
R. S. Gebhart	9	26
S. H. Hart	2	56
A. D. Hoagg	12	62
S. A. Hunter	2	21
R. A. Irvin	2	26
A. R. Kelly	2	28
C. F. McCauley	4	4
C. Mehlig	5	37
J. H. Milne	3	14
W. C. Neal	5	6
J. R. Newell	5	5
S. J. Olson	2	24
C. F. Puffer	4	30
M. J. Reynolds	1	5
O. F. Richmond	2	12
F. B. Sangster	3	30
G. R. Smith	1	9
H. P. Torrance	3	9
H. F. Whitaker	3	21
W. P. Wiggins	3	12
I. D. Wilson	2	24

Our General Distributors.

California	Boban Paint Co.,	Los Angeles
Colorado	Humphrey-Jones Merc. Co.,	Denver
Georgia	Columbus Hardware Co.,	Columbus
Illinois	Geo. E. Watson Co.,	Chicago
	Colburn, Birks & Co.,	Peoria
Indiana	Johnson-Woodbridge Co.,	Indianapolis
Iowa	Sickels, Preston & Nutting Co.,	Davenport
	J. W. Edgerly & Co.,	Ottumwa
	Hornick, Hess & Mure,	Sioux City
Kansas	A. B. Whiting Paint & Glass Co.,	Topeka
Louisiana	L. N. Brunswick & Co.,	New Orleans
Massachusetts	E. & F. King & Co.,	Boston
Minnesota	C. W. Hackett Hardware Co.,	St. Paul
Mississippi	Lee Richardson & Co.,	Vicksburg
Missouri	Gate City Roofing & Metal Co.,	Kansas City
Montana	Carder Bros.,	Butte
New York	Buffalo Glass Co.,	Buffalo
	Burhans & Black Co.,	Syracuse
	Jno. L. Thompson, Sons & Co.,	Troy
Ohio	Co.,	Cleveland
	Co.,	Cincinnati
	Co.,	Toledo
Oklahoma Territory	Alexander Drug Co.,	Oklahoma City
Oregon	F. E. Beach & Co.,	Portland
Pennsylvania	D. S. I. Co.,	Du Bois
	H. S. Co.,	Easton
	Hard, Schlot & Co.,	Reading
	Phelps-Straw & Co.,	Wilkes Barre
Tennessee	Drug Co.,	Chattanooga
		Memphis
Texas	Greiner-Kelly Drug Co.,	Sherman
	Houston Drug Co.,	Houston
Utah	G. F. Culmer & Bro.,	Salt Lake City
Virginia	Barker-Jennings Hdw Co.,	Lynchburg
Washington	Baum & Co.,	Spokane
West Virginia	W. H. Chapman & Sons,	Wheeling

Stock of Stands on Hand.

Rapid Seller	56
Bristol	148
SALES TO DATE	
H. P. Torrance	1
H. F. Whitaker	1
A. D. Hoagg	3
W. P. Wiggins	2
O. F. Richmond	1
A. R. Kelly	8
W. P. Deegan	1
Dan Davies	1
R. A. Irvin	1
J. R. Newell	1
I. D. Wilson	1
C. F. Elliott	6
Mall	1

New Leaflets.

The lot of new leaflets sent me received O. K. at Crookston, Minn. Will make change as suggested. I think we have a catalogue that is the height of perfection. It is so easy to remove an old leaflet and replace a new one. Praise to the man that adopted it. Give us some more just such good ideas.

C. M.

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. II.

DETROIT, MICHIGAN, MAY 11, 1901.

NO. 31

Trade Arguments.

BY A. E. BARRON.

(Continued from last week.)

NO. 3.

One of the reasons why a prospective customer does not want to stock New Era High-Grade Prepared Paint. Mr. Customer says he has had all the paint business he wants. He handled it for years and always lost money.

Answer: "If I were in your place, sir, I would be ashamed to admit the fact that I had made a failure of one branch of my business. You are looked upon by your neighbors as an up-to-date progressive business man. I am afraid that many of them would change their minds of your being a progressive business man, if you were to acknowledge the fact to them as you have to me, that you have not made a success of the paint business. Now, sir, it is your own fault that you did not succeed. You know there is lots of paint sold in your town. You also know the other store is selling lots of paint. They are making money out of the paint business and they would not think of giving it up.

"Now, sir, if you will listen to me for a few minutes I will outline to you our method of doing business. The quality of paint we have. The splendid system we have of advertising your paint direct to all your property owners.

"I shall promise to come to your town often and give your paint business my personal attention by looking up the houses that are going to be painted, and selling the paint for you. I can assure you, sir, that in one year from now if you handle New Era High-Grade Prepared Paint, you will be so pleased with the amount of your sales, etc., that you will feel so provoked at yourself at not having always followed the paint business up in this progressive manner.

"Now, sir, if I am not very much mistaken in you, you are a man that when you make up your mind to do a thing you will do it. Put in New Era and I will give you many dollars worth of my time, and in one year from now I can assure you that you will be enjoying the largest paint business in the town."

TO BE CONTINUED.



These goods "took hold" from the first day they were placed on the market. There seemed to be a place on the shelves of a large percentage of the dealers for an assorted case, and from the report of business we feel justified in believing that the demand will "keep on growing." They are good goods, in a convenient package, with especially attractive label and a price that meets general approval. Why shouldn't they sell?



You have an elegant line in the above, and good samples and literature to talk from. We hope to see the goods come to the front rapidly.

Showing Up Aluminum Enamel.

It has been suggested that our representatives carry sample packages of Neal's Aluminum Enamel fitted with brushes, so that they readily show up the goods. Nothing could show more convincingly the advantages of the goods than an application of same upon some shabby metal or other surface. If our men could only get at the shabby spots of a gas range or the inside of the oven it would be a demonstration that would tell volumes in favor of the line.

Sheet showing window displays received and will make good use of it. C. M.

Salesmen, Attention!

The following are two letters received from customers written upon receipt of invoices covering shipments of Neal's Enamels and Neal's Bath-Tub Enamel orders, for which were sent in direct by the salesmen. You will please note that this is the first time they had bought enamels since the advance in list prices, September 1, 1900, and they expect the old prices because our salesman said nothing to advise them of an advance since last they bought:

ESCANABA, MICH., May 2, 1901.

ACME WHITE LEAD AND COLOR WORKS,
Detroit, Mich.

Dear Sirs—On your bill of the 24th inst. you have me charged 50¢ off on the following prices:

Regular Enamel, 1/2-pt. 45¢, 1/4-pt. 25¢, net 20 3/4¢-12 1/4¢
Bath-Tub " 1/2-pt. 60¢, 1/4-pt. 35¢, net 15 1/2¢-12 1/2¢
Aluminum " 1/2-pt. 60¢, 1/4-pt. 35¢, net 15 1/2¢-12 1/2¢

Last year I bought the regular and the Bath-Tub for 35¢ and 20¢ less 40%, making them net 20¢ and 12¢. Your agent told me that he would give me 50¢ off and I expected the same list. I can buy your goods of any wholesale drug house at 20% off. I have always retailed these goods at 20¢ and 35¢ and am doing so still. If you cannot make these prices as represented I will be obliged to return them, as I cannot use them at these prices.

Yours truly,

A. ELLSWORTH, JR.

BALLINGER, TEXAS, May 2, 1901.

Dear Sirs—In your invoice of April 10 you charged for 4 pints of Bath-Tub Enamel at \$1.00, less 50%. This is more than you have been charging. Please send me credit memo, if I am right.

Respectfully,

J. Y. PEARCE.

Such letters as these are received every day regarding either enamels or Neal's Carriage Paints, bright shades. Will you make it a point to take these points up with every customer and leave literature, whether he places an order or not. He may order by mail and expect the old price, if not thoroughly posted. These letters from the house, in which we have to hold our ground, have a tendency to strain relations between our customers and ourselves, and are against your interests as well as our own.

This Is To The Point.

I think my hobby is varnish, japan, asphaltum and wood filler. Attached please find an order for a barrel of Davies' First Coater as a starter. F. R. D.

First Meeting of the Ti-Ki.

A meeting of the Ti-Ki Club to complete the organization of details was held at the Fellowship Club, on Saturday evening, May 4th. Applications for membership were received and accepted from nearly all of our representatives. The evening was a most enjoyable and profitable one to all, and the efforts of the various members indicated that they were in earnest in endeavoring to do their respective shares in the "promotion of eloquence."

Five minute talks upon the subject of "Co-operation of Representatives" were given by every member present, some of which are reproduced below. The meeting was a success in every way and gave rich promise for the development of the objects of the Club: The promotion of perfect friendship and confidence between its members, and their united action in promoting their own and the best interests of the house they represent by a comparison of ideas, criticisms and suggestions for improvement. The next meeting will be on the evening of the last Saturday in this month, and the topic for discussion, "Prompt Shipments as a Factor in Securing Business." There are undoubtedly many of the members unable to attend, but who can write an interesting five-minute article on this subject.

TI-KI TALKS ON CO-OPERATION OF REPRESENTATIVES.

BY S. H. HART.

MR. PRESIDENT AND GENTLEMEN—Co-operation means harmony of action. It is recorded in Holy Writ that the creation of man was the crowning glory of God's work; that man was made in His own image and after His own likeness, and we are taught that God is love. So pleased was the Creator with man that he made him to rule over every living thing, and with the knowledge that it was not good for man to be alone, provision was made for the rapid increase of his kind that, banded together, mankind might be the better fitted to carry out His wise purposes and to enjoy the blessings prepared for him.

We read of the perfection existing in things created by an all-wise providence, of the spheres suspended in infinite space, revolving around each other in perfect order, perfect harmony, and that at the completion of creation the morning stars sang together and all the sons of God shouted for joy. An illustration of co-operation, harmony of action.

Surely, Mr. President, it is not too much for us under such circumstances to look for a nature in man similar to and approaching that of his Creator, but is such the case? How very soon after man's creation and coming to his majority do we learn through history that in the heart of many was discovered envy, strife, jealousy, hatred and even murder. There would seem to be a mistake somewhere. That notwithstanding the fact that through the ages that are past civilizing and christianizing influences have been at work, some of us to this day apparently cut a sorry figure in our attempts to carry out the purpose for which we were created, and yet improvement plainly marks the progress of events, and while experience and education has taught us that a master mind is necessary to the conception and planning of great enterprises, it has also taught us that wisdom sufficient for the successful completion of great projects is rarely ever

lodged in the brain of one man. He must be able to call others to his aid. Some men are quick to see and wise to plan, but not good in execution. Some men who cannot plan are better fitted to carry out a plan than the man who makes it, and thus we come to see the necessity of co-operation. This is the problem upon which each and every one connected with the Acme White Lead and Color Works, and particularly the Ti-Ki Club, is, I trust, working. How to reach the highest success for the good of all is the question? This cannot be well done without harmonious action, which means co-operation each with the other, from stockholders and officers down to and including every one who is in anyway attempting to represent the interests of the company in whose success we should, *for our own good*, take the keenest interest.

I could cite you to any number of cases where I have witnessed the utter lack of co-operation upon the part of employer and employee, where all blame could not be attached to either one party, but where shortsightedness on the part of both precluded the possibility of harmonious action. I could cite you to instances where jealousy between men employed in the same line was decidedly detrimental to their usefulness. The feelings existing in those cases, I believe, have no place among us, and happy should we be that such is the case. There are so many, many ways in which we can help others and in so doing help ourselves, if the right spirit pervades our thoughts and actions.

Mr. President, I believe we little realize even now, with all the progress we have witnessed, the great possibilities there are before us. Second to only one concern in this country, the course being pursued by our company, is in my judgment, destined to do more to reconcile the differences between capital and labor and the consequent establishment of happy homes than is being done by any other institution or agency in the United States to-day. We should be proud that we are courted worthy to have a part in so important a work and that our chosen occupation, while providing homes for those we love, is also extending an influence for good to the community at large. Let us each see how well we can perform our part and how much help we may be to those associated with us.

BY R. S. BROWN.

MR. CHAIRMAN, GENTLEMEN OF THE TI-KI CLUB—The subject we have under discussion this evening is, in my estimation, both timely and of utmost importance to this organization. It is a subject upon which a great deal can be said, and much may be accomplished.

Co-operation of representatives, from my point of view, is helping each other to our own and our firm's mutual benefit, and, in my estimation, to obtain eminently and satisfactory results to all concerned, the traveling representative must work in perfect harmony with the house, or those representing the management of the house. In this respect we might well take lessons from the honey bee or ants—here truly is ideal co-operation, each striving to help the other, and all with the same object in view at all times. Again, I have seen a team of horses with a heavy load stalled, the driver using his utmost endeavors to get them started, but they will not pull together at all, they would not co-operate: when one would start to pull forward, the other would not lend his help, but instead would pull in the opposite direction. Hence, they were not in unison, not in accord, in fact, there is no co-operation between them, while on the other hand, had they pulled together in the same direction, had they co-operated, the load would have seemed lighter and they would have soon extricated the wagon and been out of the mire.

Returning to representatives. A traveling representative should always be on the alert, ever watchful of competitors, keeping his house reliably informed as to new goods, prices, etc., being careful not to take

hearsay reports, but to submit facts. Also being careful and judicious as to credit information, giving information whenever possible for the credit department's consideration.

In turn the traveling representatives should receive all possible aid from the house, or management representing his house; they giving him all possible co-operation, from that end, backing him with good goods, good advertising matter, not being too ready and willing to "jump on him," or write him savage letters at the slightest provocation, but rather to encourage him whenever it is possible to do so.

It strikes me that a certain amount of co-operation from traveling representatives among themselves is also a possibility. For instance, one man may have some information that would be of benefit to the others, or their might be some business outside his individual territory where he is personally acquainted with the buyer, or some one connected with the concern who carried considerable weight with the buyer; possibly a letter of introduction to this party given to the representative working this territory would promote an agreeable acquaintance and incidentally add the concern to our list of customers.

I am of the opinion that this Club will advance the spirit of co-operation among its members and that in fact the very spirit in which it was founded was the topic we have under discussion this evening. On these lines, each willing and anxious for the success of the other, with the one object in view—the advancement of our employers' interests—naturally and ultimately satisfactory results must be obtained, and in them our own advancement will follow, as well as that of the house we have the good fortune to represent.

BY A. M. WOODWARD.

Webster defines co-operation as "co-operating together for one end." The most convincing illustration of what successful co-operation actually means, however, is, in my opinion, the fact that co-operation is simply another form of stating the motto of our country—"E pluribus unum." Every patriotic citizen proud of his country and proud of her achievements is necessarily a firm believer in the adage that "In union is strength." If to this principle can be traced the success of a great nation, does not the principle apply equally as well to a great business institution, for after all our country is a vast business organization commanding the respect, loyalty and love of her citizens; as a business institution should command the respect, love and loyalty of its employees.

The chief difference between the manner of government of our country and the methods which regulate the policy of the average business concern lies in the fact that in the former the will of the people as a whole invariably rule, while in the latter it is customary for the proprietors and their immediate representatives to regulate the plans and policy unassisted by the rank and file.

True, co-operation is the spirit which invites all interested in an enterprise to contribute towards the success of same, not only by the faithful performance of duties to which they may be assigned, but by studying conditions and offering suggestions for the improvement of same, when they can be devised.

I think it is wrong to place the entire burden of the advancement of a business upon the few who may be proprietors or their immediate assistants. This is a responsibility that should be shared to a greater or less extent by all who obtain their livelihood from a business, and I think that proprietors should encourage in every way such co-operation from employees who come into daily contact with practical conditions that render their advice and suggestions valuable. It is a matter of great satisfaction to me to know that I am connected with a company where such a sentiment is heartily encouraged.

In no branch of our organization is there a better opportunity for effective co-operative work than with

our corp of representatives. Their work is of a character that requires continual study, and the man who wins out must have energy, brains and ideas, and use them all. Under such conditions an exchange of thoughts and experiences must be beneficial and induce general improvement.

Our convention was a good thing. It did more to bind our representatives together as a unit in working intelligently for the interest of the house and inculcate a spirit of friendship and loyalty and confidence than any measure that has ever before been adopted by us. I think this spirit should be fostered and encouraged not only at conventions but by the continual exchange between our representatives of those thoughts, ideas and experiences that are of mutual assistance and cement friendships. The best medium for such intercourse is through the medium of our publication, THOUGHTS, and I am pleased to state that since the date of our convention it has been more liberally patronized than ever before. This "keeping together" and working in harmony means much in the way of increasing the effectiveness of work all along the line. Every man must necessarily work upon a defined method, for even the careless man has his way of doing things, and if better ways were brought to his attention by his comrades it could not fail to have a beneficial effect, and thus all along the line the chaff would be separated from the grain and better and more effective work would result from a continual exchange of ideas.

I wish that every representative would sit down and attempt to write what he knows about selling goods. It would help him and help others if it was published, and might reveal weaknesses in his method of which he never dreamed. To the special representative, however, he to whom we look for returns from a specified class of trade, co-operation means even more than to the regular salesman, for in addition to the vital necessity for co-operation is added the twin sister, necessity of organization. He must study the entire field carefully and lay plans for work that by their timely and persistent regularity will gradually turn the eyes of the trade he seeks in the direction of his house, and he must be prepared to back up this advantage not only by his own efforts, but by the active co-operation of those whom he should continually be putting on the best methods to make and take advantage of opportunities.

In conclusion I want to say that the success of the representative depends largely upon the co-operation he receives and renders to his house and to his fellow workers, and he who is wise enough to speedily perceive this and take advantage of his opportunities will the soonest come to the front.

Boom at Beaumont, Texas.

Of all the sad words of tongue or pen,
The saddest are these: "It might have been."

I expect Mr. Sangster will go to Beaumont (if he has not been there already). This is more of an oil boom than a building boom. Nearly every one is just crazy about it down here. If I had only taken five dollars and bought five acres down there a short time ago I might have been a millionaire now.

J. R. N.

WICHITA, KAN., May 1, 1901

ACME WHITE LEAD AND COLOR WORKS.

Detroit, Mich.

Gentlemen—I am in receipt of the envelopes. They are fine, A No. 1, just the thing, and the color cards, etc. Your kindness will be appreciated.

Yours truly,

J. A. BISHOP.



Acme Plug Hat Club.

Sales of Neal's Aluminum Enamel from April 1st to June 15th, Inclusive.

The numbers opposite names designate the standing of each representative based upon value of goods sold.

A. E. Barron	1
W. C. Neal	2
F. R. Dougall	3
G. R. Smith	4
C. F. Puffer	5
I. D. Wilson	6
H. F. Whitaker	7
C. F. Elliott	8
A. D. Hoagg	9
H. I. Hitt	10
R. A. Irvin	11
A. R. Kelly	12
O. F. Richmond	13
Dan Davies	14
S. H. Hart	15
F. B. S.	16
W. P. A.	17
Wm. P. Deegan	18
C. F. W.	19
H. C. Cater	20
C. F. Elliott	21
I. W. Connor	22
W. H. Connor	23
S. A. Hunter	24
H. P. Torrance	25
R. M. Billings	26
Roy H. Foster	27
R. S. Gebhart	28
J. H. Milne	29
J. R. Newell	30
S. J. Olson	31
M. J. Reynolds	32

New Era High-Grade Orders.

We shall hereafter record in THOUGHTS the number of orders for New Era received from each of our representatives every week. It is a record we assume that all will be interested in watching. Quantity will not be stated, simply the number of orders received, which, in addition to direct business, will include those transferred to jobbers and distributors. Orders not approved for credit will not be included.

	For week ending May 9	Total since March 1
A. E. Barron	8	43
R. M. Billings	5	40
H. C. Cater	4	26
Dan Davies	4	4
Wm. P. Deegan	3	31
F. R. Dougall	3	20
C. F. Elliott	2	2
Roy H. Foster	12	28
R. S. Gebhart	4	60
S. H. Hart	0	71
A. D. Hoagg	2	23
S. A. Hunter	6	32
R. A. Irvin	2	30
A. R. Kelly	1	5
C. F. McCauley	1	33
C. F. Mehl	1	14
J. H. Milne	1	7
W. C. Neal	1	6
J. R. Newell	1	25
S. J. Olson	7	43
C. F. Puffer	1	5
M. J. Reynolds	1	13
O. F. Richmond	1	10
G. R. Smith	1	0
H. P. Torrance	2	23
H. F. Whitaker	1	13
W. P. Wiggins	1	23
I. D. Wilson	1	23

I have just received a letter from Mr. Goode, representing E. & F. King & Co., of Boston, stating where he has followed up my work and sold J. J. Gilligan, Woonsocket, R. I., seventy gallons of New Era. H. C. C.

Our General Distributors.

California	Bohan Paint Co.,	Los Angeles
Colorado	Humphrey-Jones Merc. Co.,	Denver
Georgia	Columbus Hardware Co.,	Columbus
Illinois	Geo. E. Watson Co.,	Chicago
	Colburn, Birks & Co.,	Peoria
Indiana	Johnson-Woodbridge Co.,	Indianapolis
Iowa	Sickels, Preston & Nutting Co.,	Davenport
	J. W. Edgerly & Co.,	Ottumwa
	Hornick, Hess & More,	Sioux City
Kansas	A. B. Whitting Paint & Glass Co.,	Topeka
Louisiana	L. N. Brunswick & Co.,	New Orleans
Massachusetts	E. & F. King & Co.,	Boston
Minnesota	C. W. Hackett Hardware Co.,	St. Paul
Mississippi	Lee Richardson & Co.,	Vicksburg
Missouri	Gate City Roofing & Metal Co.,	Kansas City
Montana	Carter Bros.,	Butte
New York	Buffalo Glass Co.,	Buffalo
	Burhans & Black Co.,	Syracuse
	Jno. L. Thompson, Sons & Co.,	Troy
Ohio	C. F. & W. Co.,	Cleveland
	C. F. & W. Co.,	Cincinnati
	C. F. & W. Co.,	Toledo
Oklahoma Territory	Alexander Drug Co.,	Oklahoma City
Oregon	F. E. Beach & Co.,	Portland
Pennsylvania	H. B. Semple & Son,	Easton
	Bard, Schlott & Co.,	Reading
	Phelps-Straw & Co.,	Wilkes Barre
Tennessee	Fritts & Wiedl	Chattanooga
	Van Fleet-Mansfield Drug Co.,	Memphis
Texas	Greiner-Kelly Drug Co.,	Sherman
	Houston Drug Co.,	Houston
Utah	G. F. Culmer & Bro.,	Salt Lake City
Virginia	Barker-Jennings Hdw Co.,	Lynchburg
Washington	Baum & Co.,	Spokane
West Virginia	W. H. Chapman & Sons,	Wheeling

Stock of Stands on Hand.

Rapid Seller	54
Bristol	148
SALES TO DATE	
H. P. Torrance	1
H. F. Whitaker	1
A. D. Hoagg	2
W. P. Wiggins	1
O. F. Richmond	1
A. R. Kelly	3
W. P. Deegan	1
Dan Davies	1
R. A. Irvin	1
J. R. Newell	1
I. D. Wilson	1
C. F. Elliott	1
Mail	7

LA CROSSE, WIS., May 1, 1901.

ACME WHITE LEAD AND COLOR WORKS.

Detroit, Mich.

Gentlemen—We have yours of April 29 at hand and beg to advise you the advertising cards distributed among our customers are bringing their returns. We thank you kindly for the interest shown and beg to remain,

Yours respectfully,

FRED. KRONER Hdw. Co.

G. F. Kroner, V.-Pres.

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. II.

DETROIT, MICHIGAN, MAY 18, 1901.

NO. 32

Verifying Trade Information Regarding Prices, Etc.

Our representatives very frequently write us to the effect that such and such a manufacturer has reduced price on this or that item, that he can rely on the honesty of the dealer giving the information, etc., etc. Much of this information, notwithstanding the fact that our representatives seem to be certain in most cases that it is accurate, has simply grown as the information is passed around. We had a rather good joke recently on one of our representatives who has strenuously been advocating that other responsible manufacturers were cutting prices on their house paints, and to verify his claims he sent us the catalogue and price slip in which Sherwin-Williams house paint was listed at \$1.20 for regular colors, in ones, halves and quarts, stating that it was a matter of the most vital importance, and that immediate action should be taken in the way of notifying our other representatives. He just failed to note one fact, that was that the price slip was dated *January, 1895*, and that the catalogue was about as old. Please be careful in sending in reports of this character with the positive assurance that they are correct. We want to know exactly what our competitors are doing, but we must have correct and live information.

Contributions Received From Salesmen for Library Fund.

This will acknowledge contributions to library fund from officers and representatives whose names appear below. A suitable selection of books comprising volumes not at present in the collection will be made. The funds collected in response to Mr. T. W. Connor's request was \$30.50:

W. L. Davies	\$1.00	F. R. Dougall	\$1.00
Thomas Neal	1.00	H. H. Halladay	.50
A. M. Woodward	1.00	C. F. Elliott	1.00
H. P. Torrance	1.00	C. F. McCauley	1.00
T. W. Connor	1.00	A. D. Hoagg	1.00
B. E. Brown	1.00	S. H. Hart	1.00
R. S. Brown	1.00	I. D. Wilson	1.00
C. F. Pulter	1.00	F. B. Sangster	1.00
H. N. Turner	1.00	C. Mehlig	1.00
W. H. Connor	1.00	R. M. Billings	1.00
M. Taylor	1.00	H. C. Cater	1.00
Dan Davies	1.00	Roy H. Foster	1.00
H. V. Deming	1.00	J. R. Newell	1.00
W. C. Neal	1.00	W. P. Deegan	1.00
A. E. Barron	1.00	Art. R. Kelly	1.00

Thomas Neal, President.



THOMAS NEAL.

Our Secretary and the new President of the Detroit Chamber of Commerce and Convention League.

Our Secretary, Mr. Thomas Neal, has been elected president of the Detroit Chamber of Commerce and Convention League. We congratulate him and have every reason to expect that the members of the League will not regret their choice, if he "Takes Hold and Lifts" for them in the same way that he has for our co-operative management plan. Following is what the *Detroit Journal* says about Mr. Neal's election:

"The Chamber of Commerce, under President Warner and Secretary Walsh, has done more work for the martial upbuilding of the city than the average citizen has any idea of, though he partakes in the benefits to a greater or less extent, depending on his relation to the larger activities. As an earnest that the organization will outdo its best efforts of the past, the election of Thomas Neal to be president gives a solid guarantee. The choice is an admirable one. As manager of the Acme White Lead and Color Works Mr. Neal is strictly business, and the Chamber of Commerce organization under his leadership will march forward to the music of the city's increasing prosperity. A better choice could hardly have been made, and if the Chamber wishes to celebrate it with a banquet we know no objection."

S.-W. Co. and B. P. S. Paint.

I have taken occasion to weigh and measure above paints to-day. The S.-W. Co.'s can is 6 3/4 x 7 inches, weight of outside and inside gloss white, 16 pounds and 13 ounces. The B. P. S. outside gloss white, size 6 3/4 x 7 inches, weighs 16 pounds and 14 ounces, inside gloss white 12 pounds and 13 ounces. Last year the B. P. S. outside and inside white weighed 17 3/4 to 18 3/4 pounds. This may account for the lower price this season. I find no flat white from either concern.

S. H. H.

Advertising Matter.

In calling on a customer in a small Michigan town the other day I found our New Era paint and specialties well displayed in the center of the store, and right at the end of the stock facing every customer that came into the store, was a large sign, hung on a nail advertising Senour's floor paint. Underneath the sign, and out of sight, was a New Era High-Grade certificate, and also one of our metallic Neal's Carriage Paint signs, without any spokes on it. These three signs were hanging on the same nail. I did not see any Senour's floor paint around, so I took the liberty of suggesting to the proprietor that Senour's sign be hung out in the back room and that a little more prominence be given to our New Era High-Grade certificate and the Neal's Carriage Paint sign. I also hunted around and found the spokes and affixed them to the sign. I also discovered a Davies' Varnish Stain sign and hunted up the slats and attached them to it. Both of those signs were put up in a conspicuous place, where they might do us some good.

The thought that occurred to me was, would a representative make such a change as that? It would be most natural to assume that he would. Then again the thought occurred to me how often had our representative called on that man, and were those signs in that same shape when he called. You will readily understand that it is a shame to have signs and advertising matter, such as we send out, sidetracked or hidden away in dark corners. Where our goods are carried all advertising matter of that nature should be properly displayed where it would result to the mutual advantage of customers and ourselves.

We trust our representatives are giving such matters the attention they deserve, but if not, that this will remind them to do so hereafter.

G. B. P.

While in Bay City the other day, I noticed that the hydrants were painted with aluminum enamel, no doubt following out the idea of Uncle Sam in painting the mail boxes with these goods. I think perhaps if the salesmen were to take this up actively in towns where there are hydrants, that they might pick up some business.

G. B. P.

Ti-Ki Talks.

These "talks" are continued from last week's issue in which the remarks of several members were reported:

BY MR. G. R. PULPER

MR. PRESIDENT AND FELLOW MEMBERS OF THE TI-KI CLUB—I am somewhat in a peculiar position as regards the topic for this evening, namely "Co-operation of representatives." I mean by that, that as the credit manager of our concern, I may appear in that light to you. I want to say, however, that I consider myself just as much of a representative as any man on our traveling force, and further that I consider every man and woman employed by our company as a representative. I consider that any employee in this company who receives their money in return for the work they do, can be classed as a representative, and I think that anyone occupying any position whatever and does otherwise than use his or her best efforts for the advancement of the interest of the company for whom they are working, is a somewhat dispicable creature.

I have heard a great many people talk in a disparaging manner of their employers, even in many cases going out of their way to vilify them and to do them as much injury as could possibly be done through talk of that character. As I stated, I think such people possess a very low order of intelligence. This is a free country and there is no obligation on the part of any man or woman to work for people that they do not like or for whom they cannot give their very best efforts.

I feel very much at home with you to-night for another reason, which is that our worthy President this afternoon commissioned me to act as an actual traveling representative in calling on some trade in a few towns that I expect to make next week.

There is no question about the value of co-operation and persistent working together for the common end, there is also no question about the value of that character of service to the company or to the individual giving it. I am inclined to think that when we are disposed to assume that we are not being properly recognized, that if we analyze the situation closely, we will discover that a large percentage of the fault is with ourselves. Very few are the cases where persistent, steady, intelligent work and co-operation are not properly recognized in the end. The recognition may be slow in coming, there may be good reasons why your views cannot be met, but in the long run, patient and honest effort will surely tell in your favor.

In my position with our company, I think I can understand and appreciate what is meant by co-operation of representatives to a very large degree, and I am more than glad to bear testimony of the fact that "our representatives" are working along that line. I believe that the additional care and thought that is given by each of our men on the road in matters of credit are bearing good fruit and that we are gradually placing on our books a character of customers that are there to stay, and further upon which the chance of loss is on the decrease.

This is the kind of co-operation I want, and in return for same I expect to keep in touch with the representatives so that they may feel that not only am I interested in taking on none but strictly first-class risks, but further that I am interested in not refusing any business that in my judgment can be handled with safety.

I think every representative of this company should be proud of his connection with same, because I know from eleven years connection with same, and being on the "inside" in a great many respects, that the officers of the company are doing everything for their employees that can be consistently expected of them, and further that in comparison with many other houses, they are doing a great deal more.

There is no question but what this connection between the officers of the company and the employees will, in the end, result to the mutual advantage and prosperity of all.

Trade Arguments.

BY A. E. BARRON

(Continued from last week.)

No. 4

Mr. Customer says no one will use mixed paint for outside painting. There is not a building in the town painted with it, and he could not sell it, no matter how hard he would try. If he should try and sell his customers mixed paint for painting their buildings outside they would think he had gone crazy.

Answer. "I have not a doubt but all you say is true, and you and your customers, and I will also include your painter, are honest in your belief, but, sir, allow me to inform you, you are wrong, and if you only knew and understood the many good points in a pure lead, zinc and oil paint over white lead and oil you would put in mixed paint without any delay.

"Now, sir, why is paint used at all? It is used to preserve the building from the elements. Oil alone will do this without the lead. Oil preserves and paint beautifies. If you did not care how your house looked, all it would be necessary for you to do would be to give it a coat of oil.

"Why do they use lead? For you know as well as I do, it does not wear as well as the dry venetian red you sell for barn painting. Lead is used because it is white and can be tinted to beautiful shades and also because it covers better than anything known. Now, sir, this is all of its good qualities. The great bad feature of lead is, it will chalk and powder off. There is enough acid left in the lead that you buy to-day to kill the life of your oil in from one to two years. Now, sir, do you know what makes the best paint that can be produced regardless of cost? I will tell you. It is a conceded fact that all the paint manufacturers in the world and all the painters that understand their business and have made a study of it, agree that the best paint that can be produced to-day, regardless of cost, is a paint that is made out of absolutely nothing else but strictly pure carbonate of lead, just enough strictly pure oxide of zinc added to the lead to overcome the chalking of the lead, reduced with strictly pure linseed oil.

"This makes the best paint that can be produced. Such a paint as this will cover more yards and will wear longer than any strictly pure carbonate of lead you can get. It does not make any difference who makes this paint, one factory can make just as good paint as the other. But you will have to admit that the factory with their powerful machinery can mix a paint more thoroughly than any painter living who mixes his paint with a stick. Now, sir, do you not

think it would be a wise move on your part to find out more about such a paint as I have. Look what amount of business you can do after you find out what I have told you is true. I consider it your duty towards your customers to give it a trial.

"Allow me to send you enough to paint one building or, what is better still, order enough to paint part of a building, and for the other part use the lead and oil mixed up by the painter. I am willing for my paint to be put on the south side of the building. Do this and watch the results and I can assure you, sir, if you will go by the results you will be a New Era High-Grade Prepared Paint man in the future. After you find out the good merits of this paint, it will not be hard for you to convince your customers. They will believe you, and when you know positively it is so, you can honestly say it is so, without being afraid of being contradicted."

TO BE CONTINUED

Good Idea, Mr. Halladay.

In reference to Mr. Barron's article in last issue of THOUGHTS as to the paint business going to the hardware and lumber people, this is true to a great extent, and as some of our distributors are wholesale druggists, their salesmen do not call upon hardware or lumber men. Often our representative starts a hardware or lumber man on New Era and specialties and the salesman does not call and follow up our initiatory work unless advised specially to do so. This was the case with Van Vleet-Mansfield Drug Co., of Memphis, Tenn., and I enclose you a small slip I had printed for our men to carry and fill out and send in with the order. This slip is sent by his house to the salesman covering the territory order is received from and they also write him a special letter. The slip is returned to the jobber and is filed alphabetically and serves as list of towns where we have New Era customers, and prevents the jobber from shipping more than one man in a town, as sometimes is the case where no record is kept by the jobber.

H. H. H.

P. S.—This might be used by all our men with good results.

This is the slip Mr. Halladay refers to:

Date, May 10, 1901

MESSRS. VAN VLEET-MANSFIELD DRUG CO.,
Memphis, Tenn.

Gentlemen—I have to-day placed an order for Acme Paints with Jno. Doe & Co., dealer in lumber, Padunk, Ark.

This is a new customer and I suggest that you advise your representative making that territory to call, with a view to selling him again and keeping him supplied with goods of our manufacture as well as advertising matter.

Yours very truly,

H. H. HALLADAY

Representing
Acme White Lead and Color Works,
Detroit, Mich.

See What You Can Do To Help Them Out.

H. A. Muckle Manufacturing Co is in need of six good painters and will be glad to correspond with anyone wishing to write

Kindly publish the above in your little paper THOUGHTS and see if it is possible for some of your travelling representatives to communicate this information to the painters through the country

H A MUCKLE MFG Co.,
St Paul, Minn.

Tin Roofers.

Mr Quinn, manager for John Flanagan, in the roofing business, showed me a list of roofers in New York, and there are three pages of them. He says they all use lots of paint and it has occurred to me that possibly your general men were not looking after this class of trade. It is worth looking up. Also building contractors in large cities. There never was a time in the history of this country when so many large buildings were being erected and it calls for large quantities of structural paint. There is only one way to get this business and that is to see the engineers in time to get your goods specified

I would suggest that your men get the names of engineers in their territory, if possible, and then take up a system of correspondence and let them know that we are headquarters for this class of material.

B. E. B.

P S—This is my idea of co-operation, to furnish any information at all times that would be of benefit to the house and to our representatives

Odds and Ends.

We would like the following "Odds and Ends" disposed of quickly. Sell the entire lot, or part of the goods, at from 10 to 20 per cent. better than jobbing prices, if necessary. Be careful to explain that price is f. o. b. Detroit, and make terms cash on delivery, if possible, and certainly not better than 30 days, net.

The lines represented have been discontinued and we wish to close them out at once:

Wal-Klean	1/2 dozen
Renovate	27 "
Cycle Oil	11-12 "
Alpha Gold Paint	78 "
WOOD RIM VARNISH STAINS	1-6-pints
Bog Moss	146
Cherry	52
Oak	178
Walnut	63
Deep Cherry	35



Acme Plug Hat Club.

Sales of Neal's Aluminum Enamel from April 1st to June 15th, Inclusive.

The numbers opposite names designate the standing of each representative based upon value of goods sold

A E Barron	1
F R Dougall	2
W C Neal	3
C F Puffer	4
G R Smith	5
H F Whitaker	6
A D Hoagg	7
I D Wilson	8
C Mehlig	9
R A Irvin	10
A R Kelly	11
H H Hailaday	12
O F Richmond	13
Dan Davies	14
S H Hart	15
F B C	16
W B A	17
R M	18
C F	19
S A Hunter	20
H C Cayer	21
C F Elliott	22
J R Newell	23
W H Connor	24
H P Torrance	25
R S Gebhart	26
T W Connor	27
Roy H Foster	28
J H Milne	29
S J Olson	30
M J Reynolds	31

New Era High-Grade Orders.

We shall hereafter record in THOUGHTS the number of orders for New Era received from each of our representatives every week. It is a record we assume that all will be interested in watching. Quantity will not be stated, simply the number of orders received, which, in addition to direct business, will include those transferred to jobbers and distributors. Orders not approved for credit will not be included

	For week ending May 16	Total since March 1
A E Barron	5	53
R M Billings	4	44
H C Cayer	3	22
Dan Davies	4	4
F R Dougall	6	36
C F Elliott	2	20
R S Gebhart	2	2
S H Hart	8	68
A D Hoagg	24	95
S A Hunter	1	26
R A Irvin	1	13
A R Kelly	2	12
C F McCauley	2	7
C Mehlig	2	40
J H Milne	1	14
W C Neal	4	7
J R Newell	4	10
S J Olson	5	30
C F Puffer	1	41
M J Reynolds	1	5
O F Richmond	2	15
F B Sangster	4	47
G R Smith	1	11
H P Torrance	3	12
H F Whitaker	2	21
W P Wiggins	1	17
I D Wilson	4	12

Our General Distributors.

California	Bohan Paint Co., Los Angeles
Colorado	Humphrey-Jones Merc Co., Denver
Georgia	Columbus Hardware Co., Columbus
Illinois	Geo E Watson Co., Chicago
	Colburn, Birks & Co., Peoria
Indiana	Johnson-Woodbridge Co., Indianapolis
Iowa	Sickels, Preston & Nutting Co., Davenport
	J W Edgerly & Co., Ottumwa
	Hornick, Hess & More, Sioux City
Kansas	A B Whiting Paint & Glass Co., Topeka
Louisiana	L N Brunswick & Co., New Orleans
Massachusetts	E & F King & Co., Boston
Minnesota	C W Hackett Hardware Co., St Paul
Mississippi	Lee Richardson & Co., Vicksburg
Missouri	Gate City Roofing & Metal Co., Kansas City
Montana	Carver Bros., Butte
New York	Buffalo Glass Co., Buffalo
	Burhans & Black Co., Syracuse
	Jno L Thompson, Sons & Co., Troy
Ohio	Loew Filter & Mfg Co., Cleveland
	Stein-Vogeler Drug Co., Cincinnati
	Norton Hardware Co., Toledo
Oklahoma Territory	Alexander Drug Co., Oklahoma City
Oregon	F E Resch & Co., Portland
Pennsylvania	H R Sample & Son, Easton
	Burd, Schlott & Co., Reading
	Phelps-Straw & Co., Wilkes Barre
Tennessee	Fritts & Wiehl, Chattanooga
	Van Vleet-Mansfield Drug Co., Memphis
Texas	Greiner-Kelly Drug Co., Sherman
	Houston Drug Co., Houston
Utah	G F Culmer & Bro., Salt Lake City
Virginia	Barker-Jennings Hdw Co., Lynchburg
Washington	Baum & Co., Spokane
West Virginia	W H Chupman & Sons, Wheeling

Stocks of Stands on Hand.

Rapid Seller	50
Bristol	148
SALES TO DATE	
H P Torrance	1
H F Whitaker	3
A D Hoagg	3
W P Wiggins	1
O F Richmond	1
A R Kelly	8
Dan Davies	1
R A Irvin	1
J R Newell	1
I D Wilson	1
C F Elliott	1
R M Billings	1
Mul	7

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. II.

DETROIT, MICHIGAN, MAY 25, 1901.

NO. 33

Trade Arguments.

BY A. E. BARRON
(Continued from last week)
No. 5

Mr. Customer buys all his paint from an old friend of his who is a paint salesman.

Answer "I have no doubt, sir, but that you think you are doing right when you give this business to your friends. But, sir, tell me! are not your customers, whom you sell this paint, your friends also? Should they not be taken into consideration? They all look upon you as their friend. They all prove to you that they are your friends when they buy their paint from you. They think you are giving them the best value for their money it is possible for them to get. They trust you and put confidence in you. Now, sir, just see how you are abusing this confidence. In order to do a good turn to one friend you are willing to give your other friends, who I fancy number in the hundreds, not the value you should for their money. This friend of yours, the paint salesman, is not a friend of all your customers. How many of them would buy paint from you if they knew as much about the paint business as you do. They buy paint from you because they look upon you as their friend, and also because they feel you are giving them the best value for their money it is possible for them to get. Now, sir, you are not giving them the best value it is possible for you to give them, when you make them accept an inferior paint.

You certainly show a brotherly spirit when you wish to assist your friend, the salesman, by giving him your paint business, but, sir, you should not make your other friends pay for it. From my way of thinking, sir, it would pay you better if you were to make your friend, the paint salesman, a present every year of a certain amount of money. Throw out his paint, put in a pure lead, zinc and oil line like New Era High-Grade. Give your customers who are your best friends, the best value it is possible for them to get for their money, and in the future do unto them as you would like to have them do unto you. Try this for a short time and you will find that not only your paint business has increased, but your business in other lines have increased as well.

TO BE CONTINUED

Hooray!!!

The noon mail to-day (May 14th) brought us a "bunch" of transfer orders to distributors and jobbers of New Era High-Grade Paint that made us all look cheerful, and we want the representatives to smile with us. Not mentioning orders for specialties we received twenty-four New Era orders, aggregating 600 gallons. This is not a great quantity but twenty-four new customers have been made and our distributors are no doubt well pleased. One salesman sent in fourteen of these orders and another four.

Our "New Era" paint is a "winner," and those of you who call on the general store trade should concentrate your best energy on securing trade on that paint, because once you get it in you make it easy work to induce the customer to put in our specialties. We want the large orders if we can get them but failing in that make up your mind to at least get a small one for each town, if only six gallons of white. There is hardly a customer but what can take in that quantity and have a ready sale for it, and by making such a sale you have a subject to talk about next visit.

There Are Millions In It.

About two years ago some one conceived the idea that we should put up a quarter pint can of paint to sell at ten cents. Others were doing it and we would lose all our business if we did not do it, so we did it and now we are sorry. Reason Sales don't amount to enough to buy ink for the office. To illustrate, in the past five months the total sales were \$333.65, an average of \$67.73 per month. It don't pay us to carry the goods in stock, we would like to discontinue the line. What do you think about it? We would like particularly to hear from our good friend who so urgently recommended the adoption of the line.

I am of the belief that a good primer put up under the same label as our New Era would be an A No. 1 seller, if it could be sold at the right price. I would like to know what the other representatives think of this addition to our line of New Era.

C. F. E.

[We are of the opinion that New Era properly reduced with raw linseed oil is the best primer that can be used, and if this point is emphasized it would be better than placing a new line.]

The Accommodating Orders.

I give you below a few facts, which I thought would be a good idea to call our representatives attention to. A customer of ours in Colorado recently sent us a large order for brushes. We obtained same for him at one of the retail stores down town and shipped the goods. In a few days we got a letter from the customer, stating that through an error of theirs they had ordered more brushes than they wanted and were taking the liberty of returning overstock to us. Upon receipt of the brushes we found that they had ordered half dozen of three different kinds and were returning five twelfths of a dozen in each case. The brushes when they arrived here were unwrapped and it necessitated our enclosing them in papers before the store would take them off our hands, which they finally consented to do, after obtaining a promise from us that we would buy the next lot of brushes of that style from them. I think if all of our representatives thoroughly understood the trouble that we are put to in some cases, that it would do away with some of the "accommodating" orders and it might be a good thing to cite this case.

J. W. A.

This Is Nice.

The following communication from a painter at Tunica, Miss., indicates the satisfaction which our color plates have given, at least, one painter. "I received your book of color plates yesterday, and allow me to say that they are like colors, just the best I ever saw. They certainly are the prettiest line of colors and give a customer a better idea than anything I have ever seen gotten up. Allow me to thank you again."

Jobbers' Envelopes.

In one day's mail we received envelopes that had been supplied by us and bearing our "Rapid-Seller" cut from twelve different jobbers. This is the way they are coming in about every day, and thousands upon thousands of them are being distributed to the trade in this manner all over the country. Is it any wonder that the trade are becoming thoroughly familiar with the "Rapid-Seller" line of paint specialties?

Ti-Ki Talks.

BY T. W. CONNOR

MR. CHAIRMAN AND BROTHER TI-KI'S—In view of the brevity of my address at our initial meeting, owing to the limited time (?) at my disposal (and other causes), and as it has been intimated that I would be given an opportunity to square myself on the propositions at that time advanced, should I reduce my views to writing and present for publication in our valued THOUGHTS, I hasten to avail myself of the privilege and trust that I will not in this instance, at least, be misunderstood.

It seems to me that co-operation, in the sense which we seek to apply it, is neither more nor less than a straight business proposition, and to get co-operation from any source the interests represented should be the first consideration, and as I shall seek to demonstrate the greater the consideration shown to the interests from which co-operation is sought the fuller and freer the results. For instance, if you are seeking co-operation from the representatives of a jobbing concern that carries a line of your goods, know how much greater his efforts on your line when he understands the profit features to his concern, and thereby his own interests rather than from the standpoint of good fellowship. In the latter case, if you are traveling with him or working in his territory and he knows you and you are *persona grata* to him he will, out of good fellowship, give you such pointers and assistance as he conveniently can, but if you show him by demonstration the possibilities in volume and profit in your line to be obtained from his territory, turning over to him such orders as may be secured when in company with him, to be added to his own, and sending him others secured from his territory, meantime keeping in the background so far as credit for the business is concerned, how much greater his interests. He sees the point immediately, watches your work with the trade and adapts as far as he can for himself, and before either of you realize it he is capable of selling a bill of paint himself. He is ever watchful and alert for chances to do business in your line, and when he is unable to get the business himself he will call upon you for assistance all the quicker, if he knows you will send the order in him so that he may have the pleasure of sending it in personally, hence the deduction, "self-interest." In this connection I recall a season spent with the salesmen of one of our jobbing connections in which the results had been quite satisfactory to the concern. When nearing the close of the season one of the proprietors got me in a corner and commenced telling me of the very satisfactory trade they had had that season in our lines and of the wonderful development of his men as paint salesmen. He was quite at a loss to account for it, as he had never before been able to get them to take any interest in paint, though he had taken the matter up with them individually and collectively many times in past seasons, but without results. He ended by asking where I came in, stating that he had not seen a single order from since I had been in the territory, and it was nearly a year later before he found out just what I had been doing. He then had the graciousness to compliment me very highly on the manner in which the business had been handled. In the meantime his men had developed in paints and instead of spending the greater part of my time with them, as heretofore, it was necessary to spend only a few days with each one at the start of the season, giving them the "cue" for that season's work and off they went full of steam after business in our line, leaving me free to deal with special propositions in our line which the territory afforded. There is much that might be said in support of my position, but as I have another point to make will let this suffice until some future time, feeling that I have justified myself in the statement that self-interest should be the first consideration of co-operation, that is *proper consideration of the other fellow's interest*.

If you seek to get your goods used in a shop where the foreman painter stands as censor, how do you go out it to get his co-operation, by talking of humanity, the chosen few help because you need it and the other fellow don't? That you represent the only house on earth that can make goods adapted to his purpose, when he has been using goods of other make with at least fairly satisfactory results for years, or do you talk to him of the uses and abuses of goods such as he uses, meantime looking around to see which way the index of his self-interest points and see what you have that will "fit?" Methinks the latter, if you get his co-operation. It may be that Mr. Foreman wants to make a charge for his health or other reasons and you may have an idea that you can assist him, if so, and he "sizes you up" as being able to carry out your end of the program. He immediately begins to see merit in your goods that some way or other did not seem to be there before. Thus, I believe, might well be taken as an adaptation to the home market of James G. Blaine's great principle of "reciprocity." Of course the foreman you meet are not all looking for another job, but the index will tell if you find it, and the extent of his co-operation will rest in a great measure with yourself. It may be that you can show him how to handle his work to better advantage without apparently doing so. It may be that you can put him in the way of saving considerable yearly to his employer, thereby increasing his usefulness and salary at the same time. It may be that he wants to know if a certain party has charge of a distant shop, or how the work is handled in a certain place that you can tell him of or find out about for him, and so on *ad infinitum*, but the fact remains, you will have to give, at least, a little before you can expect much in return. Hence the deduction, *reciprocity*.

In conclusion, the "co-operation of representatives," it seems to me, may best be secured by reducing the proposition to a straight business basis. Properly consider their interests, throw in a little reciprocity and you will be surprised at the results, because as a business proposition, every salesman is interested in the greater success of his concern, as to a certain extent that means his own, at the same time his own interests must be considered. His family's welfare, comfort and convenience, if he has one, his advancement and ambition, in other words, his own *self-interest*, all of which lie along the lines of increasing his business. Assist him in this and you will have full, hearty, successful and continuous co-operation. When a salesman makes a complaint or sends in information as to competitors' doings, stop to analyze the matter. Why does he do it? Not simply for the sake of making a complaint, no! But because he has discovered something that he thinks you should know, so that you can take up and in good time regulate as the best interests of the concern may dictate. They are all men of intelligence and when they send in either a complaint or information have some grounds, at least, for doing so, and it is only fair to them to give the matter consideration, and if wrong, set them right. If right, let them know what is being done to regulate the matter.

A case in point is that as we were rounding up the last manufacturing season, I found we had a large number of complaints as to slow shipments. This had been running all through the season, but when several of our largest customers told me it would be a question with them as to the advisability of again giving us their business on account of delay in getting goods, I lost patience and made a *howl*, resulting in our Secretary asking me for a small list of the principle complaining concerns, which I gave him—ten or a dozen names, I think. He had a list made of all orders from each, showing time of receipt and shipment of each order, which was passed to me for criticism. I found that the time varied from three to fourteen days, with an average of about six, and took exceptions to about one-third of the list, passing same back to him,

and a little later received a line from him stating that, owing to press of other business, he had turned the matter over to our sales manager, who would take the matter up with me when in. About the same time I received a letter from our sales manager to the same effect, but stating further that after a careful perusal of the list he failed to see where there was cause for criticism on account of delays. When I returned, the list had been mislaid and could not be found, so we did not discuss it, but I was informed that they had felt the need of a competent man to handle the shipping, and had secured one. Also that the matter had been made a special feature with the various committees and everything that could be was being done to facilitate shipments, still there was nothing to complain of. Was this the way to secure my co-operation? Not on your life. Play fair, gentlemen, play fair. Study co-operation from your end of the line and there won't be much trouble about the other.

BY S. E. BROWN

Co-operation, as Webster defines it, is joint operation or unity of purpose. I believe that the success of any business lies in co-operation systematically applied. The management of our company realized this when they inaugurated their present system; they knew that in order to get the best results from their employees that they must co-operate with them, and in a systematic manner. And the results have been more than satisfactory. They are to-day getting co-operation—enthusiastic co-operation. Each one is doing his best and doing it cheerfully, and with an object in view. They realize that their future lies in themselves and that their merit will be recognized, and the consequence is that each one is striving to do his or her very best. They are satisfied and glad to be connected with such a progressive house and all this has been brought about by co-operation.

Take for example Dewey's victory, the battle of Manila Bay. The world gives Dewey credit for that glorious victory, but you all know that it would never have been possible if he had not had co-operation in the fullest sense of the word. Co-operation from each and every soul on each and every ship, all working in unity, each one intent on doing his very best, from the officers down to the men behind the guns to the poor devils down in the fiery furnace, all working together to accomplish one object. There was unity of purpose and active co-operation. Whether in war, politics or commercial life satisfactory results can only be secured or obtained by co-operation.

We can also learn a lesson by studying the life of the ants. Those wonderful little insects understand the meaning of co-operation. They have a perfect organization and all work under a perfect system and accomplish wonders.

What we, as representatives, need is first a desire to co-operate with each other. Now, taking it for granted that we are willing to do this, as is evidenced by the organization of the Ti-Ki Club, whatever the requests necessary to attain this end. First, is to get business, to get it in a gentlemanly manner, to be just and fair with your house, your customers and with each other. To allow no jealousy to creep in, but to be willing at all times to give any information to our brother salesmen that would be of interest to them, to feel that we are all working for a common cause, and that is to advance his best interest of the house at all times. Quite often we all hear indirectly or abuse some business or information that would be of benefit to the house that is outside of our line. And if we would make it as much our business, as in securing orders, to send in any information that may come to us we would help each other create new business for the house and we would all be benefited by it.

If we would realize that by helping each other and always have the best interest of our company at heart, regardless of any benefit we might derive from it, that we would help ourselves, not only in a busi-

ness sense but it would broaden our minds and make better citizens of us.

The Ti-Ki Club was organized with this very object in view, and I firmly believe that it will bring us all closer together. Let us have unity of purpose and all pull together and we will have co-operation. United we can accomplish wonders. This, gentlemen, is my idea of co-operation.

BY FRANK NEAL

MR. CHAIRMAN AND GENTLEMEN—The subject for discussion for this club to-night is one which, in my particular case, it seems to me should be revised to some extent, in as much as I am not a representative in the proper sense of the word or as it is generally considered to apply. In my estimation the topic should be changed in my case from "co-operation of representatives" to "co-operation with representatives." By changing the topic to conform with my ideas it would seem more proper as it has been a great hobby of mine in the past to look to the betterment of our product as well as to the advantage of the representatives on the road.

Since taking hold of the manufacture of goods I have always endeavored to find out from the traveling representatives what the requirements of the trade were as carefully as possible. Upon finding out or receiving that information I have always made it a point to try and meet the demands made upon us, making the goods to conform with their specifications as nearly as possible, taking into consideration the matter of price. I think that I have been fairly successful in this way of handling the matter and it would be impossible for me to elaborate upon the subject to any great extent.

The subject, I think, has been very thoroughly covered by Mr. Brown and Mr. Turner in their remarks. I cannot see where very much more could be said on the subject, especially as shown in Mr. Brown's paper, which preceded me. I cannot agree with Brother Connor that self-interest is the whole thing in co-operation. I do not think that all present will admit that self-interest is a considerable factor, still we cannot co-operate fully if we always have our own interest only at heart. The old saying that "self-preservation is the first law of nature" is true in every respect, but I do not think that any of us here are so narrow minded as to be unable to see the advantage of helping one another.

Co-operation in the proper sense is the unselfish helpful assistance given to those associated with us. I am sure that the majority of us realize that fact and are striving to reach the high ideal as I have attempted to outline here, and I can only hope that we may continue to improve every opportunity as much in the future as we have done in the past.

BY H. N. TURNER.

MR. CHAIRMAN, BROTHER TI-KI'S—Have had really no opportunity the past few weeks to prepare a speech for this meeting, though I have had presented a very good illustration of co-operation, the topic for discussion to-night.

As you perhaps know Mr. Brown and myself have been working together on a deal that necessitated our combined efforts and co-operation. We would start out in the morning in separate ways, to obtain the necessary information or "get next" to the proper parties if possible, compare notes at night and map out a plan of attack for the morrow. We withheld nothing from each other, that in the event of success one might be credited with the glory.

Perfect co-operation must have no taint of selfishness or jealousy. Suppose one learns of prospective business in a fellow-worker's line or territory that a tip from him might lead to his securing it, would it not be a kindness to give it? Would he not reciprocate at any opportunity and would it not have the one result we are striving for, that of advancing our

employer's business and standard in their line? Some might say, how about ourselves? Very true! there is no denying the fact that I come first with all of us, but if our employer's interests are advanced are not ours also? Some might argue that if they continually put another in touch with new business his advancement would be greater. Conceding that he so, I also believe that the source of that man's success would come to light and the credit be given where it was due. Co-operation between "the house" and its representatives is as essential as between representatives themselves, and I am pleased to admit that I believe the heads of our different departments have long since recognized that fact, those present have so admitted in their talks.

Wherein does Andrew Carnegie's success lie? In the April number of the *World's Work*, which I picked up on the train the other day, was a short biography of this distinguished gentleman in which the author attributed his success to his wonderful ability as an organizer of men and ability to obtain from them nothing more or less than co-operation. He had, you might say, understudies, about twenty-six in number, including such men as Schwab and Frick, who have doubtless done as much towards putting Mr. Carnegie where he is to-day as his own individual efforts, and why, because they all had one object in view and pulled together towards that goal. Why can we not do the same? We may not be able to make the Acme White Lead and Color Works as strong a factor in the commercial world as the Carnegie interests, but by perfect co-operation devoid of selfish interests and petty jealousies, help it attain and hold the lead it is rapidly reaching, and we on the tail of its kite finally land with it at the top—Ti-Ki.

This Speaks Volumes for Co-operation.

SAN ANTONIO, TEXAS, May 11, 1901.

ACME WHITE LEAD AND COLOR WORKS:

Detroit, Mich.

Dear Sirs—We are in receipt of your letter informing us that you had addressed postal cards according to the list of customers which we had sent you. We have also received copy of the postal and wish to thank you for this attention. We assure you that you have our hearty co-operation in this matter, and we reciprocate by giving your goods the preference when possible. With kind regards we remain,

Very truly,

SAN ANTONIO DRUG CO.

Stock of Stands on Hand.

Rapid Seller 49
Bristol .. 148

SALES TO DATE		R	S	Bristol
H. P. Torrance	1			
H. F. Whitaker	1			
A. D. Hoagg	1	2		
W. P. Wiggins	1	1		
O. F. R.	1			
A. R. Kelly	8			
Dan Davies	1			
R. A. Irvin	1			
J. R. Newell	1			
I. D. Wilson	1			
C. F. Elliott	1	1		
R. M. Billings	1			
Mail	7			

Fire Friday destroyed the large paint and oil factory of Jno. W. Masury & Sons, Brooklyn, N. Y. Loss, \$150,000.

My hobby is the product of the Acme, and long may they produce. O. F. R.



Acme Plug Hat Club.

Sales of Neal's Aluminum Enamel from April 1st to June 15th, inclusive.

The numbers opposite names designate the standing of each representative based upon value of goods sold.

F. R. Dougall	1
A. E. Barron	2
W. C. Neal	3
C. F. Puffer	4
G. R. Smith	5
H. F. Whitaker	6
A. D. Hoagg	7
I. D. Wilson	8
C. Mehlig	9
R. A. Irvin	10
O. F. Richmond	11
A. R. Kelly	12
Dan Davies	13
H. H. Halladay	14
H. P. Torrance	15
S. H. Hart	16
F. B.	17
W. P.	18
R. M.	19
J. R.	20
C. F. McCauley	21
S. A. Hunter	22
H. C. Cater	23
C. F. Elliott	24
W. H. Connor	25
R. S. Gebhart	26
T. W. Connor	27
J. H. Milne	28
Roy H. Foster	29
S. J. Olson	30
M. J. Reynolds	31

New Era High-Grade Orders.

We shall hereafter record in THOUGHTS the number of orders for New Era received from each of our representatives every week. It is a record we assume that all will be interested in watching. Quantity will not be stated, simply the number of orders received, which, in addition to direct business, will include those transferred to jobbers and distributors. Orders not approved for credit will not be included.

	For week ending May 23.	Total since March 1
A. E. Barron	4	57
R. M. Billings		44
H. C. Cater		27
Dan Davies		4
F. R. Dougall	6	42
C. F. Elliott	6	26
Roy H. Foster		2
R. S. Gebhart	1	31
S. H. Hart	5	73
A. D. Hoagg	7	109
S. A. Hunter	1	27
R. A. Irvin	6	30
A. R. Kelly		32
C. F. McCauley	3	10
J. H. Milne	3	43
S. J. Olson	2	10
W. C. Neal	2	9
J. R. Newell	4	14
S. J. Olson	4	34
C. F. Puffer	2	46
M. J. Reynolds		5
O. F. Richmond	1	16
F. B. Sangster		47
G. R. Smith	2	13
H. P. Torrance		12
H. F. Whitaker	3	28
W. P. Wiggins	8	25
I. D. Wilson		32

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH

Devoted to Matters of Interest to Our Representatives

VOL. II.

DETROIT, MICHIGAN, JUNE 1, 1901.

NO. 34

Trade Arguments.

BY A. E. BARRON

(Continued from last week)

NO. 6

Mr. Customer says, New Era High Grade Prepared Paint costs too much. He could not sell it, as he has to sell a paint at what New Era High-Grade Prepared Paint would cost him.

Answer: "It is human nature, sir, to get the best value you can for your money. This nature exists in you, it also exists in your customers. What they want when they buy is to get the cheapest paint they can. It is right that they should do this. But allow me to tell you, sir, the cheapest paint is the paint that covers the greatest number of square yards, and wears the greatest number of years.

Now, sir, let us figure this paint question out. We will take two houses exactly the same size, say they are 20x40 and twenty foot posts, this will make just 2,400 square feet of surface to be painted. Now New Era High-Grade Prepared Paint will cover on a surface in an average fair condition, 300 square feet, two coats, to the gallon. After we figure this out we find it will just take eight gallons of paint at \$1.65 per gallon making a total of \$13.20.

Now for the paint you sell at \$1.25 per gallon, under the best conditions possible it will not cover over 200 square feet, two coats, to the gallon. Let me see, house contained 2,400 square feet, we find now it will require just twelve gallons of this paint to cover the same size house. Twelve gallons at \$1.25 per gallon makes \$15.00, a saving to start with of \$1.80. Now, sir, it will cost as much if not more to apply the cheaper paint. The cheap paint will not wear for any length of time, where as New Era High-Grade Prepared Paint will wear for five years or more. In other words it will cost just \$2.64 per year for New Era High-Grade Prepared Paint, and for the cheap paint if you should have good luck and it should happen to wear as long as two years, which I feel confident it will not, it will just cost \$7.50 per year to keep the house painted. Now you say the cheap paint is all right for inside work. There is no doubt it will wear better on the inside than it will

on the outside, but then it is not as cheap. Just figure up again the number of yards to be painted.

Now, sir, I know you want to do what is right with your customers. Sell them the cheapest paint, that is what they want. They will not understand at first that there is such a difference in paint, but it will not be difficult for you to figure it out for them. It will pay you to do this, after they do understand they will thank you for enlightening them. Give them what they want, the cheapest paint on earth.

Now, sir, allow me to send you a few gallons. Try it and investigate it for yourself and you will find I have told you the truth.

You will also find out that I have a paint that will talk for itself, and it will not be necessary for me to sing praises to you after this. If you will only try it.

TO BE CONTINUED

Display Stands.

We have given our representatives every possible "leeway" to place stands shown on record below. We want to get rid of these quickly. Offer them as an inducement to place orders for a small assortment of goods in addition to what a dealer may be handling, and try to get our goods started with dealers not now handling them, by offering either kind to display the line upon. We ought to have an order for at least \$15.00 when Rapid-Seller stand is "thrown in," and for \$5.00 when Bristol stand is given. The Bristol stands can be furnished with our regular line of goods. We don't want any new accounts on the Bristol line. If a few more of our salesmen

Take Hold and Lift.

in the way that Mr. Kelly has, the stock of stands on hand will soon vanish.

Stock of Stands on Hand.

Rapid Seller	46
Bristol	147
SALES TO DATE	
H. P. Torrance	1
H. F. Whitaker	1
A. D. Hoagg	2
W. P. Wiggins	1
O. F. Richmond	1
A. R. Kelly	8
Dan Davies	1
R. A. Irvin	1
J. R. Newell	1
I. D. Wilson	1
C. F. Elliott	1
R. M. Billings	1
Mail	7

The Price of Mixed Paints.

The cost of mixed paints on the present high market for oil, warrants considerable higher selling figures than most manufacturers are getting. After linseed oil made a large decline some months ago, the retail trade became quite solicitous over the future of mixed-paint prices. Not a few inquiries were received by the manufacturers asking when the drop was to take place. Yielding to these importunities some of the manufacturers priced their goods at 10 to 15 cents below the price recommended by the grinders' association and now doubtless regret that they set their mark so low.

Since oil values have been climbing up and bid fair to reach the high-tide of prices that prevailed last October, retailers have conveniently neglected to suggest anything on the price question, in view of which it will probably be necessary for manufacturers to take the initiative, and a return to \$1.35 for best grade in gallon cans would seem the wise course to pursue by those who have fallen away from that basis, and an advance to the figure named by those whose conservatism or timidity did not allow them to reach it ought certainly not to be difficult to accomplish now.

The condition which encourages such action at this time is not wholly local, but world-wide, as per the following from a Canadian journal of authority on such matters.

The English oil market, nearly bare of seed, advanced more than 6s per ton, putting oil values back to almost what they were last January, and causing an advance in spot values in Montreal of 5 cents per gallon. The market is growing in strength, as the Argentine seed seems no longer forthcoming, and the Indian, Canadian and United States crops will not be procurable till September. Seed will be badly needed before then. There is but little doubt that, if oil had remained at the low quotations made for May to July import some weeks ago, the price of mixed paints would have been reduced in June, at the latest. The drop could not perhaps have come before that time, for the manufacturers have been working on high-priced oil, and no cheaper goods were procurable until the first steamers from England were in port. But just as the market was shaping itself for a reduction, the oil market suddenly reacted, and a steady bull movement set in, until now oil is quoted above 6s 3d in London. Raw could have been imported some time ago at 4s 6d cents, now, it would cost 7s cents, at least.

Lead, zinc and other pigments are much higher than an average for ten years past.

oil is nearly double its ordinary value or will soon become so, tin cans and other containers, boxes, etc., were never so expensive as now, and if dealers and consumers expect up-to-standard goods they must expect to pay prices built on the higher producing basis dear materials of all sorts inaugurates. Low mixed paint prices under present conditions can be interpreted in but one way, either the manufacturer is making no money or the goods are being cheapened to preserve profits. The average retailer and consumer in choosing an explanation of the commercial phenomena encountered is more likely to take the one more complimentary to the manufacturer's business thrift than to his philanthropy.

In the interest of all concerned, an advance to a selling basis more in harmony with existing oil and pigment values would be proper and wise.—*From Paint, Oil and Drug Review, Chicago*

Green Bugs in Texas.

Please note the attached clipping, "the green bug." It will show how it even got next the Methodists at their conference this year.

PADIS, TEXAS, May 11.—At a Methodist conference meeting of Forest Hill, in the west part of the county, dinner was served on the ground in picnic style. A fat baked turkey was one of the dishes served. A few hours after dinner twenty-one persons, including everybody who had partaken of the turkey, became violently sick by cramping and vomiting, and for a while three doctors who were summoned from Betty had their hands full. The turkey had run to a patch of oats destroyed by green bugs, and the doctors attributed the sickness to the fact that the turkey had fattened on green bugs.

And also the following, which is the way the railroad men look at it:

The green bugs eat the farmers' crops,
The June bugs eat their honey
The bed bugs bite their backs all night,
The gold bugs get their money
The farmers therefore have little to eat,
The railroads little to haul
They can't even secure oats and wheat,
And the "bugs" are the cause of it all
J R N

The following is a letter which we received from a customer, which thoroughly emphasizes the point which we have often brought up, viz.: "That our salesmen should have a specific understanding with his customer that we cannot afford to pay the minimum charge imposed by the transportation company on small shipments weighing from twenty-five to fifty to one hundred pounds." In this particular case the minimum charge is 71 cents on shipment weighing twenty-five pounds:

LOWELL, MASS., May 22, 1902
ACME WHITE LEAD AND COLOR WORKS,
Detroit, Mich.

Dear Sirs—Your bill of goods shipped May 4th received, on which you allow us 11 cents freight, and stamp the bill you can only allow proportionate freight. We bought these goods of O. B. Lowell, nothing said about proportionate freight. The freight is 71 cents and we have deducted same from the bill. Kindly adjust your account accordingly, as we shall insist upon this allowance.

Respectfully,
BON MARCHE DRY GOODS CO



Acme Plug Hat Club.

Sales of Neal's Aluminum Enamel from April 1st to June 13th, inclusive.

The numbers opposite names designate the standing of each representative based upon value of goods sold:

A. E. Barron	2
R. M. Dougall	2
W. C. Neal	3
H. F. Whitaker	4
C. F. Pulfer	5
G. R. Smith	6
A. D. Hoagg	7
O. F. Richmond	8
C. Mehlig	9
I. D. Wilson	10
R. A. Irvin	11
A. R. Kelly	12
R. M. Billings	13
Dan Davies	14
H. H. Halliday	15
H. P. Torrance	16
S. H. Hart	17
F. B. Sangster	18
C. F. Elliott	19
W. P. Wiggins	20
J. R. Newell	21
C. F. McCauley	22
S. A. Hunter	23
H. C. Cater	24
W. H. Connor	25
R. S. Gebhart	26
T. W. Connor	27
J. H. Milne	28
Roy H. Foster	29
S. J. Olson	30
M. J. Reynolds	31

Take Hold and Lift.

New Era High-Grade Paint Orders.

We shall hereafter record in THOUGHTS the number of orders for New Era received from each of our representatives every week. It is a record we assume that all will be interested in watching. Quantity will not be stated, simply the number of orders received, which, in addition to direct business, will include those transferred to jobbers and distributors. Orders not approved for credit will not be included.

	For week ending May 31	Total since March 1
A. E. Barron	6	65
R. M. Billings	5	43
H. C. Cater	0	35
Dan Davies	1	5
F. R. Dougall	3	45
C. F. Elliott	4	13
Roy H. Foster	0	2
R. S. Gebhart	1	40
S. H. Hart	1	26
A. D. Hoagg	23	126
S. A. Hunter	1	28
R. A. Irvin	2	41
A. R. Kelly	2	14
C. F. McCauley	1	10
C. Mehlig	3	46
J. H. Milne	2	18
W. C. Neal	0	0
J. R. Newell	1	14
S. J. Olson	2	36
C. F. Pulfer	3	40
M. J. Reynolds	2	7
O. F. Richmond	6	22
F. B. Sangster	4	54
G. R. Smith	2	15
H. P. Torrance	1	15
H. F. Whitaker	1	31
W. P. Wiggins	10	35
I. D. Wilson	1	33

Good!

I have made out slips as per sample Mr. Halladay sent you for all the trade in my territory, and Mr. Tague, general manager Van Vleet Co., told me he would have them sent to the salesmen in their respective territories, and was going to push his men up on paints, and by our co-operative work, we are going to try to make their account among the best, if not the best one on your books.
R. M. B.

P. S.—They don't want to be second on anything.

New Era High-Grade Prepared Paint.

Don't you care what other people's prices are, keep New Era just where it is.

W. C. N.

Our General Distributors.

California	Bohan Paint Co.,	Los Angeles
Colorado	Humphrey-Jones Merc. Co.,	Denver
Georgia	Columbus Hardware Co.,	Columbus
Illinois	Geo. E. Watson Co.,	Chicago
	Colburn, Birks & Co.,	Poon
Indiana	Johnson-Woodbridge Co.,	Indianapolis
Iowa	Sickels, Preston & Nutting Co.,	Dravenport
	J. W. Edgerty & Co.,	Ottumwa
	Hornick, Hess & More,	Sioux City
Kansas	At-B. Whiting Paint & Glass Co.,	Topeka
Louisiana	L. N. Brunswick & Co.,	New Orleans
Maryland	Winkelman & Brown Drug Co.,	Baltimore
Massachusetts	E. & F. King & Co.,	Boston
Minnesota	C. W. Hackett Hardware Co.,	St. Paul
Mississippi	Lee Richardson & Co.,	Vicksburg
Missouri	Gate City Roofing & Metal Co.,	Kansas City
Montana	Carter Bros.,	Butte
New York	Buffalo Glass Co.,	Buffalo
	Burhans & Black Co.,	Syracuse
	Jno. L. Thompson, Sons & Co.,	Troy
Ohio	Co.,	Cleveland
	Co.,	Cincinnati
	Co.,	Toledo
Oklahoma Territory	Alexander Drug Co.,	Oklahoma City
Oregon	F. E. Beach & Co.,	Portland
Pennsylvania	H. B. Semple & Son,	Easton
	Bard, Schlott & Co.,	Reading
	Phelps-Straw & Co.,	Wilkes Barre
Tennessee	Fritts & Wiesel	Chattanooga
	Van Vleet-Mansfield Drug Co.,	Memphis
Texas	Greiner-Kelly Drug Co.,	Sherman
	Houston Drug Co.,	Houston
Utah	G. F. Culmer & Bro.,	Salt Lake City
Virginia	Barker-Jennings Hdw Co.,	Lynchburg
Washington	Baum & Co.,	Spokane
West Virginia	W. H. Chapman & Sons,	Wheeling

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. II.

DETROIT, MICHIGAN, JUNE 8, 1901.

NO. 35



MR. H. N. TURNER,
Prominent Member of the T-K Club and Eastern
Representative to the Railroad Trade

We are told that Mr. Turner is to be
MARRIED

on Wednesday evening, June 12th. He does not deny the rumor, but when asked for particulars refused to say anything. This we attribute to extreme nervousness and the advance influence of the future Mrs. Turner. We shall try to tell you all about the wedding in the next issue, and in the meantime if our representatives have any brief and timely advice to give for the benefit of the coming benedict we shall see that it will not lose anything in the telling through the columns of THOUGHTS.

NOTE—The young lady we are told is named Pepper. Advice to Mr. Turner to keep cool will not be accepted by the editor.

Stock of Stands on Hand.

Rapid Seller	43
Bristol	147

SALES TO DATE R S Bristol

H. P. Torrance	1
H. F. Whitaker	1
A. D. Hoagg	3
W. P. Wiggins	1
O. F. Richmond	1
A. R. Kelly	8
Dan Davies	1
R. A. Irvin	1
J. R. Newell	1
I. D. Wilson	1
C. F. Elliott	1
R. M. Billings	1
Mail	7

Trade Arguments.

BY A. E. BARRON
(Continued from last week)
No 7

Mr. Customer says he has handled the same brand of paint for the last twenty years. His customers are acquainted with it, and ask for it, and will not take any other. He has always talked it up as being the best paint made, and it is well advertised.

Answer: I open up a half pint can of New Era, and also open up a can of the paint Mr. Customer is handling. I get the painter in to make the test. The painter is a friend of Mr. Customer's and a stranger to me.

After the test is made and New Era is pronounced the better paint, I ask Mr. Customer, how many of his customers would want his brand of paint if they knew as much about the paint business as he did now. You might have thought as they did until I convinced you that New Era was a better paint. Now, sir, after this you cannot very well tell your customers that the brand of paint you are handling is the best. That is, if you wish to tell the truth, and I know you are an honest man and a man that will tell the truth.

Now, sir, "do unto your customers as you would like to have them do unto you." Give your customers the best paint it is possible to make—a pure lead, zinc and oil paint and nothing else.

Do this and your customers will respect you for it, your business will increase, and when the time comes for you to pass into the other world your mind will be at rest—as far as the paint business is concerned.

TO BE CONTINUED



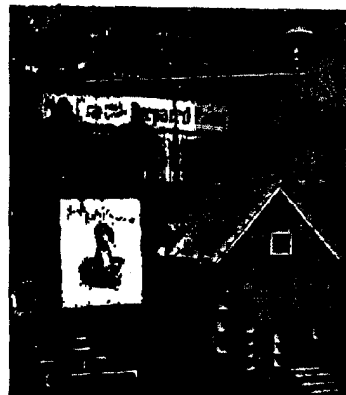
Acme Plug Hat Club.

Sales of Neal's Aluminum Enamel from April 1st to June 15th, Inclusive.

The numbers opposite names designate the standing of each representative based upon value of goods sold.

W. C. Neal	1
A. E. Barron	2
F. R. Dougall	3
H. F. Whitaker	4
C. F. Puffer	5
Dan Davies	6
G. R. Smith	7
A. R. Kelly	8
C. Mc	9
A. I. I	10
O. I. P	11
I. D. Wilson	12
R. M. Billings	13
H. H. Halladay	14
S. H. Hart	15
H. P. Torrance	16
F. B. Sangster	17
C. F. Elliott	18
W. P. Wiggins	19
S. A. Hunter	20
C. F. McCauley	21
J. R. Newell	22
H. C. Cater	23
W. H. Connor	24
R. S. Gebhart	25
T. W. Connor	26
J. H. Hine	27
S. J. Olson	28
M. J. Reynolds	29

A Handsome Window Display.



The above illustration shows how Messrs. Burhans & Black, of Syracuse, New York, have displayed Acme products. It is one of the handsomest and most attractive displays that has come to our notice and reflects great credit upon the enterprise of the house and the skill of their window dresser. They never do things by halves, anyway.

There Are Millions in It—"Nit."

I agree with you, that you should discontinue the quarter pint can of paint to retail at ten cents.

Forgive me this time and I will never do it again. A. E. B.

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. II.

DETROIT, MICHIGAN, JUNE 15, 1901.

No. 36

Take Hold and Lift.

This is a reproduction of circular that is being sent out with all correspondence



June
29th

will be Outing Day for us. Most all of us are going to Belle Isle with our baskets to have a good time. There will only be a sufficient number of "unfortunates" on duty to care for such business as *must* receive attention on that day. At the Island we will have base ball, all kinds of races and games, tug-of-war, lemonade, and present prizes for the best practical business suggestions made by our people during the past six months.

Can't You
Come

with us? There will be a ferry at the foot of Woodward Avenue, at 9:00 a. m., with a sign reading "Outing Day of Employees Acme White Lead and Color Works." We have tickets and badges that will admit you to the boat which you can have for the asking, and we would be glad to have you with us.



Handy Family Paint.

If for one would suggest that you still keep the Handy Family Paint on the market. The Jas. E. Patton Co. are about the only people in my territory besides ourselves who handle this class of goods in small packages. H. F. W.

Take Hold and Lift.

A Good Suggestion.

I tried Aluminum Enamel on rural mail box the other day and it works all right. It might help the sale of these goods if the boys would tell the dealers and show them how it works on these mail boxes. Lots of the hardwares make these boxes and would use Aluminum in preference to galvanizing the iron they are made from. C. F. P.

Ti-Ki Club.

I have read with much pleasure and interest the various talks on co-operation by the different members of the Ti-Ki Club, and I hope some day to be able to be present and listen to these bursts of "oratorical extravagance," but wish to notify the president right now that I am not a candidate for the platform. "Reason: Inability to cope with former speakers." However, I hope these co-operative talks will do us all good. Representative with representative and factory with representatives. H. H. H.

I have had the pleasure of having our President, Mr. Wm. L. Davies, with me in Baltimore, Md., for the past few days and regret his departure for the sweet sunny South. While here he had a very hard proposition before him, but remembering the Acme White Lead and Color Works' motto, "Take Hold and Lift" did not turn backward, stuck to his man and manfully landed him in good shape, opening up a distributing point here for Acme products. C. F. M.

SAN ANTONIO, TEX., May 31, 1901
Acme White Lead and Color Works,
Detroit, Mich.

Dear Sirs:—We are just in receipt of a letter from the advertising department, informing us that they have again mailed cards to our customers informing them that we have your goods in stock. We write to thank you for this, and wish to state that we believe that this advertising will prove mutually beneficial, and wish to say that we trust you will see fit to continue same. With best wishes, we remain,

Yours very truly,
SAN ANTONIO DRUG CO.

Take Hold and Lift.



Acme Plug Hat Club.

Sales of Neal's Aluminum Enamel from April 1st to June 15th, Inclusive.

The numbers opposite names designate the standing of each representative based upon value of goods sold.

A E Barron	1
W C Neal	2
F R Dougall	3
H F Whitaker	4
C F Puffer	5
Dan Davies	6
G R Smith	7
A R Kelly	8
O F Richmond	9
C Mehlig	10
A D Hoagg	11
I D Wilson	12
R M Billings	13
F B Sangster	14
C F Elliott	15
H H Halladay	16
S H Hart	17
H P Torrance	18
W P Wiggins	19
S A Hunter	20
R S Gehart	21
C F McCauley	22
J R Newell	23
H C Cater	24
W H Connor	25
T W Connor	26
J H Milne	27
S J Olson	28
M J Reynolds	29

Stock of Stands on Hand.

Rapid Seller	39
Bristol	147
SALES TO DATE	
H. P. Torrance	1
H F Whitaker	1
A D Hoagg	2
W P Wiggins	3
O F Richmond	3
A R Kelly	8
Dan Davies	1
R A Irvin	1
J R Newell	1
I D Wilson	1
C F Elliott	1
R M. Billings	1
Mail	7

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. II.

DETROIT, MICHIGAN, JUNE 22, 1901.

NO. 37

Take Hold and Lift.

Mr. and Mrs. H. N. Turner, the newly married couple, express their appreciation to the members of the Company, and friends with the Acme, for silver tea set and candelabrum sent as an expression of good will and kindly wishes, and THOUGHTS expresses the sentiment of all the "boys on the road" in wishing the young couple a long and happy married life with a liberal share of all blessings.

Mr. and Mrs. Turner will reside in Detroit, and we shall be only too glad to take advantage of the invitation extended to note the grace and skill with which the hostess and host preside over the "tea table."

For two alone, there in the hall,
Is spread the table round and small.
Upon the polished silver shine
The evening lamps, but more divine
The light of love shines over all

The Next Meeting of the Ti-Ki.

"Judicious Advertising as a Factor in Securing Business" is the subject for discussion at the next meeting of the Ti-Ki, to be held July 6th. This is a topic on which we sincerely hope all the members of the club have "ideas" and will not hesitate to express them, either in person at the meeting or by contributing a paper. We hope that our present methods will be thoroughly criticised and that suggestions for improvement will be made freely, as it is only by talking freely and expressing honest convictions that the best results can be obtained, by the comparison of views on topics that are discussed at these gatherings.

"Thoughts" Will Lay Off For Awhile.

This will be the last issue of THOUGHTS until our representatives to the general trade start out on the fall campaign. The next number will probably be August 10.

Should representatives at any time receive mail intended for another salesman, it is important that they return same to us promptly with brief explanation.

Members Acme Plug Hat Club.

Admitted Contest
Mr. Alf R. Kelly. March 1, 1901. Mich Seal Lead
Mr. A. E. Barron. June 25, 1901. Neal's Alum En.

Take Hold and Lift.

The Second Member of the Acme Plug Hat Club.



MR. A. E. BARRON

Mr. A. E. Barron, as the result of his efforts in the contest on sales of Aluminum Enamel, closed on the 15th inst., has succeeded in *electing himself* a member of the Acme Plug Hat Club. There are now two members of this Club, and at least *one good looking member*, but as members do not get in "on their looks" their is "hope for the remainder of our representatives, endowed with ambition, energy and push, even if they do not come up to the mark from the standpoint of appearances. In a separate article we have outlined a plan under which we hope to give all our salesmen a fair show to become members of this Club.

The result of the Aluminum Enamel contest was as follows

	Standing	Amount
A. E. Barron	1	\$246.07
H. F. Whitaker	2	164.46
W. C. Neal	3	150.43
F. R. Dougall	4	148.51
A. R. Kelly	5	109.20
C. F. Pulfer	6	68.80
Dan Davies	7	64.50
A. D. Hoagg	8	53.72
O. F. Richmond	9	53.08
C. Mehlig	10	51.39
I. D. Wilson	11	41.91
R. M. Billings	12	32.72
F. B. Sangster	13	27.05
C. F. McCauley	14	25.60
C. F. Elliott	15	24.12
H. H. Halladay	16	23.88

Take Hold and Lift.

	Standing	Amount
S. H. Hart	17	22.88
H. P. Torrance	18	22.60
W. P. Wiggins	19	22.47
S. A. Hunter	20	21.48
R. S. Gebhart	21	13.08
J. R. Newell	22	21.04
H. C. Cater	23	5.43
W. H. Connor	24	4.50
T. W. Connor	25	3.00
J. H. Milne	26	1.4
S. J. Olson	0	0
M. J. Reynolds	0	0

*This is the last issue of THOUGHTS before August, and as the editor will be out of town in the meantime it will be useless to file protests.

Acme Plug Hat Club.



We wish to give all our representatives an opportunity to become members of the Acme Plug Hat Club, and recognize the fact that the varied conditions in different parts of the country render it practically impossible to give every contestant an equal show in making sales of any single line of goods. To overcome this objection we shall offer a "Plug Hat Prize" each month, except July and December, on a different line of goods, in accordance with schedule shown below:

JANUARY—Acme Household Paints.
FEBRUARY—Davies' Varnish Stains.
MARCH—Granite Floor Paints.
APRIL—Neal's Enamels and Neal's Bath-Tub Enamels.
MAY—Neal's Carriage Paints and Neal's Carriage Top Dressing.
JUNE—Utility Varnishes.
AUGUST—Master Painters' Oil Colors.
SEPTEMBER—Wagon and Implement Paints.
OCTOBER—Liquid Wood Fillers (all brands).
NOVEMBER—New Era High-Grade Prepared Paints.

Sales will be recorded by *dates upon which orders are received by us.*

The volume of the business will determine the winner, and *not the number of orders.*

Sales, of course, must be made *personally* by each man, and it will be considered unfair to arrange with customers to mail

Take Hold and Lift.

orders to the representative to send in to the house. Our records indicate points made each day and orders from towns not made will not be considered. Duplicates of orders turned in to jobbing houses will be considered the same as orders sent direct to the house, but, of course, credit will *not* be allowed on such orders when salesman send in jobber's stock order.

The record published in THOUGHTS each week will show the standing, but at the conclusion of each contest, amount as well as standing will be indicated.

Of course the members of the Acme Plug Hat Club will be expected to wear their "tiles" at the next annual convention take a prominent part in Ti-Ki matters, stand forth as prominent lights and maintain in every way the enviable prominence represented by the head gear won as a result of their energy, push, skill and perseverance.

Trade Arguments.

BY A. E. BARRON

(Continued from June 8th)

NO. 3

Mr. Customer says at last he has decided to put in paint, but before he decides which brand he wants he is going to investigate the paint question thoroughly, as he wants to be sure he gets the best brand on the market.

Answer: I think, Mr. Customer, that you are wise in doing this, but even then if you are not careful you will get fooled. If you will listen to me for a few moments, until I outline the paint question, and instruct you how to go about your investigation, it will pay you.

Now, sir, from my experience in the paint business, the conclusion I have arrived at is this. It is one of the biggest swindling games I know of. You will find every salesman that talks paint to you will tell you that his paint is absolutely pure and the best paint on the market. When the salesman tells you this, he is telling the truth as far as the purity of his paint is concerned, for this reason. Whatever the manufacturer's formula calls for—if it is barytes, whiting, water and cottonseed oil, this constitutes his strictly pure, or chemically pure paint, to his formula.

There are some manufacturers who go so far as to claim that if their formula does not call for any strictly pure carbonate of lead, or any strictly pure linseed oil; that if they should add any that they are adulterations;

that they can use lead and oil as adulterates just the same as they could barytes, whiting or cottonseed oil. We will have to acknowledge that this is true, and when they say their paint is pure they are telling the truth.

Now the question is, what makes the best paint that can be produced regardless of cost.

All the paint manufacturers, who have had years of experience in making and testing paints, and all the painters who are painters, and have made a study of their business, will tell you that the best paint that can be produced to-day, is a paint that is made out of absolutely nothing else but strictly pure carbonate of lead, just enough strictly pure oxide of zinc added to prevent the lead from chalking off, reduced with strictly pure linseed oil.

Now, sir, this makes the best paint that can be produced. It also makes the most expensive paint that can be produced. Now, sir, before you decide on the brand you think is the best for you to handle, be sure you know what it is made of, insist upon knowing. If the manufacturer refuses to tell you, or tries to evade your request, take my advice and do not buy his paint. The manufacturer that makes a pure lead, zinc and oil paint will tell you so and will give you a written contract to that effect.

I will give you a list of the adulterations that are usually used by the different manufacturers in making their paints. They are barytes, gypsum, whiting or paris white, and any lime products, china clay, silex, or any inert pigments, and for the liquid or reducer they use naphtha or gasoline, kerosene, neutral, or paraffine oil, cottonseed oil, corn oil, fish oil, rosin oil and water.

Now, sir, if their paints contain any of the above they are adulterations and cheapen the cost of the paint.

You would not consider yourself a good buyer if you paid as much for barytes, whiting and water, as you would for lead, zinc and oil. Well, then, take my advice and be careful.

The New Era High-Grade Prepared Paint I am selling contains nothing else but strictly pure carbonate of lead, strictly pure oxide of zinc and strictly pure linseed oil and nothing else. My house will send you a certificate of purity to that effect, signed by the officers of the company. We will also furnish you the analysis of New Era made by your state chemist.

Now, sir, if you will follow these instructions carefully you cannot make any mistake. If you do not follow them, you are liable to pay fancy prices for the paint you buy.

THE END

Take Hold and Lift.**Take Hold and Lift.****Our General Distributors.**

California	Bohan Paint Co.,	Los Angeles
Colorado	Humphrey-Jones Merc. Co.,	Denver
Georgia	Columbus Hardware Co.,	Columbus
Illinois	Geo. E. Watson Co.,	Chicago
	Colburn, Birks & Co.,	Peoria
Indiana	Johnson-Woodbridge Co.,	Indianapolis
Iowa	Sickels, Preston & Nutting Co.,	Davenport
	J. W. Edgerly & Co.,	Ottumwa
	Hornick, Hess & More,	Sioux City
Kansas	A. B. Whiting Paint & Glass Co.,	Topeka
Louisiana	L. N. Brunswick & Co.,	New Orleans
Maryland	Winkelman & Brown Drug Co.,	Baltimore
Massachusetts	E. & F. King & Co.,	Boston
Minnesota	C. W. Hackett Hardware Co.,	St. Paul
Mississippi	Lee Richardson & Co.,	Vicksburg
Missouri	Gate City Roofing & Metal Co.,	Kansas City
Montana	Ellis Paint Co.,	Butte
New York	Buffalo Glass Co.,	Buffalo
	Burbans & Black Co.,	Syracuse
	Jno. L. Thompson, Sons & Co.,	Troy
Ohio	Loew Filter & Mfg. Co.,	Cleveland
	Stein-Vogeler Drug Co.,	Cincinnati
	Norton Hardware Co.,	Toledo
Oklahoma Territory	Alexander Drug Co.,	Oklahoma City
Oregon	F. E. Beach & Co.,	Portland
Pennsylvania	H. B. Sample & Son,	Easton
	Bard, Schmitt & Co.,	Reading
	Phelps-Straw & Co.,	Wilkes Barre
Tennessee	Fritts & Wiehl	Chattanooga
	Van Fleet-Marshfield Drug Co.,	Memphis
Texas	Greiner-Kelly Drug Co.,	Sherman
	Houston Drug Co.,	Houston
Utah	G. F. Culmer & Bro.,	Salt Lake City
Virginia	Barker-Jennings Hdw. Co.,	Lynchburg
Washington	Baum & Co.,	Spokane
West Virginia	W. H. Chapman & Sons,	Wheeling

Stock of Stands on Hand.

Rapid Seller	36
Bristol	147
SALES TO DATE	
H. P. Torrance	1
H. F. Whitaker	1
A. D. Hoagg	3
W. P. Wiggins	1
O. F. Richmond	2
A. R. Kelly	8
Dan Davies	1
R. A. Irvin	1
J. R. Newell	1
I. D. Wilson	1
C. F. Elliott	1
R. M. Billings	1
Mail	7

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. II.

DETROIT, MICHIGAN, JULY 13, 1901.

NO. 38

Take Hold and Lift.

Acme Plug Hat Club.

DETROIT, MICH., July 5th, 1901.

It has been decided to re-consider conditions under which our representatives will compete for membership in the Acme Plug Hat Club. In our issue of June 22nd we stated that the volume of business would determine the winner and not the number of orders. We think, however, to properly attain the object of the competition, which is the *introduction of our goods with new trade*, it will be more consistent to award the prizes to the representatives sending us the *largest number of orders* from customers who are *not handling the goods*.

As a help to the representatives and to insure accuracy, we will provide stationery reading as follows:

I am not at the present time handling
Line of goods _____, an order for which I
have to-day placed with your representative.
Signed, _____
Dealer's signature

Orders not accompanied by above blank, signed by dealer, will not be counted.

In other respects, the proposition is exactly as outlined in issue of June 22nd, except that the *number of orders* only will be shown in the record published in THOUGHTS and not the volume of business.

The new conditions will mean that no matter how small the order is, it will count as "one" in making up the number of orders that decide the winner.

In the event of the same representative winning a prize the second time, he will be awarded a decoration in the shape of a pin, or something else suitable, and for which the same amount of money will be spent as for a silk hat. In this way, our representatives may not only be decorated with silk "tile" when attending the convention, but may also wear a handsome pin, indicating that they are the winner of two prizes. We may prepare something in the form of a link chain, the number of links indicating the number of prizes in addition to the plug hat that they have won.

Take Hold and Lift.

I am in receipt of photo from Collier & Son, of Decatur, Ala., showing their display of paints. Everything they handle has the Acme diamond on it, and 'tis, I believe, the nicest display in my territory. They instructed me they had mailed you one also.

R. M. B.

FRANKFORT, MICH., June 28th, '01.
ACME WHITE LEAD & COLOR WORKS,
Detroit, Mich.

Gentlemen—We are using your varnish for the first time on cottage work at this place, and are pleased to say that during an experience of twenty years we find this the *best varnish* we ever used, and will use no other in the future.

CHAS. & HOLBROOK.

I must say that I congratulate Mr. Barron on being the successful winner of the plug hat, on being the high man on sales of Neal's Aluminum Enamels. May he long live and enjoy the comforts and pleasure of this hat, and I for one will be proud to see him adorn it on his head at the next meeting of our convention, and be seated at the right hand of the presiding officer and see that pleasant smile Mr. Barron has for every one that comes in contact with him. Good, old boy, peace and happiness be yours and a long and prosperous life.

C. M.

There is one thing sure and that is if a man ever had a warm spot in his heart for another man, and wish him to enjoy all the rich blessings that life affords, it is me for Mr. Barron.

There seems to be one thing lacking. A man that is so handsome, charming in manners, winning in ways, and I might add so universally loved by all as Mr. Barron is, that he don't take unto himself a charming Miss of sweet sixteen, and enjoy all the rich blessing that this world holds dear to mortal man. I think Mr. H. N. Turner might give Mr. Barron some pointers along this line that would prove valuable to him.

Come, Neighbor Barron, fall in line.

C. M.

Take Hold and Lift.

Our General Distributors.

California	Boban Paint Co.	Los Angeles
Colorado	Humphrey-Jones Merc. Co.	Denver
Georgia	Columbus Hardware Co.	Columbus
Illinois	Geo. E. Watson Co., Colburn, Birks & Co.	Chicago Peoria
Indiana	Johnson-Woodbridge Co.	Indianapolis
Iowa	Sickels, Preston & Nutting Co., J. W. Edgerly & Co., Hornick, Hess & More.	Davenport Ottumwa Sioux City
Kansas	A. B. Whiting Paint & Glass Co.	Topeka
Louisiana	L. N. Brunswick & Co.	New Orleans
Maryland	Winkelman & Brown Drug Co.	Baltimore
Massachusetts	E. & F. King & Co.	Boston
Minnesota	C. W. Hackett Hardware Co.	St. Paul
Mississippi	Lee Richardson & Co.	Vicksburg
Missouri	Gate City Roofing & Metal Co.	Kansas City
Montana	Ellis Paint Co.	Butte
New York	Buffalo Glass Co., Burhans & Black Co., Jno. L. Thompson, Sons & Co.	Buffalo Syracuse Troy
North Carolina	Julius Lewis Hardware Co.	Raleigh
Ohio	Loew F. & W. Co., Stein-V. Co., Norton & Co.	Cleveland Cincinnati Toledo
Oklahoma Territory	Alexander Drug Co.	Oklahoma City
Oregon	F. F. Beach & Co.	Portland
Pennsylvania	H. B. Semple & Son, Bard, Schlott & Co., Phelps-Straub & Co.	Easton Reading Wilkes Barre
Tennessee	Fritts & Wiehl Van Vleet-Mansfield Drug Co.	Chattanooga Memphis
Texas	Greiner-Kelly Drug Co., Houston Drug Co.	Sherman Houston
Utah	G. F. Colmer & Bro.	Salt Lake City
Virginia	Barber-Jennings Hardware Co.	Lynchburg
Washington	Batum & Co.	Spokane
West Virginia	W. H. Chapman & Sons.	Wheeling

Members Acme Plug Hat Club.

Admitted	Contest
Mr. Alf R. Kelly	March 1, 1901. Mich. Seal Lead
Mr. A. E. Barron	June 15, 1901. Neal's Alum En

**List of Goods to be Competed
for Each Month.**

January—Acme Household Paints.

February—Davies' Varnish Stains.

March—Granite Floor Paints.

April—Neal's Enamels and Neal's Bath-
Tub Enamels.

May—Neal's Carriage Paints and Neal's
Carriage Top Dressing.

June—Utility Varnishes.

August—Master Painters' Oil Colors.

September—Wagon and Implement Paints.

October—Liquid Wood Fillers (all brands.)

November—New Era High-Grade Prepared
Paints.

I am not at the present time handling
an order for which I have to-day
placed with your representative.

Signed,

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives

VOL. II.

DETROIT, MICHIGAN, AUGUST 10, 1901.

NO. 39

Take Hold and Lift.

The Fall Campaign.

We enter the fall campaign under most favorable circumstances. Our goods and methods of doing business have gained the full confidence of the trade, and the drudgery and constant disappointments of by-gone years in which we were compelled to push, push, push, for recognition under adverse circumstances are features that are a thing of the past. It was necessary to go through the ordeal and we have been benefitted by our experience and placed in shape to continue to progress as a result of same. We shall have to continue to push, and push hard, but the returns from our efforts under existing conditions will be rapid and satisfactory. A first-class representative of a first-class house is a combination that must continue to progress, and we know that our missionaries are all men fitted by character, training and experience to make our sales department a source of pride and satisfaction to themselves and their house.

Make the effort of your lives between now and convention time and let us compare notes on the season's experience that will be gratifying to all concerned.

Plant New Era agencies. They are our mainstay. Get your jobbers' and distributors' salesmen working with you enthusiastically, and never even think of failure, for you must succeed. Conditions and prestige conspire to push you forward in your work. Don't oppose the elements.

Gentlemen—

I have a good story to tell.—During one of my recent visits to Easton, Pa. I called on our distributors, Messrs H. B. Semple and Son and was politely informed that our New Era High-Grade Paint was *no good*. Upon investigation I found that our eastern representative, Mr. Frank R. Dougall had also gained the same information and taken the matter up. It happened in this way. A painter who in the past used four gallons of paint to cover a given surface had purchased four gallons of New Era High Grade paint from the above concern for the job. But to his great surprise found upon practical experience that two

gallons of New Era High-Grade was sufficient to complete the work. Being weak-kneed he schemed to have his money returned for the remaining two gallons of paint not used, and told the merchant it was *no good* and would like to have his money back for the balance. After he got possession of the money he truthfully explained the whole business in a jovial way, and candidly states that in the future he will always use and highly recommend New Era High-Grade Paint. If I ever have an opportunity, I shall make it a point to present our friend Mr. Painter with a good Ti-Ki cigar. R. S. C.

Monthly Competitions.

Monthly competitions for prizes and membership in the Acme Plug Hat Club are now on and we are wondering which of our representatives will wear silk hats or badges at the Convention in December. We have endeavored to make the conditions fair for all and hope to note an energetic effort on the part of each salesman to get to the front.

AUGUST COMPETITION.

For the largest number of orders for Master Painters' Oil Colors from trade who have not heretofore handled the goods. Orders must be secured by the representative and sent in with blank form provided for dealer's signature

Record to August 8th.

Alf R. Kelly		3
F R Dougall		2
S H. Hart		1

Color Sample Leaves For Salesmen's Catalogues.

Those of our representatives from whom we have heard have expressed themselves as very much pleased with the new pages showing colors of New Era and Specialties. They are unanimous in stating that it will be a great convenience to show customers colors of the goods from the same book to which they refer for other information.

Ti-Ki Talks.

Above to hand. I think this is one of the best things the house has ever done. I am continually getting "called down" on account of slow shipments. I am sure if we were prompter in shipping, our business would certainly increase. I know of several accounts in my territory which we have lost on account of slow shipments. W. P. W.

Take Hold and Lift.

Our General Distributors.

California	Bohan Paint Co.	Los Angeles
Colorado	Humphrey-Jones Merc Co.	Denver
Georgia	Columbus Hardware Co.	Columbus
Illinois	Geo E Watson Co.	Chicago
	Colburn, Birks & Co.	Peoria
Indiana	Johnson-Woodbridge Co.	Indianapolis
Iowa	Sickels, Preston & Nutting Co.	Davenport
	J. W. Egerly & Co.	Ottumwa
	Hornick, Hess & More,	Sioux City
Kansas	A B Whiting Paint & Glass Co.	Topeka
Louisiana	L N Brunswick & Co.	New Orleans
Maryland	Winkelman & Brown Drug Co.	Baltimore
Massachusetts	E & F King & Co.	Boston
Minnesota	C. W. Hackett Hardware Co.	St. Paul
Mississippi	Lee Richardson & Co.	Vicksburg
Missouri	Gale City Roofing & Metal Co.	Kansas City
Montana	Jills Paint Co.	Butte
New York	Buffalo Glass Co.	Buffalo
	Burbans & Black Co.	Syracuse
	Jno. L. Thompson, Sons & Co.	Troy
North Carolina	Julius Lewis Hdwe Co.	Raleigh
Ohio	 Co.	Cleveland
	 Co.	Cincinnati
	 Co.	Toledo
Oklahoma Territory	Alexander Drug Co.	Oklahoma City
Oregon	F E Beach & Co.	Portland
Pennsylvania	H B Semple & Son.	Easton
	Bart, Schiott & Co.	Reading
	Phelps-Straw & Co.	Wilkes Barre
Tennessee	Fritts & Wiehl	Chattanooga
	Van Fleet-Mansfield Drug Co.	Memphis
Texas	Greiner-Kelly Drug Co.	Sherman
	Houston Drug Co.	Houston
Utah	G F Culmer & Bro.	Salt Lake City
Virginia	Barker-Jennings Hdwe Co.	Lynchburg
Washington	Baum & Co.,	Spokane
West Virginia	W H. Chapman & Sons.	Wheeling

Members Acme Plug Hat Club.

	Admitted	Contest
Mr. Alf. R. Kelly	March 1, 1901	Mich Seal Lead
Mr A E Barron	June 15, 1901	Neal's Alum En

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. II.

DETROIT, MICHIGAN, AUGUST 17, 1901.

NO. 40

Slow paying customers are not *always* to be considered as undesirable—providing, we know their ways and that they are responsible. When any of our accounts become past due and we fail to get our money by reasonable efforts and methods, we invariably wonder if the representative could help us and when he would be likely to make the town or city. To get that information it has been our custom to use a certain form of statement blank of which the bottom part is to be *filled in, detached and returned* to us. See fac-simile below:

To Salesmen:—

Please fill out, detach and return promptly.

Acme White Lead and Color Works,
Detroit.

Gentlemen.—Statement of account against

_____ \$ _____
is received. Will be there on or about (date) _____ and will adjust, if possible. If not will retain statement and report promptly as to debtor's condition, or reason for not paying account.

Yours truly,

_____, Salesman.

Now, when you get such a statement, *answer it at once*. Don't wait to send it in three or four days later—"time is money" and "procrastination" is a bad habit.

You do not want to lose trade that has been established at some expense and effort and neither does the Company.

Be as definite as possible in filling in the date you expect to make the town. As soon as we get your report we will plan a course of action and advise you.

These instructions are *important* so be *regardful* of them.

Occasionally we have had to *write a second time* to a representative to return the blank.

If you neglect matters of that kind, don't you see that you create the impression with us that you are careless? Don't allow us to think that of you.

G. B. P.

"Take Hold and Lift."

Complaint has reached us from a large jobbing house that on a number of shipments of N. C. P. the goods have arrived in a leaking condition, and the trouble in every instance was due to the tops coming off the cans. Now this is a surprise to us, as we have had no complaints regarding that style of package, whereas on the package such as we use for Acme Household Paints (the ordinary penny lever package) we have had so much trouble with them, that we have decided to displace them with the same packages in which we send out our N. C. P. and D. V. S.

Would like to know if our representatives have run across similar complaints regarding our Utility packages. Write promptly so that we may get at the bottom of this.

We note that some of our representatives are in the habit of taking orders on which it is necessary to allow from 30 to 60 days additional time, and that they, in such cases, write the terms on order sheets as 90 days, 2 per cent. off in 15 days, or 4 months, 2 per cent. in 15 days, as the case may be. This is not the correct way to designate future dating. The terms should be 60 days, 2 per cent. in 15 days, and the proper notation made to date bill 30 days or 60 days ahead, in compliance with your agreement. For instance, on an order taken on August first, on which you agree to allow 90 days time, the terms should read—"date bill Sept 1st., 60-2-15."

We trust you will kindly bear this in mind in writing up orders, and oblige.

August Competition.

For the largest number of orders for Master Painters' Oil Colors from trade who have not heretofore handled the goods. Orders must be secured by the representative and sent in with blank form provided for dealer's signature.

Record to August 15th.

Alf R. Kelly 12
F. R. Douglass 3
S. H. Hart 1

Our General Distributors.

California	Bohan Paint Co.,	Los Angeles
Colorado	Humphrey-Jones Merc Co.,	Denver
Georgia	Columbus Hardware Co.,	Columbus
Illinois	Geo. E. Watson Co., Colburn, Birks & Co.,	Chicago Peoria
Indiana	Johnson-Woodbridge Co.,	Indianapolis
Iowa	J. W. Edgerly & Co., Hornick, Hess & Mure.	Davenport Ottumwa Sioux City
Kansas	A. B. Whiting Paint & Glass Co.,	Topeka
Louisiana	L. N. Brunswick & Co.,	New Orleans
Maryland	Winkelman & Brown Drug Co.,	Baltimore
Massachusetts	E. & F. King & Co.,	Boston
Minnesota	C. W. Hackett Hardware Co.,	St. Paul
Mississippi	Lee Richardson & Co.,	Vicksburg
Missouri	Gate City Roofing & Metal Co.,	Kansas City
Montana	Ellis Paint Co.,	Butte
New York	Buffalo Glass Co., Burnham & Black Co., Jno. L. Thompson, Sons & Co.,	Buffalo Syracuse Troy
North Carolina	Julius Lewis Hdw Co.,	Raleigh
Ohio	Co., Co., Co.,	Cleveland Cincinnati Toledo
Oklahoma Territory	Alexander Drug Co.,	Oklahoma City
Oregon	F. E. Beach & Co.,	Portland
Pennsylvania	H. B. Semple & Son, Bard, Schlott & Co., Phelps-Straw & Co.,	Easton Reading Wilkes Barre
Tennessee	Fritts & Wiehl Van Fleet-Mansfield Drug Co.,	Chattanooga Memphis
Texas	Greiner-Kelly Drug Co., Houston Drug Co.,	Sherman Houston
Utah	G. F. Culmer & Bro.,	Salt Lake City
Virginia	Barker-Jennings Hdw Co.,	Lynchburg
Washington	Baum & Co.,	Spokane
West Virginia	W. H. Chapman & Sons,	Wheeling

Members Acme Plug Hat Club.

Admitted Contest
Mr. Alf R. Kelly... March 1, 1901... Mich. Seal Lead
Mr. A. E. Barron... June 15, 1901... Neal's Alum En

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

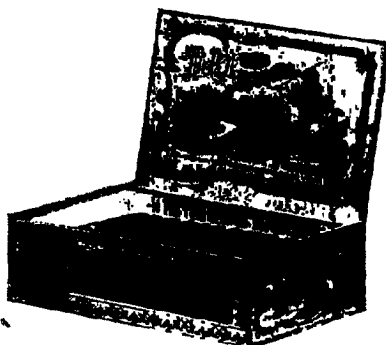
VOL. II.

DETROIT, MICHIGAN, AUGUST 24, 1901.

NO. 41

Take Hold and Lift

Ti-Ki Cigars.



The above illustration indicates what a box of Ti-Ki cigars *look* like, but as members of the Ti-Ki Club we assume that all our representatives will want to know more about them than can be learned by looking at an illustration. It was the enterprising manager of our manufacturing trade department, Mr. T. W. Connor who, after listening patiently day by day to the "kicks" registered at the Acme Cafe, secretly determined to originate a brand that would not only please Cafe customers, but would be hailed with joy and smoked with delight by all our representatives. He investigated the manufacture of cigars from A to Z, and knows more about long filler, short filler, Connecticut and Sumatra wrappers, seed tobacco, color-blending, shape, size, cool smokes and hot smokes than any tobacconist in town. The climax was reached when he proudly displayed, at a recent Ti-Ki meeting, a box of Ti-Ki's with handsome lithograph labels showing a red devil and a green frog all properly dedicated to the Ti-Ki Club, composed of representatives of the Acme. We all smoked on Tom and the manufacturer that night and pronounced the cigars a tip-top treat, extending congratulations to both.

It is a good cigar, a good ad. for the Ti-Ki and a good ad. for the Acme, and will be a better ad. as soon as bands for

each cigar, bearing the name A. W. L. and C. W. and Ti-Ki Club, are provided. In the meantime Tom's energy and research should be fittingly appreciated by our representatives who are obliged to treat their customers to smokes, in the following manner:

Mr. T. W. Connor,
care Acme W. L. and C. W.,
Detroit, Mich.
Please arrange to have forwarded to me promptly
.....box (es) Ti-Ki cigars at.....
where I will be on (date).....
Name

The price of the cigar is \$3.25 per box of fifty, and express will be prepaid to any point in the U. S., though the maker specially requests that if possible more than one box be ordered to save him expense.

Two Important Questions.

Are you cultivating the good will of every jobber's salesman you can locate ?

Are you cultivating the good will of every jobber in your territory by sending them business and postals notifying them of opportunities to do business in our specialties ?

Owing to the number of complaints received lately regarding bottoms coming off our 6 lb. cans of dry colors, we have arranged so that in future the bottoms will be soldered on. They have heretofore only been crimped on. We think this will do away with further cause for complaint.

August Competition.

For the largest number of orders for Master Painters' Oil Colors from trade who have not heretofore handled the goods. Orders must be secured by the representative and sent in with blank form provided for dealer's signature.

Record to August 22nd.

Alf. R. Kelly	16
F. R. Dougall	3
S. H. Hart	9
C. F. Elliott	1
S. A. Hunter	1

Take Hold and Lift

Our General Distributors.

California Bohan Paint Co.,	Los Angeles
Colorado Humphrey-Jones Merc. Co.,	Denver
Georgia Columbus Hardware Co.,	Columbus
Illinois Geo. E. Watson Co., Colburn, Birks & Co.,	Chicago Peoria
Indiana Johnson-Woodbridge Co.,	Indianapolis
Iowa Sickels, Preston & Nutting Co., J. W. Edgerly & Co., Hornick, Hess & More,	Davenport Ottumwa Sioux City
Kansas A. B. Whiting Paint & Glass Co.,	Topeka
Louisiana L. N. Brunswick & Co.,	New Orleans
Maryland Winkelman & Brown Drug Co.,	Baltimore
Massachusetts E. & F. King & Co.,	Boston
Minnesota C. W. Hackett Hardware Co.,	St. Paul
Mississippi Lee Richardson & Co.,	Vicksburg
Missouri Gate City Roofing & Metal Co.,	Kansas City
Montana Ellis Paint Co.,	Butte
New York Buffalo Glass Co., Burlans & Black Co., Jno. L. Thompson, Sons & Co.,	Buffalo Syracuse Troy
North Carolina Julus Lewis Hdw. Co.,	Raleigh
Ohio Loew F. & Co., Stem-V. Norton Co.,	Cleveland Cincinnati Toledo
Oklahoma Territory Alexander Drug Co.,	Oklahoma City
Oregon F. E. Beach & Co.,	Portland
Pennsylvania H. B. Semple & Son, Bard, Schlott & Co., Phelps-Straw & Co.,	Easton Reading Wilkes Barre
Tennessee Fritts & Wiehl Van Vleet-Mansfield Drug Co.,	Chattanooga Memphis
Texas Greiner-Kelly Drug Co., Houston Drug Co.,	Sherman Houston
Utah G. F. Culmer & Bro.,	Salt Lake City
Virginia Barker-Jennings Hdw. Co.,	Lynchburg
Washington Baum & Co.,	Spokane
West Virginia W. H. Chapman & Sons,	Wheeling

Members Acme Plug Hat Club.

	Admitted	Content
Mr. Alf. R. Kelly ..	March 1, 1901.	Mich. Seal Lead
Mr. A. E. Barron ..	June 15, 1901.	Neal's Alum En

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. II.

DETROIT, MICHIGAN, AUGUST 31, 1901.

NO. 42

Take Hold and Lift.

Why Does Paint Peel.

The peeling of paint from a surface has been a matter of much serious thought and study with me during my thirty years experience in the paint business. The reasons given for it by painters and others, the condemning of zinc in paint, I have listened to from many sources. The presence of this or that material in the composition of a paint, their influence upon linseed oil I have carefully studied, and while it must be admitted that there are materials in use by makers who are attempting to meet the clamor for low prices, by far the greater number of cases of peeling are due to improper use of paint, by painters practical or otherwise. In fact, I would sooner take my chances for good work with a novice who would follow instructions than with one of the all too many know-it-all painters. None of them will ever admit the possibility of their applying paint improperly unless they get confidential and tell you some tricks to save stock and beat the other fellow. Much, however, is due to ignorance of the condition of the surface to be painted, and that brings me to the question of lumber. I believe we are, in the future, to have more trouble with the peeling of paint than we have had in the past, due almost entirely to the kind of lumber that is being used at the present time. I have before me an article clipped from a paper of recent date, giving important information in reference to the lumber supply, which reads as follows:

"A question that lumber dealers and consumers are asking themselves and each other nowadays says the American Lumberman, is, 'where are we to get good lumber?' There is still good white pine to be had, but it is decreasing in supply to such an extent that it is absolutely necessary to look for substitutes. The ancient home of soft, light high grade white pine has been pretty well denuded and the greater part of the product is now increasing in what may be called the piece stuff timber districts, where the timber is small, with a heavy admixture of Norway and with very little large or clear stock. Such is the case to a considerable extent in Minnesota and in the newer districts of Ontario. A Saginaw valley lumberman outlined the situation by the statement that this year he is having cut 3,000,000 feet of logs in the upper peninsula that run three to the thousand, but

having 15,000,000 feet cut in Canada that run 14 to the thousand. The condition of sticks at wholesale points, verified by visits to the mills, shows the same scarcity of good lumber as is indicated by the log situation."

I have thought that I was sufficiently familiar with Norway pine to know it when I saw it until of late, so many pieces I have pronounced Norway. I have been assured by men who knew, were white pine, that I had to consider my judgment at fault. Recently, however, the matter has been made plain to me. There has been two cases of complaint of our New Era Outside White peeling. One was a house, built by a carpenter for himself. He told me he took great pains to cut out the knots, so as to give a good surface to receive and retain the paint. He first primed his building with white lead and oil, then applied two coats of our paint, which began to peel off in the course of six months. Upon examination, I found one or two pieces of siding where the pitch was oozing out through the paint, but most of it seemed to be nice clear stuff. The other case was where none but our New Era paint was used for priming and finishing. Outside White being used in both cases. Upon making inquiry as to the lumber, I was shown by the builder some pieces of siding that looked clear and light in color and was surprised to have him inform me that the lighter portion that I supposed was good, was filled with sap. He stated that about the only lumber obtainable for building purposes at the present time, was what is called No. 2 white pine, which is cut from second growth pine and what is called jack pine, etc., and stated as his belief that no paint could be made to stay upon that kind of a surface a sufficient time to give satisfaction. While I regret that we cannot do other than furnish what we know to be the very best material and should not be held responsible for the peeling under the circumstances, I am aware that advantage will be taken by competitors and painters to the detriment of our New

Take Hold and Lift.

Era Paint because it is a prepared paint, inside of white lead alone that is not guaranteed by makers. S. H. H.

An ex-Pullman car painter recently came to Ypsilanti, where I live, to paint the D., Y. and A. street cars, and when through said he had a special knowledge of mixing white lead and oil. He got a few buildings to paint, one was a big frame store. He gave it three coats and it was pronounced a good job. The man who kept store next to this job, thought to not be behind, so engaged a painter to paint his store and bought New Era paint from our customer, Mr. Carpenter. They gave it two coats. In three months the man who used lead and oil was so ashamed of his job that he too went and bought enough of New Era to put one coat on, to have it compare with his neighbor who first used New Era. The stores are side by side and above are simply New Era facts. H. H. H.

Why Not?

Now that the B. P. S. people have discontinued making paint specialties I think each of our representatives should "take hold and lift" their goods out and put ours in their place. They have quite a specialty trade from people who handle their mixed goods, and somebody is going to get this business, why not we?

Mr. H. L. Wilson got hold of three or four this week and prospects for more. H. H. H.

August Competition.

For the largest number of orders for Master Painters' Oil Colors from trade who have not heretofore handled the goods. Orders must be secured by the representative and sent in with blank form provided for dealer's signature.

Record to August 29th.

Aif R. Kelly	18
F. R. Dougall	4
S. H. Hart	4
C. F. Elhoit	1
S. A. Hunter	1
H. F. Whetker	2
J. R. Newell	1
H. P. Torrance	1
E. R. Hoag	1

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. II.

DETROIT, MICHIGAN, SEPTEMBER 7, 1901

NO. 43

Take Hold and Lift.

It's Kelly Again.



ALF R. KELLY

The result of the August competition shows that "Our Own Kelly" has finished away in the lead. Confidently we will state that he thought he was handicapped on account of the size of his territory, which because of its size and nature cannot be covered so closely as nearly all others, and thus he could not have as many chances to do business as others. The result shows that he must have "nailed" a good percentage of those he called on, and evidently did not lose sight of the goal at any time. Mr. Kelly has a plug hat, so we shall send him a decoration in the shape of a gold enameled bar from which will be suspended a smaller one bearing date and suitably inscribed. This will be regular in future in the cases of those who have won hats and become members of the Acme Plug Hat Club. Congratulations Mr. Kelly.

August Competition.

For the largest number of orders for Master Painters' Oil Colors from trade who have not heretofore handled the goods. Orders must be secured by the representative and sent in with blank form provided for dealer's signature.

Record to August 31st.

Alf R. Kelly	21
F. R. Dougall	4
S. H. Hart	4
C. F. Elliott	3
E. R. Hong	2
H. F. Whitaker	2
S. A. Hunter	1
J. R. Newell	1
H. P. Torrance	1
W. P. Wiggins	1

Take Hold and Lift.

The Reduction In Price of New Era.

It is almost safe to assume that a general advance in the prices of house paints, made necessary by a high market on linseed oil, will cause an immediate and rapid decline in the linseed oil market. At least it happened last fall and again this summer. That condition forced us to withdraw last fall's advance just on the verge of the spring season, and although oil was steady at good value during the entire season, we were forced to accept less for New Era than it was actually worth, because competitive conditions made it necessary and it was impracticable to advance again after the spring season had opened. We hoped that the recent advance would be maintained, but again the oil market knocked us out, and now we may as well look at it philosophically from the standpoint that while we cannot get what New Era is actually worth, merchants cannot fail to appreciate the fact that they are securing an especially good bargain in the goods, and our representatives should be able to place them freely, with the result that on account of the Specialty business that follows in the wake of house paints, we may derive a satisfactory degree of consolation.

Brookman, of Chicago, sold two or three bills of chloride of lime in Cincinnati about three weeks ago, and it has all spoiled on their hands, and Brookman does not wish to exchange it for new. I'll make use of this later in a careful way. We will get the lime business in that town from now out.

H. H. H.

J. R. Newell sends us the following clipping from a Texas paper, and comments on it in the following way: What is the matter with this for paradise?

HEAT WARPED THE TRACK.

Made So Crooked That Trains Could Not Pass Over It.

SPECIAL TO THE NEWS

NAVOSTA, TEX., Aug. 25.—The train was somewhat late Saturday owing to a "buckle" in the track near here. The track for 100 yards was drawn as crooked as an eel by the heat. The kinks have been taken out.

Take Hold and Lift.



September Competition.

For the largest number of orders for

WAGON AND IMPLEMENT PAINT

from trade who have not heretofore handled the goods. Orders must be secured by the representative and sent in with blank form provided for dealer's signature.

Record to September 5th.

H. L. Wilson	6
S. A. Hunter	2
A. E. Barron	1

Mr. H. L. Wilson has said that he would give somebody a run for the September plug hat. He is a new man, too.

Take Hold and Lift.

New Color Leaflets.

New leaflets for catalogue showing color cards at hand, for which accept many thanks.

I think them very fine, have furnished a long felt want and will do away with carrying color cards. I am proud of them.

C. M.

Leaky Packages.

I note article in THOUGHTS of Aug. 17th in regard to leaky packages in N. C. P. and D. V. S.

I must say that I don't have any such complaints in my territory. So far the packages have been in perfect condition and no complaint to offer.

C. M.

The advance of 10 cents per gallon, made on August 8th on our New Era High-Grade Prepared Paint, has been withdrawn, the reduction to take effect September 1st, and until further notice.

Take Hold and Lift.**Two Distributors In A Week.**

H. H. HALLADAY

Our dude bought a new suit of clothes to start the fall campaign with, which, augmented by a few-weeks'-old moustache and an especially convincing mannerism, cultivated at odd minutes during lay-off spells while building a wood shed during vacation time, has enabled him to present facts about New Era and our specialties so plainly, forcibly and with such telling effect that he has succeeded in securing two distributors within the past week who will tie up to Acme products and push them enthusiastically. A car load was the initial order in each instance. In one case he had the moral support and vigorous assistance of our new gladiator, Mr. H. L. Wilson, and the following is taken from a letter describing their experience.

"When Mr. Wilson and I first tackled them they had the old story of 'no room' (and they really had no room) and after an hour's talk we about gave it up. We started up town and Wilson spied an empty small building (brick) and said, 'that would make a good paint annex for them.' We went down and found how much rent and came back and proposed to help pay the rent. They liked the idea and commenced talking business, with the result that we landed them."

"Nuff said!"

Traveling Men Miss The Bibles.

"For the past six months I have been trying to figure out a question in morals," said the man of experience. "Somebody is on the down grade. Either the proprietors of hotels throughout the country are becoming demoralized or their patrons have slipped a cog, and I am trying to find out which it is."

"I've been traveling a good part of the time for the past thirty years, and up to two years ago I seldom put up at a hotel where I did not find a bible tucked away in a bureau drawer. But now, the bibles are missing. I never knew, until the little books became an unknown quantity, how much I had come to depend upon them as a familiar figure in the ever changing hotel life of a man on the road."

"I don't take to myself the credit of having read the book wherever I might and should have read it, indeed, I fear that there are many weeks at a stretch when I never look inside it, but somehow it gave me a sort of homelike, comfortable feeling to see a copy lying around in a strange house, and for years my first action upon being shown into a room, was to

open the top drawer and see if the bible was in place. If it was there, and it usually was, I felt kind of settled for the night, otherwise I was lonesome and out of sorts."

"These bibles were provided in different ways. In some places they were furnished by the Tract Society, which had obtained permission from the proprietor to place a bible in each room of his hotel, but in other places the management took the initiative as a stroke of business policy, and saw to it that the books were distributed throughout the house."

"Why the bibles have disappeared from the hotels is what is puzzling me. Chicago was the first town to abolish them. It gave me quite a shock when I stopped at one of the Michigan avenue hotels one night and failed to find the bible in its accustomed place, or in any other place, for that matter. I went right down to the proprietor and made inquiry as to the change. My attitude in the matter gave the employees the impression that I was an evangelist or some other kind of itinerant preacher, and their subsequent treatment of me afforded the other guests no end of amusement and myself plenty of inconvenience, but there is no use talking, I really was lost without the bible."

"Since then bibles have gradually made their exit from the hotels of other towns, both large and small. I have asked a good many people the cause of their absence, but nobody seems equal to the job of explaining. Have the hotel managers and the Tract Society grown careless, or do they think that men who travel are past redemption and that putting bibles in their rooms is a polite and up-to-date way of casting pearls before swine? Of course there is a possibility that they believe us to be so good that we do not need bibles, but even I, with all my conceit, am inclined to reject this theory."—New York Sun.

It seems to us that it is perfectly consistent for our representatives to "miss the bibles" and to agitate the matter of having them replaced. At the last meeting of the Ti-Ki when the subject of "What Constitutes A Good Salesman" was discussed, one of the cardinal principles referred to more than any other was *honesty*. Why not be as honest as possible with yourself, and helpful perhaps to others, by admitting that bibles in the rooms of hotels are good things to have there, and then back up your convictions by agitating the matter of having them replaced. It is a good thing for the Ti-Ki Club to take up. If you don't feel like tackling the proprietor, or clerk, leave a note placed in a conspicuous place, about as follows: To the Proprietor: Sorry to note there was no bible in my room. I missed it.

H. H. HALLADAY,
Member Ti-Ki Club, Detroit

In my territory, so far, I have learned from the B. P. S. agents that P. & S. Co. have only discontinued the manufacture of Colors In Oil, and I sold one of their customers in Grinnell, a few days ago, a line of Master Painters' Colors in Oil. A. D. H.

Members Acme Plug Hat Club.

Admitted Conto-t
Mr. Alf R. Kelly... March 1, 1901 Mich Seal Lead
Mr. A. E. Barron June 15, 1902 Neal's Alum En

Take Hold and Lift.**Take Hold and Lift.****They Evidently Wanted The Best.**

The first wireless telegraph station in existence has just been finished on Nantucket Island, Mass., and was informed by H. Paddock & Co., our customer there, that it has been painted with New Era High-Grade Paint. H. C. C.

Our General Distributors.

California	Bohan Paint Co.,	Los Angeles
Colorado	Humphrey-Jones Merc Co.,	Denver
Georgia	Columbus Hardware Co.,	Columbus
Illinois	Geo. E. Watson Co.,	Chicago
	Colburn, Birks & Co.,	Peoria
Indiana	Johnson-Woodbridge Co.,	Indianapolis
Iowa	Sickels, Preston & Nutting Co.,	Davenport
	J. W. Legerly & Co.,	Ottumwa
	Hornick, Hess & More,	Sioux City
Kansas	A. B. Whiting Paint & Glass Co.,	Topeka
Louisiana	L. N. Brunswick & Co.,	New Orleans
Maryland	Stanley & Brown Drug Co.,	Baltimore
Massachusetts	E. & F. King & Co.,	Boston
Minnesota	C. W. Hacker Hardware Co.,	St. Paul
Mississippi	Lee Richardson & Co.,	Vicksburg
Montana	Ellis Paint Co.,	Butte
New York	Buffalo Glass Co.,	Buffalo
	Burhans & Black Co.,	Syracuse
	Jno. L. Thompson, Sons & Co.,	Troy
North Carolina	Julius Lewis Hdw. Co.,	Raleigh
Ohio	Loew H. & W. Co.,	Cleveland
	Stein-V. Co.,	Cincinnati
	Norton Co.,	Toledo
Oklahoma Territory	Alexander Drug Co.,	Oklahoma City
Oregon	F. E. Beach & Co.,	Portland
Pennsylvania	H. B. Semple & Son,	Easton
	Logan-Gregg Hardware Co.,	Pittsburg
	Bard, Schlott & Co.,	Reading
	Phelps-Straw & Co.,	Wilkes Barre
Tennessee	Fritts & Wiehl	Chattanooga
	Van Vleet-Mansfield Drug Co.,	Memphis
Texas	Grenner-Kelly Drug Co.,	Sherman
	Houston Drug Co.,	Houston
Utah	G. F. Culmer & Bro.,	Salt Lake City
Virginia	Barker-Jennings Hdw. Co.,	Lynchburg
Washington	Baum & Co.,	Spokane
West Virginia	The Hubbard-Williams Co.,	Charleston
	W. H. Chapman & Sons,	Wheeling

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. II.

DETROIT, MICHIGAN, SEPTEMBER 14, 1901.

No. 44

Take Hold and Lift.



The next meeting of the Ti-Ki Club will occur on September 28. The subject for discussion is "The Handling of Credits and Accounts as a Factor in Retaining and Increasing Our Business." Don't fail to notify the Secretary promptly whether you will be able to attend or not, and send in papers if you cannot come. Now is your chance to compliment, or take a "whack" at the credit department.

Neal's Carriage Paint Qualities.

The publication of the following letter from H. L. Wilson is somewhat in the nature of a breach of confidence on the part of A. M. Woodward, to whom it was addressed personally, but it strikes us as being such a good example of genuine *salesmanship* that, knowing Mr. Wilson's modesty, it is published without taking the risk of securing his consent. Our representatives who took part in the Ti-Ki discussion, "What Constitutes A Good Salesman," will appreciate it especially.

"I was in Pomeroy this a.m. Three stocks of paint in that town, all handled by hardware men. Could not get next to any of them, but had a prospect with one on Neal's Carriage Paint as he handles B. P. S. specialties, and I told him they were going out of that line and I wanted to put Neal's in their place. Well, I talked myself deaf, dumb and blind, and had to give him up, but he said that in January he would think about it, and in the meantime he would inquire about N. C. P. and find out if they were any good. I wasn't going out of town without an order, so I started to work the drug trade on chloride of lime. The first man I called on told me he used to handle N. C. P. fourteen years ago. Why? says he, that chair you are sitting in was painted one coat of N. C. P. in July, 1887. I used it for a card of N. C. P. and it has not been painted since. I borrowed the chair from him and took it over to my prospective man, and showed him what N. C. P. would do. I told him that paint had been on fourteen years, and the drug man would swear to it, and furthermore the drug man said that he thought N. C. P. was the best paint made. Well, that was enough. I put my man in a full line of N. C. P. I went back and displayed the chair to the other two hardware men, and sold one of them.

Take Hold and Lift.

Therefore, I got two out of three men in the town by the aid of this chair. The above paint was sold to D. Reed & Sons, at Pomeroy, Ohio, July, 1887." H. L. W.

We Like Talk of This Kind.

WABASH IND. Aug. 29, 1901
ACME WHITE LEAD AND COLOR WORKS,
DETROIT, MICH.

Before we put your New Era High-Grade Paint in stock, in 1888, we had never had much business in that line, but now we consider it one of the most important branches of our business, all owing to the quality of New Era and your good advertising. We seldom fail to sell New Era to the consumer who wants white lead and linseed oil, as it is easy to show its advantages over lead and oil.

The painters fought us some here at first, but now some of the best we have in the city prefer and use it in preference to white lead and linseed oil.

BRADLEY BROS.

The dealers so highly endorsing our goods are exceptionally desirable and naturally their trade is eagerly sought. We were strongly imperturbed to place them on a special basis when our price was first advanced, and following our invariable rule, we of course declined, advancing our reasons for so doing. In the face of keen competition, and more interesting propositions, we "won out," and the feeling engendered must be deeply rooted to call forth such enthusiasm. Such concerns are to be congratulated in connection with exercising such good judgment, and are a blessing to the community. A stiff upper lip, when you have the goods to back you up, is a most desirable qualification.

In our issue of August 17th, No. 40, attention was directed to a complaint from a jobber on our Utility packages, in which we put up Neal's Carriage Paints and Davies' Varnish Stains, and the salesmen were requested to report if any complaints had reached their ears. Only one reply was received and that was to the effect that no complaint had been heard of. We therefore think that the jobber in question must have been writing us for effect and that his complaint was really not based upon the facts in the case. In that same article we referred to the use of the Utility cans for Acme Household and Handy Family Paints. We should have stated that we would not begin to use these packages until our present stock of the penny-lever cans was used up.

G. F. P.

Take Hold and Lift.



September Competition.

For the largest number of orders for

WAGON AND IMPLEMENT PAINT

from trade who have not heretofore handled the goods. Orders must be secured by the representative and sent in with blank form provided for dealer's signature.

Record to September 12th.

H. L. Wilson		16
A. E. Barron		7
C. Mehlig		5
S. A. Hunter		4
A. R. Kelly		1

Our special representative to the jobbing trade, Mr. H. H. Halladay, arrived in Clarksburg, W. Va., last Thursday night at 12 o'clock. The hotel being full up he deliberately marched to my room and awoke me from my peaceful slumber. In consequence had him for a bed-fellow the balance of the night. He neither kicked nor snored that I am aware of, but in a few seconds after his arrival I found that he was as happy as a lord, and rightly so, for he had landed two big distributing agencies on our full line during the week. I found he had come to Clarksburg loaded for bear, by appointment with me, and he left me Saturday night headed for Florida, loaded for elephant, singing to himself "Oh how happy we are when we sell New Era." Come in to my territory again, friend Halladay. Repeat the two doses and I will sleep with you for a week, if necessary, or lay in bed and plan for a New Era bear hunt on the morrow, either. Land the other two deals you are now after in my territory and I am yours for life.

C. F. McG.

LITTLE ROCK, ARK., Sept. 7, '01

ACME WHITE LEAD AND COLOR WORKS,
DETROIT, MICH.

Your Ochre, Venetian Red, Zinc and Green are all right. The New Era Outside White is the best mixed paint that I have used.

CHARLES MACKEY

Take Hold and Lift**This Is A Good One.**

The first half of this year it became generally known by all paint salesmen that the Julius Lewis Hardware Co., of Raleigh, N. C., intended changing their paint line, and in consequence they were all after the business red hot, and nearly all of them sent sample gallons of their mixed paint.

The Julius Lewis Hardware Co. were very favorably impressed with New Era from the start, having bought six gallons in ones, O. W., of me in March last, which they tested. About the first of May a certain salesman arrived in Raleigh, representing a house who claimed to make only straight lead and zinc paint. He had an unopened gallon, O. W., of his goods with him, also two empty Utility quart cans. One of these cans was labeled B. P. S. Paint and the other blank. He took his paint and cans over to the Julius Lewis Hardware Co. and agreed to make a test between his goods and New Era paint—both O. W. They supplying a yellow pine board, and he opened a gallon can O. W. New Era and his own can of O. W. He set them down after filling the empty blank can with New Era, and the labeled empty can with his goods. He placed them all together and then went over to the hotel after two brushes which he seemed to have forgotten. While he was gone two of Julius Lewis Hardware Co's clerks took the two quart cans and dumped the New Era Paint back into the original gallon package and the B. P. S. paint into the original gallon package. They then filled the labeled B. P. S. paint can with New Era paint and the blank can with B. P. S. paint, simply reversing the paint in each can. They set them in the same position the salesman left them in.

In a short time the salesman returned with his two brushes, pulled off his coat and went to work. Painting one-half of the board with the paint out of the can which he supposed to be New Era, talking as he worked of how much nicer his paint worked and spread, also covered, with all the clerks and two proprietors about him, who were all on to the joke by this time. He then picked up the can which he supposed to be his own goods, B. P. S., but in reality New Era. He went to work carefully over the other half of the board, brushing it out evenly and smoothly, talking of the superior quality, whiteness and spreading of his goods, as compared with New Era. By this time his audience was grinning in good shape, but he did not catch on. Kept on talking to a finish, lauding the superior merits of his paint over New Era and all others.

Take Hold and Lift

After he had sung his song to his heart's content the two clerks told him of the trick they had played on him, and that he had been praising New Era paint instead of his own. He laughed and made the best of it, but quite soon picked up his traps, and as gracefully as possible, under the circumstances, said good bye. G. F. McG.

Mail received here this evening O. K., and letter from you to Mr T E Van Hoy, of Pleasant Hill, Mo., is just the thing to strike him. I was at Lumus, Mo., this morning and called on the Diamond Drug Co. there, and about the first thing they said was that our carriage paint cost too much, said they were buying Roger's and also Sewall's for less money. Well, I found they were buying these brands for about one-half cent less per quart. I asked the gentlemen what these other people were doing to sell the goods in the way of advertising and they finally admitted that we did more to sell the goods than any of the others, or both combined. Did not get an order, as they were complaining on the failure of the crops, but have promised to buy after the first of the year for the spring trade. R. R. B.

I find that the Glidden Varnish Co., of Cleveland, Ohio, are enjoying a wonderful sale on their Jap-a-Lac. I am satisfied that they use a better grade of varnish in their goods than we do in Davies' Varnish Stain. On the other hand they get a little more money for their goods. They sell a lot of it in gallon cans and even five gallon cans, and I find a great number of practical painters using the goods for finishing floors. I attribute their large sale of the goods mostly to the fact that they have a showy package, and a catchy name. They put up a transparent varnish in the line also that I would say compares favorably to our Durable Floor Varnish. What do the boys think of putting up a line somewhat similar and making a push on same? It would not need to interfere with our line of Davies' Varnish Stains and Neal's Enamels. They give the exclusive agency to one dealer in a town and in that way manage to sell each dealer a larger stock than they otherwise could. We could do the same with a similar line and at the same time sell as many other dealers in the town as possible Neal's Enamel and Davies' Varnish Stain. As you all very likely know Jap-a-Lac consists of a line, part of the colors being varnish stain and part enamels, including also a transparent varnish. What is your opinion?

F. R. D.

Take Hold and Lift**Our General Distributors.**

California	Bohan Paint Co.	Los Angeles
Colorado	Humphrey-Jones Merc Co.	Denver
Georgia	Columbus Hardware Co.	Columbus
Illinois	Geo E Watson Co. Colburn, Birks & Co.	Chicago Peoria
Indiana	Johnson-Woodbridge Co.	Indianapolis
Iowa	Sickels, Preston & Nutting Co. J W Edgerly & Co. Hornick, Hess & More.	Davenport Ottumwa Sioux City
Kansas	A B. Whiting Paint & Glass Co.	Topeka
Louisiana	L N Brunswick & Co.	New Orleans
Maryland	Stanley & Brown Drug Co.	Baltimore
Massachusetts	E & F King & Co.	Boston
Minnesota	C. W. Hackett Hardware Co.	St Paul
Mississippi	Lee Richardson & Co.	Vicksburg
Montana	Ellis Paint Co.	Butte
New York	Buffalo Glass Co. Burhans & Black Co., Jno L. Thompson, Sons & Co.	Buffalo Syracuse Troy
North Carolina	Julius Lewis Hdwe. Co.	Raleigh
Ohio	W. F. & W. Co. C. O. Co.	Cleveland Cincinnati Toledo
Oklahoma Territory	Alexander Drug Co.	Oklahoma City
Oregon	F E Beach & Co.	Portland
Pennsylvania	H B Semple & Son. Logan-Gregg Hardware Co. Bard, Schlott & Co. Phelps-Straw & Co.	Easton Pittsburg Reading Wilkes Barre
Tennessee	Fritts & Wiedl Van Fleet-Mansfield Drug Co.	Chattanooga Memphis
Texas	Greiner-Kelly Drug Co. Houston Drug Co.	Sherman Houston
Utah	G F Culmer & Bro.	Salt Lake City
Virginia	Barker-Jennings Hdwe Co.	Lynchburg
Washington	Baum & Co.	Spokane
West Virginia	The Hubbard-Williams Co. The Williams & Davison Co. W H Chapman & Sons.	Charleston Clarksburg Wheeling

Members Acme Plug Hat Club.

	Admitted	Entered
Mr Alf. R. Kelly	March 1, 1901.	Mich Seal Lead
Mr A E Barron	June 15, 1901.	Neal's Alum En

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. III.

DETROIT, MICHIGAN, SEPTEMBER 21, 1901.

NO. 1

Take Hold and Lift.

This Is Frank Dougall's Convention Day.

As we go to press we are in receipt of letter which appears below. The house referred to have just taken hold of our complete line, and they evidently mean to "take hold and lift." As we recall the "happy smile" displayed when he "had the floor" at our last Convention, the conviction that our distributors' salesmen are up against an "irresistible proposition" is firm and deep rooted. Just think of the practice he is getting for next convention! The efforts of the Ti-Ki Club to stimulate eloquence are not "in it" with this.

ACME WHITE LEAD AND COLOR WORKS,
DETROIT, MICH.

Gentlemen:

I have just sent you the following wire: "Send by Matheson twenty general catalogues for Convention, Saturday. Answer."

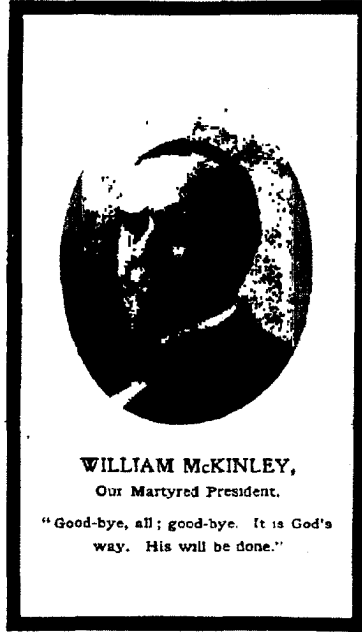
I called on Logan-Gregg Hardware Co. and arranged to hold a Convention of their salesmen next Saturday. They have called all of their men in solely to hear my talk and get posted up on our line. If Matheson had left Detroit, why send those catalogues by express, care of 7th Ave Hotel. Send them right away. I also wish you would send me a book of color plates and a supply of Rapid-Sellers and anything else you think I should have to make the Convention a success, but the catalogues I must have without fail. Please don't fail me. It would be a frost for fair without them. The catalogues must have the color cards in them, all. If they have not, color cards must be sent also. Logan-Gregg have fourteen road men, one city man and six inside salesmen. I don't suppose you will have leather covered catalogues in stock, so send paper covered, and then the man can all start off ready for business next week and you will have fifteen new salesmen added to your staff. I want to give them a good send off Saturday, and as Logan-Gregg have gone to the expense of calling them all in, why *it must not be a frost*. What is your idea of me giving them a smoker in the evening? Let me hear from you. You had better send me a box of Ti-Ki cigars, if you can get it here by Saturday. When were the goods shipped? It would be a great help if the goods were here Saturday.

Yours truly,

F. R. D.

Of course we wired him to arrange for the smoker and sent him everything he asked, and wish to add our congratulations for the intelligent manner in which he has rounded out a *good start*, and starting right, we know, is often half the battle.

Take Hold and Lift.



WILLIAM MCKINLEY,
Our Martyred President.

"Good-bye, all; good-bye. It is God's way. His will be done."

Mileage Tickets.

Arrangements are being made for the sale of an interchangeable mileage ticket in the entire territory west of the Missouri river. Such a ticket has never been tried, though there has been a continual demand for it. The minimum amount of mileage to be sold will be 3,000 miles, for \$90, with a \$30 rebate when used. The privilege will be divided in territory, one ticket being good west of Denver and the other east of there and west of the Missouri river. In addition there will be state interchangeable tickets.

Our representatives will be very much amused to note among the Ti-Ki papers recently sent them that Mr. A. D. Hoagg is referred to as being a new member. This is an error and should have been credited to E. R. Hoag.

The following item was cut from the *Pinckney Dispatch*, of Pinckney, Mich.

"Teepie & Cadwell have secured the contract for painting the St. Mary's parsonage. They are using the Acme New Era Pure Paint, the best paint it is possible to mix."

You will perceive that it gives New Era a good send off and mentions our customer's name.

We think a great many notices of this character could be secured by merchants using space regularly in their local papers, and we would suggest that our representatives urge their customers to make an effort to secure mention in this manner as frequently as possible. It costs the customer nothing and is a good thing for him as well as for us.

PITTSBURGH, Sept. 14th, 1901.

ACME WHITE LEAD AND COLOR WORKS,
DETROIT, MICH.

Gentlemen:

I have used your Neal's Enamel on my bath-tub, which has been in use fifteen years and had got to be unpleasant to look at, much more so to use. I want to let you know that after treating it with your goods as per your instructions we have the most lovely tub you ever saw—*white as snow, smooth as glass*. So nice that when you get into it you do not care to come out, and all this for 75 cents.

People as a rule are selfish. I, no better than the majority of them, but in this case selfishness leaves me entirely. I am so pleased with my tub that I do wish each person in the country that has an old one could see mine, then the number of happy homes would be increased by thousands, for Neal's Enamel does perfect work, and any person who can white wash a fence can, with Neal's Enamel, make an old bath-tub better than new.

Trusting the people will send you the orders, and knowing if they do you will treat them right, I remain,

Yours truly

F. P. MAHON.

630 South Negley Ave.

MR. EDITOR

Thanks for note in THOUGHTS. We used *three* instead of two in same week. Logan Hardware Co., Hubbard-Williams Co., Williams-Davison Co.

H. H. H.

That's right, Mr. Halladay, but we had not received one of the above when THOUGHTS went to press. We have since received stock orders for two other distributors, making five in all.

Take Hold and Lift

The next meeting of the Ti-Ki Club will occur on September 28. The subject for discussion is "The Handling of Credits and Accounts as a Factor in Retaining and Increasing Our Business." Don't fail to notify the Secretary promptly whether you will be able to attend or not, and send in papers if you cannot come. Now is your chance to compliment, or take a "whack" at the credit department.

Linseed Oil Conditions.

The following clippings from the *Oil, Paint and Drug Reporter* of New York, and *Paint, Oil and Drug Review*, of Chicago, bearing on linseed oil question will be of interest to our representatives

American Linseed Co's Report.

The annual meeting of the stockholders of the American Linseed Co. was held last Tuesday, at which President F. T. Gates read a typewritten report, which showed that the company has on hand \$2,947,045 of available cash assets. The net loss for the fiscal year ending Aug. 1, 1901, was \$1,402,497, and the total loss is \$2,335,178. From Jan. 1, 1899, to Aug. 1, 1901, the first seven months of the company's existence, a loss of \$1,700,000 was sustained. On Aug. 1, 1899, the company had on hand \$3,300,000 of the total of \$5,000,000 with which it began business. In the first full year of the concern's existence a profit of something over \$1,000,000 was shown. During the last fiscal year the available cash assets have been reduced to \$2,947,045.

The following directors were nominated: John D. Rockefeller, Jr., F. T. Gates, E. Parmelee Prentice, George Wellwood Murray, L. M. Bowers, J. A. McGean, Guy G. Major, R. H. Adams, Homer C. Wise, Augusta M. Eddy, George D. Rogers, E. V. Cary, F. J. Lovett, W. A. Jones and B. W. Trotter. Subsequently the board re-elected the following officers: F. T. Gates, president; L. M. Bowers, vice-president; W. A. Jones, secretary; and J. A. McGean, treasurer.

The American Linseed Co. was brought out a short time ago by the new interests, and it is believed that under this new management the operations of the company will be radically changed. Throughout the last fiscal year the business of the company was conducted by the old management. It is said at the present time that there are about three thousand shareholders—*Paint, Oil and Drug Review*.

OIL SCARCE.

Price Advances Because Supply is Exhausted.

New York Commercial Bulletin—The linseed oil situation is now passing through a crisis such as probably has never before been witnessed. This point has been accentuated by developments within the past twenty-four hours. Briefly, the supply apparently has become exhausted, so that the question arises, "What is the trade going to do for linseed oil?" It is stated on authority that the American Linseed company, which

Take Hold and Lift

is controlled by Standard Oil interests, has no spot oil, a condition which is probably best illustrated by the company's unwillingness to give quotations for oil, either for prompt or future delivery. However, it is also earned that the Midland company, of Minnesota, Spencer Kellogg, of Buffalo, and Euston & Co., of Chicago, and the other independent concerns, are similarly situated, as they have scarcely any spot oil to sell. Consequently, prices are soaring and yesterday were quoted at a decided advance over the figures current since the opening of the week. Of course, this condition of affairs can only be temporary, as this year's crop of seed will be the largest in the history of the country. But the crushers cannot get this seed into their mills to convert into oil under thirty days. Leading trade authorities all agree in saying that there will be considerable oil after October 15.

While the seed market was under extreme depression, a short time since, the interesting point has been disclosed that the foreigners took a good part of the Southwestern crop, and this movement, by the way, was in progress while domestic interests were holding aloof from purchasing supplies, expecting prices to keep at a low point preparatory to a bumper crop of seed in the Northwest—*Oil, Paint and Drug Reporter*.

The following is clipped from the Peoria (Ill.) *Herald-Transcript*. This is very good, Mr. Gebhart, but you should have seen that our full and proper name was used.

Gebhart Is In Town.

Robert L. Gebhart, of Detroit, representing one of the largest white lead and coloring houses of the country, is stopping a few days in Peoria. Mr. Gebhart has many friends here who will be much pleased to see him. He is a musician of great ability and has elocutionary abilities far above the average actor. As a parlor entertainer he is as fine as the best.

**September Competition.**

For the largest number of orders for

WAGON AND IMPLEMENT PAINT

from trade who have not heretofore handled the goods. Orders must be secured by the representative and sent in with blank form provided for dealer's signature.

Record to September 19th.

I. D. Wilson	23
H. L. Wilson	22
A. E. Barron	14
C. Mehlig	8
S. A. Hunter	5
A. R. Kelly	3
W. P. Wiggins	3
R. S. Gebhart	2
F. B. Sangster	2
R. R. Black	1
C. F. Elliott	1
H. F. Whitaker	1

I. D. Wilson seems to think there are two in the family who can sell W. and I. and make a run for the September plug hat.

Take Hold and Lift**Our General Distributors.**

California	Bohan Paint Co.	Los Angeles
Colorado	Humphrey-Jones Merc. Co.	Denver
Florida	The S. B. Hubbard Co.	Jacksonville
Georgia	Columbus Hardware Co.	Columbus
Illinois	Geo. E. Watson Co., Colburn, Birks & Co.,	Chicago Peoria
Indiana	Johnson-Woodbridge Co.,	Indianapolis
Iowa	Sickels, Preston & Nutting Co., J. W. Egerly & Co., Hornick, Hess & More,	Davenport Ottumwa Sioux City
Kansas	A. B. Whiting Paint & Glass Co.,	Topeka
Louisiana	L. N. Brunswick & Co.,	New Orleans
Maryland	Stanley & Brown Drug Co.,	Baltimore
Massachusetts	E. & F. King & Co.,	Boston
Minnesota	C. W. Hackett Hardware Co.,	St. Paul
Mississippi	Lee Richardson & Co.,	Vicksburg
Montana	Ellis Paint Co.,	Butte
New York	Buffalo Glass Co., Burhans & Black Co., Jno. L. Thompson, Sons & Co.,	Buffalo Syracuse Troy
North Carolina	Julius Lewis Hdw. Co., Burwell & Dunn Co.	Raleigh Charlotte
Ohio	Co., Co., Co.,	Cleveland Cincinnati Toledo
Oklahoma Territory	Alexander Drug Co.,	Oklahoma City
Oregon	F. E. Beach & Co.,	Portland
Pennsylvania	H. B. Semple & Son, Logan-Gregg Hardware Co., Bard, Schlot & Co., Phelps-Straw & Co.,	Easton Pittsburg Reading Wilkes Barre
Tennessee	Fryts & Wight, Van Vleet-Mansfield Drug Co.,	Chattanooga Memphis
Texas	Greiner-Kelly Drug Co., Houston Drug Co.,	Sherman Houston
Utah	G. F. Culmer & Bro.,	Salt Lake City
Virginia	Barker-Jennings Hdw. Co.,	Lynchburg
Washington	Baum & Co.,	Spokane
West Virginia	The Hubbard-Williams Co., The Williams & Davison Co., W. H. Chapman & Sons,	Charleston Clarksburg Wheeling

Members Acme Plug Hat Club.

Admitted Contest
Mr. Alf R. Kelly ... March 1, 1902, Mich. Seal Load
Mr. A. E. Barron ... June 15, 1901, Neal's Alum En

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. III.

DETROIT, MICHIGAN, SEPTEMBER 28, 1901.

NO. 2

Take Hold and Lift.

Report of Convention of the Salesmen of Our Distributors, the Logan-Gregg Hardware Co., of Pittsburg, Pa.

The hall was tastefully decorated—the very up-to-date advertising matter of the Acme White Lead and Color Works being displayed to great advantage.

The salesmen commenced to gather at 1 p. m. The table upon which the panorama, New Era color rack, and other advertising matter were displayed being the centre of attraction. The chairs provided for the occasion were arranged in a semi-circle in the body of the hall. After taking in the display and talking over various matters of interest in an informal way for half an hour or so, the salesmen took their seats. Then a box of Ti-Ki cigars were passed around. Somebody asked if they were Pittsburg or West Virginia stogies? This remark was greeted with the contempt it well deserved, by the Acme representatives and members of the Ti-Ki Club present. The meeting was called to order by the Chairman, Mr. Repp, general manager of the Logan-Gregg Co., promptly at 2 p. m. Mr. F. R. Dougall was then introduced by him as the speaker for the afternoon. The Acme catalogues were then passed around and were enthusiastically received and generally admired by all. Mr. Dougall then took the floor and commenced his address to the convention. He started by calling their attention to the composition of and the superior qualities of New Era. Before he was through with this article enthusiasm broke loose, evidenced by questions of every conceivable character and too numerous to count, which were hurled at him from each one present.

He took each one separately and explained them in such a manner that all present were made very familiar with the superior qualities of New Era High-Grade Paint. The balance of the catalogue was gone over with undiminished ardor by all present and when the meeting was adjourned, at the close of a speech by the chairman, there had not been a dull or unprofitable moment during the whole afternoon. F. M.

Take Hold and Lift.

Mr. C. F. Pulfer.



Frank has been working hard in a territory in Southern Michigan for the past year, and as a result of intelligent effort is building a solid foundation that promises to support a large volume of business before long. His methods are aggressive to just the right degree and he believes in doing his work thoroughly as he goes along. He realizes perfectly that the best starting point for business in a place is a New Era agency in care of the best dealer. He generally picks his man, too, preferring to wait a little longer to get "the best," than to sacrifice an agency on this line by placing it with the wrong dealer. In "building business" at a hard point where he has determined to win out, he starts right at the foot of the ladder with the consumer and works up through painters and contractors to the dealer, bringing to bear upon the latter the full leverage of orders secured and favorable comments from practical painters that is irresistible. Canadian by birth, athletic in build, not bad looking, is married and has a bouncing boy four years old, who promises to give the old man a tussle for athletic honors later on.

Have you heard about our new varnish factory? If not you should become informed right away. Our business has been increasing constantly in that department, and the demand made upon the varnish department by the paint works had grown to such proportions that we concluded we must increase our facilities. The first

Take Hold and Lift.

thought naturally was to enlarge our present quarters, but after due consideration we concluded to wipe the old plant off the slate entirely and start fresh. Of course we could not do that until we had erected a new factory. We are doing just that. Our architects were instructed to draw plans for a modern factory, possessing all the up-to-date features we could think of. This was done, plans accepted, builders set to work, and the plant is now well under way. We hope it will be complete so you can inspect it at convention time. There will be four separate meeting departments, four stacks to each department, absolute fire proof construction, the material being entirely brick, iron and concrete. There is to be a model thinning room and filtering department. In connection with this will be the Supervisor's office, employees lockers, bath and toilet room, a new tank house of about double the size of our present one, and a crude material warehouse and coke house of modern construction. We expect to employ, when the plant is completed, additional skilled varnish men, and are going after the business next season in a more vigorous manner than ever before. The fact is, we must; the extra investment we are making necessitates a larger business and we must begin planning to get it now. Have you any comments to make or suggestions to offer?

Take Hold and Lift.

HARVEY, ILL., Sept. 23, 1901.
ACME WHITE LEAD AND COLOR WORKS,
DETROIT, MICH.

Gentlemen

We beg to thank you for the handsome catalogue "Modern Painting," etc., and to say that we are always interested in the newest things out. In connection with this, we are impressed with the names of your "Devil's Red" and "Bull Frog Green." It is possible we might find it just what we are looking for—brilliant color and durability, and we should be glad to receive from you, if you care to send it, a five pound sample of each of these colors in paste form, and will give such samples a fair test, although same is rather late to take advantage of for the current season.

Again thanking you for remembering us, we are,
Yours truly
F. C. AUSTIN MFG. CO.

Take Hold and Lift

The following from the pen of our friend Jean le Babbillard is nothing more not less than a sad commentary on the lost skill of the erstwhile champion big bass catcher of St Clair Flats, your fellow traveler, Dan. He hasn't been able to catch anything this year, except bait and the lunch basket. He has been watched considerably closer than in former years and has not had much of a chance to spring a "big bass sensation" upon an unsuspecting newspaper reporter, which, we believe, accounted for the fame he won as a result of his first exploit(?).

DAN'S LAST CATCH

Dan Davies go for wan beeg bass,
On his las' feeshin' day.
De feesh dey hear dat Dan she cam,
An' hike demselves away

She use de chub an' worm for bait,
But eb ry ung she fail,
De feesh dey say, "Dat's Dan, look out"
An' turn on her de tail.

De beeg bass call a beeg pow wow,
A sheep head tak' de chair,
De pick, de perch, de pike dey come,
An' de dog feesh, dey were dere.

Dey he so mad, dey all resolves
To leave Dan in de lurch,
So on to Dan's bent pin dey cryed
Two leetle ring tail perch

JEAN LE BABILLARD.

I wish to advise that we have been endeavoring to compile a complete list of our New Era High-Grade Prepared Paint agencies throughout the country, so that we could tell at a glance at any time just who was our agent in any town, and through what jobber he drew his supplies. This list is not yet complete, and never will be unless you each take a personal interest in the matter and will send us *once a month* the names of all the new agencies made on New Era High-Grade Prepared Paint during the month and who their jobber is. Please do this, as we can help you at times by having this information strictly up-to-date at all times. I wish you would all sit down now and write up the names of all new agencies in your territory made since July 1st, and please repeat the dose every month. This will be appreciated.

A. S. D.

I have been working on the firm of Hutchison Drug Co., of Perry, Okla., for the past two years to have them put in our line, and finally landed them for this order. They have always handled H. & M.'s full line. I finally convinced them that New Era High-Grade Paint was "it" and they are going to stock up through Alexander Drug Co. This was the toughest proposition I was up against. H. & M. is 4 cents per gallon cheaper than N. E. H. G. W. P. W.

Take Hold and Lift

CLEVELAND, OHIO, Sept. 9th, 1901.
ACME WHITE LEAD AND COLOR WORKS,
DETROIT, MICH.

Gentlemen:

Your letter of the 7th inst., together with illustrated pamphlet showing features of handling dip work, is at hand, and we beg to compliment you upon the exceedingly interesting illustrations contained in the pamphlet. We are more or less familiar with dipping belsteads, but we were quite surprised at the variety of work that is being done in this way. As you are aware, we are using the flat tank, which has seemed to us to be the best method for handling our beds. Perhaps we are mistaken. However, we are always pleased to receive information on the subject, and shall be glad to give your pamphlet a more extended study than we have been able to do at this time.

Thanking you, we are,

Yours truly,

THE CLEVELAND BRASS AND IRON BEDSTEAD CO.

ST. LOUIS, MO., Sept. 8th, 1901
ACME WHITE LEAD AND COLOR WORKS
DETROIT, MICH.

Gentlemen:

Your pamphlet was received Friday and examined with great interest and considerable admiration. I think it is as complete an exposition of advantages of using your goods and methods as could be put on paper.

Our business here is increasing rapidly and we keep all the customers we get, which is a good sign of course. A large measure of our success is due to the finish we get with Acme paint, and we are improving it all the time. I think that especially in colors our finish can't be beat.

Yours truly,

E. C. HANPETER,
per FRANK B. UPTON, Supt.

**September Competition.**

For the largest number of orders for

WAGON AND IMPLEMENT PAINT

from trade who have not heretofore handled the goods. Orders must be secured by the representative and sent in with blank form provided for dealer's signature.

Record to September 26th.

I. D. Wilson	39
H. L. Wilson	34
A. E. Barron	17
W. P. Wiggins	10
C. Mehlig	9
S. A. Hunter	6
E. R. Hong	4
A. R. Kelly	4
R. S. Gebhart	2
F. B. Sangster	2
R. M. Billings	1
R. R. Black	1
H. C. Carter	1
C. F. Elliott	1
H. F. Whitaker	1

Take Hold and Lift**Our General Distributors.**

California	Bohan Paint Co.,	Los Angeles
Colorado	Humphrey-Jones Merc. Co.,	Denver
Florida	The S. B. Hubbard Co.	Jacksonville
Georgia	Columbus Hardware Co.,	Columbus
Illinois	Geo. E. Watson Co.,	Chicago
	Colburn, Birks & Co.,	Peoria
Indiana	Johnson-Woodbridge Co.,	Indianapolis
Iowa	Sickels, Prestor & Nutting Co.,	Davenport
	J. W. Edgerly & Co.,	Ottumwa
	Hornick, Hess & More,	Sioux City
Kansas	A. B. Whiting Paint & Glass Co.,	Topeka
Louisiana	L. N. Brunswick & Co.,	New Orleans
Maryland	Stanley & Brown Drug Co.,	Baltimore
Massachusetts	E. & F. King & Co.,	Boston
Minnesota	C. W. Hackett Hardware Co.,	St. Paul
Mississippi	Lee Richardson & Co.,	Vicksburg
Montana	Ellis Paint Co.,	Butte
New York	Buffalo Glass Co.,	Buffalo
	Burnians & Black Co.,	Syracuse
	Jno. L. Thompson, Sons & Co.,	Troy
North Carolina	Julius Lewis Hawe Co.,	Raleigh
	Burwell & Dunn Co.	Charlotte
Ohio	Loew Fitter & Mfg. Co.,	Cleveland
	Stem-Volger Drug Co.,	Cincinnati
	Norton Hardware Co.,	Toledo
Oklahoma Territory	Alexander Drug Co.,	Oklahoma City
Oregon	F. E. Beach & Co.,	Portland
Pennsylvania	H. B. Semple & Son,	Easton
	Logan-Gregg Hardware Co.,	Pittsburg
	Bard, Schiott & Co.,	Reading
	Phelps-Straw & Co.,	Wilkes-Barre
Tennessee	Fritts & Wight,	Chattanooga
	Van Vleet-Mansfield Drug Co.,	Memphis
Texas	Greiner-Kelly Drug Co.,	Sherman
	Houston Drug Co.,	Houston
Utah	G. F. Culmer & Bro.,	Salt Lake City
Virginia	Barker-Jennings Hawe Co.,	Lynchburg
Washington	Baum & Co.,	Spokane
West Virginia	The Hubbard-Williams Co.,	Charleston
	The Williams & Davison Co.,	Clarksburg
	W. H. Chapman & Sons,	Wheeling

Members Acme Plug Hat Club.

Admitted	Content
Mr. Alf. R. Kelly	March 1, 1901
Mr. A. E. Barron	June 15, 1901

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. III.

DETROIT, MICHIGAN, OCTOBER 5, 1901.

NO. 3

Take Hold and Lift.

September Competition.



MR. I. D. WILSON

By the following record it will be noted that Mr. I. D. Wilson is the winner of the Plug Hat for September competition on sales of Acme Wagon and Implement Paint. We don't show in above illustration the "plug" or the smile that will illumine I. D.'s countenance when he reads this issue of THOUGHTS, but perhaps those who have met "Wixie" will realize the grace with which he will wear his headgear at our next Convention, and can imagine the satisfied dignity of his features when overshadowed by the token awarded in recognition of his ability to "take hold and lift."

It has been a merry war between the two brothers, but H. L. bears his defeat most philosophically, stating that so long as the hat is in the family he is satisfied, and that as he wears the same size as I. D. he expects to borrow it for "occasions."

You will find I. D.'s name on the list of members of the Acme Plug Hat Club.

Record to September 30th.

I. D. Wilson	52
H. L. Wilson	40
A. E. Barron	30
A. R. Kelly	10
W. P. Wiggins	10
C. Mehlig	9
S. A. Hunter	7
E. R. Hoag	4
H. C. Cater	2
R. S. Gebhart	2
F. B. Sangster	2
R. M. Billings	1
R. R. Black	1
F. R. Dougall	1
C. F. Elliott	1
H. F. Whitaker	1

Take Hold and Lift.

Monthly Competitions.

What is the matter with a large proportion of our representatives calling upon the store trade? Only sixteen names on the list of those who secured orders from new customers on W. and L., last month. We know it was not due to inability to sell the goods, and must therefore conclude that it was lack of interest. In one way we must consider this even worse than inability. We like to feel that our representatives are "with us" and that all will "take hold and lift" in such competitions in a manner worthy an Acme representative. We know of men who have been with us for years, and proven their capacity to do business, who, from the appearance of the list, must either have assumed that the prize was not worth competing for, or what is worse, ignored the competition entirely and without offering any reason for doing so. Certainly these men's names should be on the list, and near the top, too. Turn over a new leaf and

Take Hold and Lift.

It is not the *value* of the prize that is at stake, but we feel that it is an honor to belong to the Acme Plug Hat Club, when membership is achieved only as the result of a special effort in accomplishing a worthy object.

The Ti-Ki Pin.



Every loyal Ti-Ki will from now on wear in a conspicuous position the emblem shown above. The Secretary is sending them this week to all the members whose orders have been received. You should not be bashful in explaining to your friends that it is a badge of honor, meaning "at the top," which none but an "Acme" man can wear.

Take Hold and Lift.

Mr. H. F. Whitaker.



Mr. Whitaker looks after our interests in Northern and Western Michigan. He joined us late last fall, just in time to become a member of the Acme House of Representatives. He had had previous experience on the road presenting goods such as we make, and right from the start has "taken hold and lifted" in a clean-cut intelligent manner. He is an all-round man, working all classes of trade in his territory, and is making new friends every day for our Rapid-Sellers and lines for the manufacturing trades. Our Supervisor states that the care exercised by Mr. Whitaker in making out his requisitions for special goods for the manufacturing trades is such that it is an unalloyed pleasure to execute them. He is a man who does not leave much chance for "guess work" in anything he does. There can be but one result from the character of work he is doing—the certain strengthening of the position our goods hold with his trade, and the consequent increase of business that must result.

Mr. Whitaker was married about the same time that he joined the Acme forces. His home is in Detroit.

I am of the same opinion as Mr. F. R. Dougall in regard to a good catchy line of goods similar to Jap-a-Lac, and I will do my part to push same, if such a line is adopted.

C. F. E.

Measuring Buildings For Painting.

The following from the *Paint, Oil and Drug Review* is the kind of information a practical painter is interested in. It is a good thing to "salt these facts down" and use them when talking to painters. They have more respect and confidence in you if you can discuss intelligently practical facts of interest in their own business.

"Have received five letters on the subject of estimating work within a month, and will now proceed to give methods to the best of my ability. This is a hard subject to write up, in fact, much of the estimating is a matter of experience. First take as an example a house twenty feet high to the cornice, built with eight angles and four gables, with ten-inch cornice projections. First measure the cornice, including projection of shingle. To measure cornice, use a tape line. Commencing at the end of the shingles, press the line in all hollows and over all projections and note the measure. This will give you the width of the cornice. Next measure the length, multiply the length by the breadth in feet. Next find how much the siding lays to the weather or count the boards in order to get the surface of the edges. The edges of twenty-four boards make a foot. If the boards are four inches to the weather, that will give sixty boards for a side, or a strip thirty inches wide around the house, add this to the height of the house, which will make it twenty-two and a half feet high to the cornice. Now find how many feet it is around the house and multiply the circumference by the height in feet. Reckon in the windows as a part of the siding, providing they are large glass. If they are small glass or have extraordinary projections, figure extra for tracing sash and putting the projections. Figure the doors in as a part of the siding, also measure the jams and get the surface in feet.

"Great care is needed in measuring porches. Find the surface of one post and multiply by the number of posts. Measure the roof, ceiling and floor, brackets, etc. Many painters have lost their profits by not looking after projections and hollows. When you have carefully measured up the surface of the work you can leave it in feet or get it into yards of nine square feet or put it into squares of one hundred square feet. The next thing to be done is to decide upon the price. In making this decision you must take into consideration the shape and condition of the building, remembering always that it takes much longer to paint brackets, moldings, posts, etc., per yard than straight work on siding. Here is where you must get in your judgement. The same is true of angles and gables. In painting roofs, add 8 per cent for ends of shingles, and remember that shingles are rough and hard to paint, especially on first coats, but if you have a good four-knotted shingle brush with a good long handle you can go over more surface in a day than you can on a siding.

"Next we will proceed by what we call special measurement: Suppose the cornice measure 60 yards, and is finished with blocks, molded panels and brackets, and we estimate that the cost of painting it will be three times that of a plain cornice, hence, we will add two measures, or 120 yards to the general or first measurement. Next suppose each window and casing measure three yards, and there are twenty of them to be trimmed in colors, we estimate the work of painting them double that of plain work, hence we add to our special measurement 60 yards. If there is a cupola that is high and difficult to reach, we estimate that it will be worth double the cost of painting ordinary work to do it. Say, it measures 50 yards, we will add 100 yards to the general measurement, and so we will go on until we have taken in all parts of the work which will cost more

than ordinary plain work. To illustrate. Say the building measures 600 yards, and is plain work we may estimate it worth 20 cents per yard to paint it. We will foot up our special measurement, which we will say adds up 300 yards, which, added to the 600 yards general measurement, makes 900, which at 20 cents per yard makes \$180. The same system may be used inside."



October Competition.

For the largest number of orders for
LIQUID WOOD FILLER

from trade who have not heretofore handled the goods. Orders must be secured by the representative and sent in with blank form provided for dealer's signature.

H. L. Wilson,
A. D. Hoagg,

How's This!

Here is a "bun" for our advertising methods that is right to the point;

Portland, Oregon, Sept. 18, 1907.

Acme White Lead and Color Works,
Detroit, Mich.

Gentlemen

Replying to yours of the 13th, referring to your catalogue, we would be pleased to have a copy for our salesmen, as follows: Geo. Whitaker, Geo. Armstrong, J. G. Mayburan, Victor Ballantine and Ivy Parks.

Conditions of general trade was never as favorable in the Pacific Northwest, as at the present time. Conditions are such we feel justified in expecting it may continue for a few years at least. In as much as your system of advertising compels us to handle your line, we thought best to accept the situation and it is our intention to give more attention to it for another season.

Very truly yours,

F. E. BEACH & CO.

That's just what these methods are for, Messrs. Beach & Co., and we are pleased to have you fall in line so gracefully, and will make it our business to see that you do not regret the act.

A Good One For Master Painters' Colors.

Ireton, Iowa, Sept. 23, 1907.

Acme White Lead and Color Works,
Detroit, Mich.

Gentlemen

We have just signed contract in duplicate for an eight thousand dollar residence of Mr. Henry Becker, of this county. A country residence, but a good one, and am pleased to inform you that we have specified Master Painters' brand Colors in Oil, your Green Seal Zinc in oil, and very much desire to try your Acme Exterior Finish. The goods should be in the hands of your distributor in Sioux City, as soon as possible.

It gives us pleasure to shake hands with "Acme," and to use the "Acme" goods.

Very truly,

DARLING & LONDON

Messrs. Darling & London are decorators of experience who know a good article when they find it, and their favorable expression is very gratifying to us.

Members Acme Plug Hat Club.

Admitted: Contest:

Mr. Alf R. Kelly March 1, 1907 Mich. Seal Lead
Mr. A. E. Barron June 15, 1907 Neal's Alum En
Mr. I. D. Wilson Oct. 1, 1907 W and I Paint

Our General Distributors.

California	Bolan Paint Co., Dunsmuir Oil Co.	Los Angeles San Diego
Colorado	Humphrey-Jones Merc. Co.	Denver
Florida	The S. B. Hubbard Co.	Jacksonville
Georgia	Columbus Hardware Co.	Columbus
Illinois	Geo. E. Watson Co., Colburn, Birks & Co.	Chicago Peoria
Indiana	Johnson-Woodbridge Co.	Indianapolis
Iowa	Sickels, Preston & Nutting Co., J. W. Edgerly & Co., Hornick, Hess & More,	Davenport Ottumwa Sioux City
Kansas	A. B. Whiting Paint & Glass Co.	Topeka
Kentucky	R. H. McFarland	Henderson
Louisiana	L. N. Brunswick & Co.	New Orleans
Maryland	Stanley & Brown Drug Co.	Baltimore
Massachusetts	E. & F. King & Co.	Boston
Minnesota	C. W. Hackett Hardware Co.	St. Paul
Mississippi	Lee Richardson & Co.	Vicksburg
Montana	Ellis Paint Co.	Butte
New York	Buffalo Glass Co., Burhans & Black Co., Jno. L. Thompson, Sons & Co.	Buffalo Syracuse Troy
North Carolina	Julius Lewis Hdw. Co., Burwell & Dunn Co.	Raleigh Charlotte
Ohio	Loew Fr. & Co., Stein-V. Co., Norman	Cleveland Cincinnati Toledo
Oklahoma Territory	Alexander Drug Co.	Oklahoma City
Oregon	F. E. Beach & Co.	Portland
Pennsylvania	H. B. Semple & Son, Logan-Gregg Hardware Co., Bard, Schlott & Co., Phelps-Straw & Co.	Easton Pittsburg Reading Wilkes Barre
Tennessee	Fritts & Wiehl, Van Fleet-Mansfield Drug Co.	Chattanooga Memphis
Texas	Greiner-Kelly Drug Co., Houston Drug Co.	Sherman Houston
Utah	G. F. Culmer & Bro.	Salt Lake City
Virginia	Barker-Jennings Hdw. Co.	Lynchburg
Washington	Baum & Co.	Spokane
West Virginia	The Hubbard-Williams Co., The Williams & Davisson Co., W. H. Chipman & Sons.	Charleston Clarksburg Wheeling

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH

Devoted to Matters of Interest to Our Representatives.

VOL. III.

DETROIT, MICHIGAN, OCTOBER 12, 1901.

No. 4

Take Hold and Lift.

Mr. I. D. Wilson.



Most of you know "Wixie." We think it was Kelly who formulated the name last Convention time. He is neat, natty, nice looking in appearance, and wears an unassuming mannerism that is quite deceiving. Remember the spurt of eloquence he gave us at the Convention when he became "warmed up" on the New Era proposition? It was a surprise—and he seemed as much surprised as any one. He is full of surprises. Last month he sent in twenty-three orders for W. and L. in one week as a contribution towards winning the Sept. Plug. Last July he surprised us by getting married without having given previous notice. He was the man who rigged out Halladay in a red necktie, hair cut, new suit of clothes and induced him to shave off his moustache at the same time, making such a sudden change that H. H. H. had to consult his cards to be sure of his identity. Down at Thompson's, in Troy, N. Y., they call him the "skate" and he stands "ace high" with every salesman working for this distributor. They are all willing and glad to help him make Acme goods "go." He always sees the "bright side" of things, and has such an inexhaustible fund of good nature and quiet gentlemanly humor that it is no wonder he makes hosts of friends. These peculiarities of his make up, coupled with shrewd, persistent, hard and intelligent work are building up a good trade in his territory of eastern New York State.

Take Hold and Lift.

FACTS AND FIGURES

Covering Test Made to Develop Difference in Cost.

BETWEEN NEW ERA PREPARED PAINT

And White Lead Paint Mixed By Hand.

Report covering comparative test of White Lead against "New Era" Paint, made at the store of the Central Paint and Glass Co. A 100 pound keg of the "Fahnestock" brand of White Lead was used.

Gross weight of same.	100 lbs
Weight of keg	9 lbs. 4 oz.
Net weight of Lead.	96 lbs 16 oz

This Lead seemed to be ground quite stiff.

We added to same, 3½ gallons of raw linseed oil, one quart of turpentine, and one quart of dryer, the result being as regards quantity, 6½ gallons of Paint.

The test was made in the presence of seven good, practical painters.

CONSISTENCY.—All the painters admitted that "New Era" was much heavier in consistency than White Lead reduced as above stated, and would require from a pint to a quart of Linseed Oil for second and third coat work.

OPACITY.—As a result of a comparative test made in a small way on a board, it was admitted that "New Era" covered more solidly than White Lead Paint, besides being much whiter. White Lead Paint, it was claimed, would bleach out in a comparatively short time, but we are certain that "New Era" will make a white line over a White Lead surface at any time. This is due to the percentage of Zinc White in the "New Era" Paint.

COVERING CAPACITY.—There was no means of making a comparative test in a large way on this point of covering capacity, but we expressed our willingness to provide the painters with sample cans of "New Era" without charge, with which to make a com-

parison for themselves, emphasizing the fact that our goods would go at least twenty-five per cent. further. None of the painters were willing to go on record in regard to naming any number of square feet that a gallon of White Lead Paint would cover, stating that the variation was very great, owing to the fact that surfaces and conditions varied greatly.

COMPARATIVE COST:—The figures named below were actual prices named to painters on the day test was made, and the expense for "labor" they considered right.

White Lead Paint.

100 lbs Lead	\$6.75
3½ gal. raw Linseed Oil, at 67 cts	2.35
¼ gal. Turpentine " 50 cts	1.25
¼ gal Dryer " 90 cts	2.25
Labor in "breaking up"	.50
	\$9.95

making 6½ gallons of Paint of proper consistency for the second and third coat work, at a cost per gallon of \$1.50.

"New Era" Paint.	Per gal.
Price to painters	\$1.35
Cost, if reduced with pint of Linseed Oil at 67 cts. per gal.	1.28
Cost, if reduced with quart of Linseed Oil at 67 cts. per gal.	1.22

In this connection we might state that we think that the price of "New Era" to painters should be at least \$1.40 per gallon. It ought to be \$1.50.

The above report indicates clearly that "New Era" is much more economical for painters to use based on cost per gallon of paint alone, but when it is considered that the goods will cover considerably more surface, to say nothing about increased durability due to addition of Zinc Oxide, the saving effected through its use would make a very nice addition to their profits.

In answer to F. R. D's article on Japalac, in THOUGHTS, Sept 14, 1901, I find that these people have an excellent trade in California, particularly in the Southern portion, and I think if we were to come out with something similar, with a catchy name, we could sell considerable.

A. R. K.



October Competition.

For the largest number of orders for
LIQUID WOOD FILLER

from trade who have not heretofore handled the goods. Orders must be secured by the representative and sent in with blank form provided for dealer's signature.

H. L. Wilson	7
A. E. Barron	2
R. K. Higman	2
R. M. Billings	1
Dan Davies	1
F. R. Dougall	1
C. F. Elliott	1
S. H. Hart	1
A. D. Hoagg	1
E. R. Hoag	1
J. R. Newell	1
S. J. Olson	1
M. J. Reynolds	1
R. R. Black	0
H. C. Cater	0
R. S. Gebhart	0
H. H. Halladay	0
S. A. Hunter	0
A. R. Kelly	0
Fred Matheson	0
C. F. McCauley	0
C. Mehlig	0
J. H. Milne	0
W. C. Neal	0
W. C. Patterson	0
C. F. Pulfer	0
F. B. Sangster	0
H. P. Torrance	0
H. F. Whitaker	0
W. P. Wiggins	0
I. D. Wilson	0

Allowing Distributors a Credit to Cover The Difference Between Carload and Less Than Carload Rate of Freight.

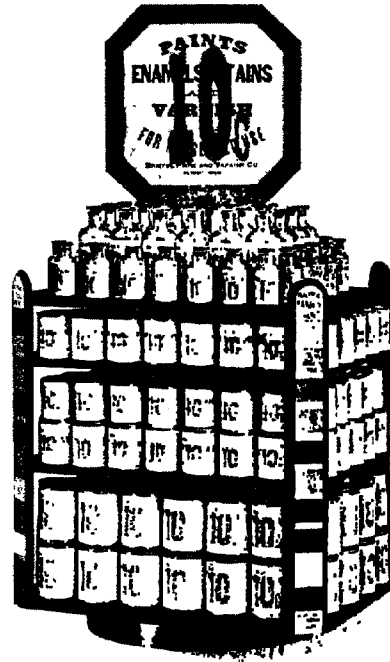
In the past we have been compelled to do this several times. Such a credit in our estimation is simply a "hold up" and our views are best expressed, perhaps, in copy of communication sent to one of our representatives that we herewith reproduce.

"Inclosed is simply a picture of the credit memorandum we have sent to the Williams & Davisson Co. to cover difference between car-load and less than car-load rate on goods recently shipped. We cannot understand how any house can possibly have the nerve (we know of no better word) to request a credit of this character. We pay the freight and we do not stipulate that they shall pay anything over any specified rate, we assume it all and see that the goods are delivered, and just why we should be held up because we are able to ship a larger quantity and secure lower figures is more than we can understand. It certainly is not legitimate business and they might as well ask us to make them a cash present of the funds involved. It seems to us that the next time a proposition of this kind is sprung on you, it might be well to suggest that the House will not permit you to make such an arrangement, but that we are very liberal, and if they are looking

for a Christmas present, perhaps a suggestion from you would bring it, as certainly a Christmas present has just as much connection with any business arrangement as a credit of this character. Don't you think so?"

There is not the least justification from a business standpoint for an allowance of the above character, and in future we wish our representatives to positively decline to do anything of the sort. We meant exactly

what we said, when we stated, that we would rather give the customer a Christmas present than allow a credit of this character. He would at least feel that we were liberal and we would feel that we had not been "worked" to quite such an extent, as if we had allowed the credit as a matter of business, based on such a flimsy excuse as the difference in rate represents.



BRISTOL DISPLAY STANDS.

We have about 35 representatives calling upon the general store trade. We also have about 135 Bristol Display stands, an illustration of which is shown above. We think that nearly all of our representatives have a distinct remembrance of these Stands, but it seems to us that nearly all our representatives have forgotten that we requested them to place the Stands, as they were in the way and we needed the room more than the Stands. We assume that you have forgotten this because you make no requisitions for same in connection with orders for goods. We advised you that they could be given away with a fair sized order for specialties, that is, as an inducement to the dealer to make his order a "little larger," you were authorized to "throw in" this Stand.

Several months ago when we placed the proposition before you, we expected the Stands would go off like "hot cakes," but they are still here. Don't you suppose that if each man "takes hold and lifts," which would mean about four Stands each, they would melt away like snow before a summer sun? We do. Try it.

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. III.

DETROIT, MICHIGAN, OCTOBER 19, 1901.

NO. 5

Take Hold and Lift.

Mr. Kelly Will Wear This at The Convention

This is an illustration of the watch fob that Mr. Kelly has merited as a result of winning in two of the monthly competitions. It indicates that he is a second degree member of the Acme Plug Hat Club, and if he wins further honors an additional bar bearing the date will mark each, and the degree of his membership will be advanced accordingly. The medal, as you will note, bears the design of our tower, the motto "Take Hold and

Lift" and the year we started in business. The medal, bar and chain are of solid gold, and we trust that not only will Mr. Kelly be pleased with same, but that our other representatives will make an earnest effort to win similar honors.

Messrs. Halladay and Higman, who are backing up our Florida distributors, have just wired us that they have sold a car load of New Era, a large part of which is to be used for government work.

Wish to thank you for the hat, and say that I feel very good to think I am now a member of the Acme P. H. C., and assure you that "old mister hat" and I will be on deck next convention.

I. D. W.

Take Hold and Lift.

Frank Dougall is After That Hat.

Attached please find order from Francis Scheib, of Reading, Pennsylvania, to be shipped through Bard, Schlott & Co., for one-half bbl. Davies' Liquid Wood Filler, one bbl. A. A. B. Hard Oil Finish, and other

In regard to direct shipments to customers, which are to be charged to Distributors. For the fourth time, this year we wish to remind our representatives that all such orders must be sent to the Distributors to be O. K'd by them and forwarded to

us. We cannot assume the risk of making accounts for them without their approval.

Representatives that have gone out lately, will please take particular note of this.

G. B. P.

CONGRATULATIONS!



Seated I see the two again,
But not alone, they entertain
A little angel unaware,
With face as round as is the moon.
A royal guest with flaxen hair

To-day, October 18, just as we go to press, we are in receipt of the news that a little stranger has been welcomed into the home of our Secretary, Mr. Thomas Neal. The young man, we understand, arrived last night and tips the scales at seven and one-half pounds, and is strong and lusty.

We congratulate Mr. and Mrs. Neal and sympathize with them sincerely in the joy we know their experience. May the little one not only be a present joy, but a source of comfort, pride and pleasure all their lives.

goods. I am out after the Plug Hat this month. I am a little late in getting started, but if I don't win the Hat, I will try my best to sell more gallons of Davies' Liquid Wood Filler than the winner. F. R. D.

Members Acme Plug Hat Club.

Admitted Contest
Mr. Alf P. Kelly March 1, 1901 Mich Seal Lead
Mr. A. E. Barron June 15, 1901 Neal's Alum En
Mr. I. D. Wilson Oct 1, 1901 W. and I Paint

Take Hold and Lift.



October Competition.

For the largest number of orders for

LIQUID WOOD FILLER

from trade who have not heretofore handled the goods. Orders must be secured by the representative and sent in with blank form provided for dealer's signature.

Record to October 17th.

A. E. Barron	8
H. L. Wilson	8
A. R. Kelly	6
F. R. F.	5
R. K.	3
S. J.	3
E. R. Hoag	2
C. F. Puffer	2
R. M. Billings	1
Dan Davies	1
C. F. Elliott	1
S. H. Hart	1
A. D. Hingge	1
J. R. Newell	1
M. J. Reynolds	1
H. F. Whitaker	1
R. R. Black	0
H. C. Cater	0
R. S. Gebhart	0
H. H. Halladay	0
S. A. Hunter	0
Fred Matheson	0
C. F. McCauley	0
C. Mehlig	0
J. H. Milne	0
W. C. Neal	0
F. B. Sangster	0
H. P. Torrance	0
W. P. Wiggins	0
I. D. Wilson	0

Take Hold and Lift.

Mr. S. A. Hunter.



Mr. Hunter is our Wisconsin representative. He stepped into Mr. Barron's shoes when the latter left that territory to do general work in territories of our various distributors. Mr. Hunter is one of the kind of men who say things and do things just as if he meant every word and act—and he does. Positiveness is a predominant feature in his make-up, which, coupled with persistence to just the right degree and an aptitude to benefit by his own and the experience of others, has caused him to come to the front rapidly as a successful salesman. He started with us last January as an assistant to Mr. Barron and has not let the grass grow under his feet from that day to this. His work, from the manner in which he covers his territory to the details of building a customer, is done thoroughly. Personally he is a mighty good fellow and stands well with the trade and the salesmen of his jobbers and distributors.

He is single and quite good looking, a combination that we suppose cannot last much longer.

I called at Mr. Manning's office this a.m. and found that he lives in Kansas City. I had the chief clerk look up the sample of Target Enamel. He said "Oh yes, we tried it in May, and come out and see for yourself." I said "I naturally infer from your tone and remarks that it has not given you the result expected." He said "come out and look at it." I went out in the yard and inspected three switch stands, and for a moment I was non-plussed. The target where the Red was applied was as white as this paper, and looked as if it had not been painted in years. I spit on it and rubbed my finger on it and I saw that there was a heavy coating of alkali deposited on it that easily came off. I asked for a piece of waste and a little oil, and in a minute I had cleaned it off, and the Enamel looked as bright and fresh as when first applied.

I said "If you will have your targets cleaned once a week you will have no trouble, our Devil's Red will not fade." He was the most surprised man I ever saw and said he would tell Mr. Manning of it when he returned home. B. E. B.

Take Hold and Lift.**ANNUAL CONVENTION.**

Our Annual Convention this year will be held during the entire week of December 9th to 14th, inclusive. Details regarding proceedings, program, etc., will be sent you later. You will note that the session will be longer this year than before. We feel that this is necessary in order to discuss all the important subjects that will be presented.

We wish each man to feel that he must be a factor in making the Convention a success. In order to do this you must come prepared to take your part, that is with thoughts and ideas to present to the Convention, the discussion of which you feel will be of mutual benefit. We want no "wall flowers." Every man must take an active and individual part in the proceedings. Put your thinking cap on now, and keep it on until after the Convention is a thing of the past, and you will be able to look back upon your record with satisfaction to yourself from the standpoint of having contributed your share to its success.

The Payment of Freight Does Not Make a Seller Liable During Transit.

"When goods are sold the presumption is always that the buyer is to take possession of the goods in the place occupied by them at the time of the sale. The whole duty of the seller is to separate the goods from the general mass and put them at the disposal of the buyer or his agent. Of course, there may be an agreement that the seller shall carry the goods to some other place at his own risk and expense, or he may act in such manner as to show that he intends so to carry them. But a mere agreement upon his part to pay the freight is not an agreement to take the risk of the carriage. Delivery is still made at the place occupied by the goods at the time of the sale, the delivery in this case being to a carrier who is agent of the buyer, neither the agreement of the seller to pay the carrier, nor the fact that he actually does pay him, is sufficient to make the carrier his agent, to place upon him the risk of damage during transit or to retain title in him until delivery is made at the end of the line. For any loss or damage during transit, in a case of this kind, the buyer must look solely to his agent, the carrier, or to the insurer if he has taken the precaution to have the goods insured.—*Journal of Commerce and Commercial Bulletin*"

Take Hold and Lift.**Our General Distributors.**

California	Boban Paint Co.	Los Angeles
	Domestic Oil Co.	San Diego
Colorado	Humphrey-Jones Merc. Co.	Denver
Florida	The S. B. Hubbard Co.	Jacksonville
Georgia	Columbus Hardware Co.	Columbus
Illinois	Geo. E. Watson Co.	Chicago
	Colburn, Birks & Co.	Peoria
Indiana	Johnson-Woodbridge Co.	Indianapolis
Iowa	Sickels, Preston & Nutting Co.	Davenport
	J. W. Edgerly & Co.	Ottumwa
	Hornick, Hess & More,	Sioux City
Kansas	A. B. Whiting Paint & Glass Co.	Topeka
Kentucky	R. H. McFarland	Henderson
Louisiana	L. N. Brunswick & Co.	New Orleans
Maryland	Stanley & Brown Drug Co.	Baltimore
Massachusetts	E. & F. King & Co.	Boston
Minnesota	C. W. Hackett Hardware Co.	St. Paul
Mississippi	Lee Richardson & Co.	Vicksburg
Montana	Ellis Paint Co.	Butte
New York	Buffalo Glass Co.	Buffalo
	Burhans & Black Co.	Syracuse
	Jno. L. Thompson, Sons & Co.	Troy
North Carolina	Julius Lewis Hdw. Co.	Raleigh
	Burwell & Dunn Co.	Charlotte
Ohio	Loew Fr. & M. Co.	Cleveland
	Stein-V. Co.	Cincinnati
	Norton	Toledo
Oklahoma Territory	Alexander Drug Co.	Oklahoma City
Oregon	F. E. Beach & Co.	Portland
Pennsylvania	H. B. Semple & Son.	Easton
	Logan-Gregg Hardware Co.	Pittsburg
	Bard, Schlot & Co.	Reading
	Phelps-Straw & Co.	Wilkes Barre
Tennessee	Fritts & Wiehl	Chattanooga
	Van Fleet-Mansfield Drug Co.	Memphis
Texas	Greiner-Kelly Drug Co.	Sherman
	Houston Drug Co.	Houston
Utah	G. F. Culmer & Bro.	Salt Lake City
Virginia	Barker-Jennings Hdw. Co.	Lynchburg
Washington	Baum & Co.	Spokane
West Virginia	The Hubbard-Williams Co.	Charleston
	The Williams & Davison Co.	Clarksburg
	W. H. Chapman & Sons,	Wheeling

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. III.

DETROIT, MICHIGAN, OCTOBER 26, 1901.

NO. 6

Take Hold and Lift.

Covering Capacity of N. E. H. G. as Shown by a Test at Bridgman and Plainwell.

You will recall that when I was at Bridgman, Michigan, last spring, that I sold the paint to be used on the canning factory.

At the time I had to figure against paint sold for \$1.10 a gallon while we asked \$1.50 per gallon, and I succeeded in landing the order by guaranteeing 18 gallons of New Era to cover the building. My competitor had figured on 30 gallons of his paint being necessary to do the job. You will see that I saved the contractor \$6.00 on cost of material, although my price was 40 cents a gallon higher than the other fellow.

I agreed to pay for, personally, whatever paint it took over 18 gallons. I was at Bridgman, Michigan, on Friday, and our dealer says that 18 gallons done the job easily and it was applied early this spring when it was still pretty cool.

The job looks all right except that they neglected to shellac the knots, which are beginning to show a trifle, but this is not our fault or the fault of the paint.

You criticised my action on this deal in THOUGHTS at the time, but I think when necessary that we ought to go to the limit, especially where you have to meet cheap and inferior goods.

I have never yet found New Era High-Grade to fail in covering any way from 300 to 400 feet, depending on condition of surface. The same thing happened at Plainwell, Michigan, in painting the hotel. Masury could not figure any less than 50 gallons of his paint. It only took 35 gallons of New Era High-Grade, and the job looks fine. Masury's man now says he must have made a mistake in figuring the surface.

C. F. P.

(The publication in THOUGHTS of our criticism entitles Mr. Puffer to the publication of the above letter indicating the actual results.—Ed.)

Members Acme Plug Hat Club.

	Admitted	Contest
Mr Alf R Kelly	March 1, 1901	Mich. Seal Lead
Mr A E Barron	June 15, 1901	Neal's Alum En
Mr I D Wilson	Oct 1, 1901	W. and I Paint

Take Hold and Lift.

Mr. F. B. Sangster.



Mr. Sangster started with us in February of this year. His previous experience had made him familiar to a certain extent with the "paint proposition," but he practically had everything to learn in the way of presenting the line, when he started out for us, after a very brief study of the goods and our methods. He has been steadily engaged in using his brains and energies to make his work successful from the day he started out, and we are pleased to record the fact that he has made rapid headway under conditions many times that would tax the nerve and ingenuity of more experienced representatives. We only recall one serious mistake that he has made, that was when he advised a prospective customer that Berry Bros bought their varnish gums from us. Mr. Sangster is assisting Mr. McCauley in the territory of our Baltimore distributor. He is single and one of the "bunch" who hail from London, Ontario.

B. P. S. Paint.

I weighed up three one gallon cans of O. W. B. P. S. paint, new stock, and find their paint don't run 17 lbs. to the gallon, and one gallon was 1 lb. lighter than N. E. H. G.

A practical painter that had tested samples of B. P. S. and N. E. H. G. told me that consistency and body of our paint was much superior to B. P. S. In my territory we now have the heaviest gallon of paint sold, excepting Lowe Bros. paint, which weighs 18 lbs.

C. F. P.

Take Hold and Lift.

Special Cards for Members Acme Plug Hat Club.

Hereafter all members of the Acme Plug Hat Club will be provided with special business cards, which in addition to the usual reading matter will bear the embossed design of a "plug" hat in the upper left hand corner, together with the words, "Member Acme Plug Hat Club." The explanation of the insignia that may be demanded by the trade will do the representative no harm, nor his house, either, and may do us both good.

This Is A Good One From A Consumer.

Van Wert, Ohio, October 4, 1901
Acme White Lead and Color Works,
Detroit, Mich

Gentlemen.

I purchased from your agents here, Messrs Hines & Son, six gallons of your New Era High-Grade paint, and had my house painted two coats. My neighbor, who has a house exactly the same as mine, being built from the same plans, and at the same time, had his painted with the Sherwin-Williams paint, using nine gallons to do the same work. Saving to me of \$4.50, for which I am obliged to you. I also consider my house to be the best painted house in the neighborhood.

Yours respectfully,

J P FANDREE

Many of our representatives will remember Mr. Thos. A. Renshaw, formerly upon our staff of salesmen, but whose letter head now indicates that he is an importer and dealer in engineering machinery and tools at 75a, Queen Victoria Street, London, E. C., England. The following communication will therefore be of interest.

London, E. C., England, August 13, 1901
To the Representatives of the Acme White Lead and Color Works,
Detroit, Mich.

Gentlemen:

I hope you will send quantities of good orders to the "Acme," because they are liberal and fair, as I can truthfully testify by a seven years' experience with them.

Wishing you success, and my best regards to you all, I am,

Sincerely yours,
THOS A RENSHAW.

Take Hold and Lift.**October Competition.**

For the largest number of orders for

LIQUID WOOD FILLER

from trade who have not heretofore handled the goods. Orders must be secured by the representative and sent in with blank form provided for dealer's signature

Record to October 24th.

H. L. Wilson	34
A. E. Barron	33
E. R. Hoag	9
F. R. Dougall	8
A. R. Kelly	8
R. K. Higman	4
S. J. Olson	4
M. J. Reynolds	4
H. F. Whitaker	3
C. F. Puffer	2
R. M. Billings	1
H. C. Cater	1
Dan Davies	1
C. F. Flint	1
S. H. Hart	1
A. D. Hoagz	1
S. A. Hunter	1
J. R. Newell	1
W. P. Wiggins	1
R. R. Black	1
R. S. Gebhart	1
H. H. Halladay	1
Fred Matheson	1
C. F. McCauley	1
C. Mehig	1
J. H. Milne	1
W. C. Neal	1
W. C. Patterson	1
F. B. Sangster	1
H. P. Torrance	1
I. D. Wilson	1

The Traveling Man.

Consider now the traveling man.

That gay and festive blade
Who goeth up and down the land.
In sporty garb arrayed,
Who playeth havoc with the hearts
Of many country belles,
And stoppeth like the prince he is
At all the best hotels

Now mark him as he sits him down
Outside the tavern door
And lighteth up his good cigar
Which cost so cents or more,
And with his comrades gathered round
He swappeth sundry lies,
Or at the village maidens fair
Doth make the goo-goo eyes

And presently he to the bar
With others doth repair
And many highballs will he take
To drive away dull care
Now would not such a life of ease
Appeal to any one?
And would we all were traveling men—
Nay, wait a bit, my son.

For in the morn ere dawn hath come
From bed ariseth he,
And dresseth in a chilly room
To catch the five-ought-three

Take Hold and Lift.

As breakfast is not ready yet
He getteth on the train
And rideth down to Green's cross roads,
Perhaps an hour or twain.

And there before the tavern stove
He warmeth up his legs,
And presently he sits him down
To hash or ham and eggs.
And when to work he goeth forth
He finds to his amaze,
His customer hath gone to town,
To be there several days.

He rusheth back unto the inn
To make his get-away,
And there with sinking heart he hears
The landlord calmly say
"Was you a-going East, my friend?
Well, you are left all right,
There ain't no other train that way
Till nine eighteen to-night."

So when at last the weary day
Hath dragged its leaden round,
Again the happy traveling man
Is at the station found
And to him comes the ticket man
And cheerfully doth state,
"Jest make yourself at home, old man,
Your train's three hours late."

When on the morrow he awakes
Again at work to start,
He gets a letter from his house
Which cheereth up his heart
"We note that your expense account
Is running far too high
We must have this curtailed at once
Or know the reason why."

Now if his overcoat's at home
The mercury doth drop,
But if he's clad in winter clothes
It hovers near the top,
And all the nicest days come when
He's traveling on trains,
But if he has ten miles to drive
It either snows or rains.

At length the weary trip is done
And he is home once more,
He sees his wife an hour or so
Then drops down to "the store,"
And pleasant words like these he hears
"What, Jimmie, home so soon?
Well get your samples up in shape
To start to-morrow noon."

Ah, envy not the traveling man,
For though his job seems gay,
Despite his efforts, row and the
Some work will come his way,
And when to you it seems his lot
Is one of joy alone,
Remember that the drummer his
Some troubles of his own

—New York Sun.

In answer to your article in THOUGHTS, September 28th, 1901, on our new varnish factory, and asking if we have any comments to make or suggestions to offer I think it would be well for you to come out with some specially fine quality of varnish for inside, also for outside use, under some copyrighted name, such as Nealine Interior, Nealine Exterior, or some catchy name. Also get up line sample boards for same.

A. R. K.

Take Hold and Lift.**Our General Distributors.**

California	
Bohan Paint Co.	Los Angeles
Domestic Oil Co.	San Diego
Colorado	
Humphrey-Jones Merc. Co.	Denver
Florida	
The S. B. Hubbard Co.	Jacksonville
Tampa Hardware Co.	Tampa
Georgia	
Columbus Hardware Co.	Columbus
Illinois	
Geo. F. Watson Co.	Chicago
Colburn, Birks & Co.	Peoria
Indiana	
Johnson-Woodbridge Co.	Indianapolis
Iowa	
Sickels, Preston & Nutting Co.	Davenport
J. W. Edgerly & Co.	Osceola
Hornick, Hess & More,	Sioux City
Kansas	
A. B. Whiting Paint & Glass Co.	Topeka
Kentucky	
R. H. McFarland	Henderson
Louisiana	
L. N. Brunswick & Co.	New Orleans
Maryland	
Stanley & Brown Drug Co.	Baltimore
Massachusetts	
E. & F. King & Co.	Boston
Minnesota	
C. W. Hackett Hardware Co.	St. Paul
Mississippi	
Lee Richardson & Co.	Vicksburg
Montana	
Elis Paint Co.	Butte
New York	
Buffalo Glass Co.	Buffalo
Burhans & Black Co.	Syracuse
Jno. L. Thompson, Sons & Co.	Troy
North Carolina	
Julius Lewis Hdw. Co.	Raleigh
Burwell & Dunn Co.	Charlotte
Ohio	
Loew Fr. & Co.	Cleveland
Stein-V. & Co.	Cincinnati
Norton & Co.	Toledo
Oklahoma Territory	
Alexander Drug Co.	Oklahoma City
Oregon	
F. E. Beach & Co.	Portland
Pennsylvania	
H. B. Semple & Son,	Easton
Logan-Gregg Hardware Co.	Pittsburg
Rard, Schott & Co.	Reading
Phelps-Straw & Co.	Wilkes Barre
Tennessee	
Fritts & Wield	Chattanooga
Van Vleet-Mansfield Drug Co.	Memphis
Texas	
Greiner-Kelly Drug Co.	Sherman
Houston Drug Co.	Houston
Utah	
G. F. Culmer & Bro.	Salt Lake City
Virginia	
Barker-Jennings Hdw. Co.	Lynchburg
Washington	
Bain & Co.	Spokane
West Virginia	
The Hubbard-Williams Co.	Charleston
The Williams & Davisson Co.	Clarksburg
W. H. Chapman & Sons,	Wheeling

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH

Devoted to Matters of Interest to Our Representatives.

VOL. III.

DETROIT, MICHIGAN, NOVEMBER 2, 1901.

NO. 7

Take Hold and Lift

September Competition.



MR. H. L. WILSON.

As a result of the October competition for the largest number of orders for Liquid Wood Filler, Mr. H. L. Wilson has been enrolled a member of the Acme Plug Hat Club.

Mr. Wilson expressed his determination to win a plug hat this fall, and to this end his efforts have proved fruitful in the early season. We congratulate him on his success and trust that as the months roll around many links will be added to his chain of honors.

The following are details of the competition.

Record to October 31st

H. L. Wilson	27
A. E. Barron	22
A. D. Hoagg	17
M. J. Reynolds	15
A. R. Kelly	14
F. R. Dougall	10
S. J. Olson	10
R. K. Higman	9
E. R. Hoag	9
J. R. Newell	7
S. A. Hunter	3
H. F. Whitaker	3
C. F. Puffer	2
F. B. Sangster	2
R. M. Billings	1
H. C. Cater	1
Dan Davies	1
C. F. Elliott	1
S. H. Hart	1
C. F. McCauley	1
W. P. Wiggins	1
R. R. Black	0
R. S. Gebhart	0
H. H. Halladay	0
C. Mahug	0
J. H. Milne	0
W. C. Neal	0
W. C. Patterson	0
H. P. Torrance	0
I. D. Wilson	0

Take Hold and Lift

CONVENTION NOTES.

Bulletin No. 125

Coming To And Leaving The Convention.

We have set apart an entire week so as to give us ample opportunity to commence on time and finish on time.

The morning of the first day will be devoted to the reception of representatives, that is, you will be at liberty to greet the parties in our office or factory whom you may especially desire to see, and in short, exchange greetings generally with your acquaintances in the house. The afternoon will be devoted to a trip through the factories, etc.

The actual business of the Convention will be transacted in the four days from Tuesday to Friday, inclusive, while Saturday will be set apart for matters upon which representatives may desire special information. For instance, last year quite a number of the representatives wished to talk with Mr. R. S. Brown, others with Mr. T. W. Connor, some with Mr. G. B. Puffer, some with Mr. Frank Neal, Mr. Thomas Neal, Mr. W. L. Davies, and Mr. A. M. Woodward. Appointments can be made with them for time on the sixth day so that at the end of that day, everybody will have finished what they came to the Convention to attend to, and be able to return promptly to their respective territories.

Mr. M. J. Reynolds has already advised us that he is laying for that November plug hat.

Members Acme Plug Hat Club.

	Admitted	Contest
Mr. Alf R. Kelly	March 1, 1901	Mich. Seal Lead
Mr. A. F. Barron	June 15, 1901	Neal's Alum En
Mr. I. D. Wilson	Oct. 1, 1901	W and L Paint
Mr. H. L. Wilson	Nov. 1, 1901	Liquid Wood Filler

Take Hold and Lift



Mr. R. S. Gebhart.

Mr. Gebhart is the "man behind the gun" in our Illinois territory. He is a mighty nice fellow and one of the politest men you ever saw. We don't know of anybody who has ever seen him "out of humor." This does not signify, however, that he cannot hold his own and the position of his house properly. He makes friends and gets business, working in close unison with the salesmen of his distributor located at Peoria. Mr. Gebhart came with us in April of this year, and first acted as assistant to Mr. Frank Dougall, in the Pennsylvania territory. He is a musician of no mean ability, and we trust our representatives will all have an opportunity to listen to him play the piano at the coming convention.

Single. Makes his home in Detroit during vacation periods.



November Competition.

For the largest number of orders for

NEW ERA HIGH-GRADE PREPARED PAINT

from trade who have not heretofore handled the goods. Orders must be secured by the representative and sent in with blank form provided for dealer's signature.

Take Hold and Lift.**We Were "It."**

We are just in receipt of reliable information concerning the Convention of Implement Manufacturers, held this week at Kansas City, Mo., to the effect that the Acme White Lead and Color Works was "it," strictly, and no discount for cash. We certainly ought to be, as we were represented there by our Sales Manager, Mr. A. M. Woodward, and our Representatives, Messrs. T. W. Connor, M. Taylor, and P. W. Allison.

We are creditably informed also that Green Bull Frogs and Red Devils were scattered artistically all around the lobby and corridors of the Midland Hotel (convention headquarters).

*We are further advised that the "bar-keeps" have learned how to concoct two brand new drinks, known respectively as "Red Devil Cocktail" and "Bull Frog Frappee." These specialties are said to be in constant demand and are bound to prove "winners."

Space will not permit of our covering all the details in this issue, but owing to the information *confidentially transmitted*, it would seem necessary in future to put some restraint upon our modest and sedate editor and sales manager, for the reason that no such report as this* has come from conventions at which we have heretofore been represented.

The following circular issued by the Detroit White Lead Works to the trade, under date of Oct 28th, is explanatory

NOTICE TO OUR PATRONS.

Detroit, Mich. Oct 28th, 1901

From and after this date the prices of our Best Liquid Paints in various sizes will be as follows

In	tin pails	\$1.25 per gallon
In	tin pails	2.35 "
In	uns	2.35 "
In	five-gallon packages	2.00 "
In	barrels and half-barrels	15 "

Knowing the strong aversion which our customers all entertain to advanced prices, we have done our very best to prevent advances and have maintained former prices until it has subjected us to positive loss. Last year we were fortunate in having moderate priced oil, bought on a contract made the year before, so we were enabled to go through the year with only one small advance, but with greatly reduced profits. We have just had all of our formulae refigured at present prices of crude material and we find ourselves obliged to make the small advance shown above to protect ourselves from absolute loss. This advance barely covers the increased cost of tin cans and does not put Best Liquid Paints on a profit paying basis. We will look for our profit from a reduced price in linseed oil, which we confidently hope to have within a few months. \$1.35 per gallon is what we should be getting for our paints now in order to give us a fair, moderate profit, but we have thought it to be good policy to place our paints at \$1.25 per gallon in one gallon pails, believing that that will be a more popular price among the dealers and we will wait for our profit until linseed oil, or some other ingredients reach a lower level.

Hoping our customers will appreciate our action in this matter, we are, Very respectfully,

DETROIT WHITE LEAD WORKS

Take Hold and Lift.**Theatrical Talent In Our Midst.**

The following communication from our friend, Mr. Reichardt, of Peoria, Illinois, reveals the fact that we have theatrical talent of no mean order among our own representatives. We are not so much surprised at "Geby's" wonderful "range," and can even imagine "Milt" Taylor as a tall and graceful Uncle Tom, but when it comes to our staid friend Tom Connor "doing parts" our imagination fails to grasp the situation. We shall call on them all to do their acts when the Convention is in session.

Peoria, Illinois, September 27th, 1901.

I had some business at the National Hotel, and in starting away from the roster whom should I see but my old friend, T. W. Connor, stepping from the elevator "Hello, Tom, old boy Where do you hail from?" "I am here to meet Mr Taylor, and take a run down to Canton, from there to St. Louis, but may have to come back to Peoria. Probably will see you. Can't say."

I forgot to mention to him that I had just received a letter from Mr T., asking Mrs R and myself to take dinner with him on Sunday, September 29th, also stating that Mr Gebhart and our Mr Dudley ("Dud" and "Geb" as they greet each other) would be there, and I assure you that the organization of the Ti-Ki Club No 2, of Peoria, has for a certainly started in good shape.

Of course you might know that "Geby," as "Dud" calls him, was the "hull thing"—toast-master, president, vice-president, secretary and treasurer, but only for a short time as we finally decided that it would not do to slight the others present, as both my daughters were with us, the Misses Lotie and Emma, so on the suggestion of Mr Gebhart it was decided to form a stock company. As we are all highly talented, it was suggested that our first production would be Uncle Tom's Cabin. Mr. Dudley moved that Geb. act as chairman, and name the officers and assign the parts. The following officers were named "Mine Host," Mr Taylor, President, Vice-President, Dudley, Secretary and Treasurer, Reichardt, and the cast as follows

Mrs Taylor	...	Aunt Ophelia
Miss Lotie Reichardt	...	Popsy
Mrs. Reichardt	...	Liza
Mr. Taylor	...	Uncle Tom
Mr. Reichardt	...	Marks
Mr. Dudley	...	Lagres
Miss Emma Reichardt	...	Little Eva

After assigning all the prominent parts, Geby said he would act as the dog and the orchestra, and judging from the sample of his work, we think he will be the hit of the season in both parts. After we had all displayed our talent, the meeting adjourned to meet at Bro Reichardt's four weeks from date, and we expect to book Mr and Mrs T W Connor for a number on our programme, as we expect that they will be with us at our next meeting.

Bro. Reichardt's house is painted red, white trimmings. It raised quite a commotion at the time the painter did the work. He said there were only two houses in the city at the time which were painted red, and the painter was bothered in his work by such remarks as "I wouldn't have a house of mine painted that color, if it was never painted," "that is swell," "it's awful," "it's lovely," etc., but as we used New Era High-Grade Paint, some of the remarks were wasted. As Bro R's house is red, so will the acts of the Ti-Ki Club No 2 be read in the "Peoria Star", yea, for Geb has paid many shekels that they may be written there.

Take Hold and Lift.**Ti-Ki Club No. 2.**

Ti-Ki Club No. 2 has been formed. It occurred in the following manner: On October 12, Mr. and Mrs. M. Taylor gave a reception to the officers and representatives of our distributors, Messrs. Colburn, Birks & Co., of Peoria, Illinois. It was quite natural that in the course of the evening our own representatives and the Ti-Ki should be discussed quite freely. It particularly impressed Mr. C. F. Reichardt, a prominent officer of the company.

On October 26th Mr. Reichardt gave a reception to the representatives of their company and our local salesmen, at which Mr. and Mrs. T. W. Connor, who happened to be in Peoria, were also invited guests. During the evening the Ti-Ki Club No 2 was formally organized, and not the least interesting part of the formalities was the rendition of the following song by Mrs. Reichardt and the Misses Reichardt, the words being composed by Messrs. C. F. Reichardt and M. G. McDonald. Notice, too, that it was sung in honor of our "Geby."

Song in Honor of Robert Gebhart.**Dedicated to The Acme White Lead and Color Works.**

(Air Sweet Bunch of Lilacs)

To see "Old Geby" hustle is a sight for gods and men,
Each smile is sure to make a sale, each joke a sale again.
Of course his way of selling goods is simply heaven's gift.
But though we are not built that way, we can "take hold and lift."

Then pull your best together, boys,
The Acme goods beat all the rest,
There's nothing better than the best,
So pull together, boys.

We'll borrow brightness for our talk from Nest's Enamel Finish,
The interest of our customers we will not let diminish
We'll sell them all New Era Paint and Davies' Varnish Stains,
A customer these goods once make, a customer remains

Then pull your best together, boys,
The Acme goods beat all the rest,
There's nothing better than the best,
So pull together, boys.

A man that one of us can't sell, another of us can,
So we will help each other out and never lose a man
And when the Acme Paints have changed each grin,
We'll be hand in hand, and this is what

We'll pull our best together, boys,
The Acme goods beat all the rest,
There's nothing better than the best,
So pull together, boys.

We certainly appreciate the compliment to our representative, and the honor of having the song dedicated to us, and shall take pleasure in co-operating to the fullest extent with our auxiliary organization, May it live long, and prosper.

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. III.

DETROIT, MICHIGAN, NOVEMBER 9, 1901.

NO. 8

Take Hold and Lift.

CONVENTION NOTES.

Bulletin No 123

Consideration of Suggestions From Our Salesmen At Our Annual Convention.

On the afternoon of the fourth day, December 12th, from 3 00 to 4 30, time will be allotted for the consideration of suggestions from representatives. Please bear in mind that these suggestions may be of any character whatever, that will in the opinion of representative making same, be of benefit to our business, no matter whether he is directly or indirectly concerned with the subject to which his suggestion refers. We should like all these suggestions in not later than December 1st, so that they can be arranged for prompt discussion during the brief time that has been set apart under this head.

We assume that a number of our representatives may send in suggestions on the same topic, and this will give us an opportunity to classify them and prevent delay or confusion on the Convention day.

Mark your suggestions plainly—
"Suggestions for Convention."

Making Out Duplicate Orders.

It is not necessary for our representatives to note each item on duplicates of orders they send us, originals of which have been sent to some jobbing house or distributor. If the quantity of each kind of goods and sizes and the amount of the order in dollars and cents is placed before us, this is all that is necessary. Frequently distributors and jobbers are as well satisfied to receive your order written with lead pencil, in which event a carbon copy of same can be made at the same time, and this carbon is all that we should require. This information may save some of our representatives unnecessary work.

Take Hold and Lift.

Mr. H. L. Wilson.



The above illustration is a correct likeness of Mr. H. L. Wilson, at least it is the best result the photographer could get after several attempts, and while Mr. W. expresses himself as not being fully satisfied, we think the photographer has made a very good job under the circumstances.

Mr. Wilson only started with us this fall and at the time all he knew about paint was what he gleaned from hearing his brother "I D." talk in his sleep. He was *sure* he could sell it, however. Being *sure* is a characteristic of his. He does not hesitate to state in advance what he will do, and *he always does it*. He said he would be a member of the Acme Plug Hat Club before Christmas, and he has kept his word. He is an enthusiast, but a level headed one, and does his work with a vim and spirit that inspires confidence and brings results. We actually believe that a dealer who has listened to his story, told in the inimitable way in which he can serve it, is ashamed to let him go without a trial order at least. He *likes* to sell goods and he knows that he has the right kind of goods to back up his efforts. In his territory of Southern Ohio and parts of Indiana and Kentucky he has been up against conditions that were hard to overcome, but this has only proven an incentive to greater efforts on his part. He has told us that he would succeed, and we believe him fully. Married and his home is in Detroit. He will wear his silk hat at the Convention.

Take Hold and Lift.

There Are Other People Selling Carriage Paint (Of A Kind.)

I interviewed Merrill, Dexter & Company, of Boston, Mass. to-day. A representative of the Detroit White Lead Works had been parading around Boston for two or three days, carrying an axe handle, painted with Neal's Carriage Paint, also Roger's Carriage Paint. The axe handle showed up favorably in regard to his paint.

He hung to the above concern for a long while, showing up his axe handle in fact had the buyer thinking seriously, and almost made him believe that Neal's Carriage Paint was not in it with Roger's. I happened along just at that time and the buyer told me the whole story.

It did not take me long to go out and get a half-pint each of their vermilion and black. I came back and went into the rear of the store and took off my coat, the buyer hanging on to my heels all the time. I made a good test and invited the buyer to use the brush also, which he did, in order to be fair. When we got through, he stated. "Well! There is no man living that can show me where Roger's Carriage Paint is better than Neal's Carriage Paint."

He is now laying for the Detroit representative to come again with his axe handle.

H. C. C.

In regard to packing goods in barrels versus cases, there is a saving in freight and cost of cases of a considerable amount. As regards complaints from customers on receiving goods in barrels, only six representatives report having complaints, and two of them mention only one instance. We will continue packing in barrels.

G. B. P.

Mr. Milton, connected with Messrs. Colburn, Birks & Co. of Peoria, Illinois, is a bard of no mean ability. One of our representatives succeeded in securing a choice "gem" of his composition, which we consider very appropriate for these columns. Here it is:

Mary had a little ram
You think he's dead, but he aint,
For preserved he is in a museum
In a coat of Acme Paint.

Take Hold and Lift.

San Francisco, Cal., Oct. 30, 1901.
Acme White Lead and Color Works,

Gentlemen:—I am in receipt of the very elegant watch fob you sent me, and am delighted with same, which I will wear with pride and pleasure.

Respectfully yours,

ALF. R. KELLY.

I concur in the idea of holding the Convention a week, as that time is not any too long to meet and discuss all that may come up before the Convention. I trust it may be one of the best Conventions ever held and a great deal of good may come out of it. I am sure I will do all I can to make it a success.

C. M.

Mr. Frank Gray, General Manager of the S. B. Hubbard Co., here, recently painted his house with New Era. When the painters were through they liked the goods so well they recommended them on the next job, next door to Mr. Gray. When these two jobs were completed (both white) they looked so nice that Dr. Mitchell, who is building a very fine residence on same street, came into Hubbard's and asked Mr. Gray what paint he used on his house, and when told, said "send up enough to paint my new house, (50 gallons)." It is the whitest and best looking house ever painted in Jacksonville.

Now there are six houses on one street painted with New Era, and these painters are getting extra work on account of the fine looking work they are turning out with New Era.

H. H. H.

We enclose herewith copy of a letter received from C. L. Rollins of this city, who has had considerable experience with New Era paint since we have handled it and his statement of the results secured are certainly very satisfactory, and we have no doubt will be of interest to you.

Yours truly,

BUFFALO GLASS CO.

Buffalo, N. Y., October 25, 1901.
Buffalo Glass Co.,
Buffalo, N. Y.

Dear Sirs—In regard to the New Era paint will say, that it will cover all the surface claimed for it in a better manner than clear white lead and pure linseed oil can be put on, and the colors are even and will not fade. I have experimented with paints for nearly twenty years and have had none that gave as good satisfaction "all around" as the New Era. House at No. 97 Park View Ave. was painted about twenty months ago with New Era paints and is as bright to-day as when put on. Houses at Nos. 57, 59, 61, 65, 69 and 71 Zittel St. were also painted with it, some of them were painted last April and some in July.

I use New Era paints for economy as well as durability, and have never had any fault found with the results.

Yours truly,

C. L. ROLLINS

Take Hold and Lift.**Papers for Convention.**

We will ask our men to send in their papers as soon as possible so we may have plenty of time to copy them and have in good shape by December 1st. Other details will keep us fully engaged after that date.

G. B. P.

Hello, there! Mr. Frank Dougall. "How's your Filler" record. I saw in THOUGHTS October 19th, that you were going to get there on quantity of D. L. W. F. sold during October. My record is twenty-nine good square orders taken from people I actually talked with and aggregating 254 1/4 gallons.

How is that for high, Frank? A. D. H.

**November Competition.**

For the largest number of orders for

NEW ERA HIGH-GRADE PREPARED PAINT

from trade who have not heretofore handled the goods. Orders must be secured by the representative and sent in with blank form provided for dealer's signature, but the dealer need not necessarily sign same.

Record to November 7th.

W. C. Neal		12
H. L. Wilson		10
R. M. Billings		5
C. F. Elliott		5
E. R. Hoag		4
R. K. Higman		3
F. R. Dougall		2
C. F. McCauley		1
W. P. Wiggins		1
I. D. Wilson		1
A. E. Barron		0
R. R. Black		0
H. C. Cater		0
Dan Davies		0
R. S. Gebhart		0
H. H. Halladay		0
S. H. Hart		0
A. D. Hoag		0
S. A. Hunter		0
A. R. Kelly		0
C. Mehlig		0
J. H. Milne		0
J. R. Newell		0
S. J. Olson		0
W. C. Patterson		0
C. F. Palfier		0
M. J. Reynolds		0
F. B. Sangster		0
H. P. Torrance		0
H. F. Whitaker		0

Members Acme Plug Hat Club.

	Admitted	Contest
Mr. Alf R. Kelly	March 1, 1901.	Mich. Seal Lead
Mr. A. E. Barron	June 15, 1901.	Neal's Alum En
Mr. I. D. Wilson	Oct. 1, 1901.	W. and I Paint
Mr. H. L. Wilson	Nov. 1, 1901.	Liquid Wood Filler

Take Hold and Lift.**Mixed Paints and Colors.**

It is quite probable that during the past two years there is no class of manufacturers in the country who had more disagreeable obstacles to overcome than ready-mixed paint manufacturers.

At the beginning of the year 1900 prices for ready-mixed paints had declined to the lowest level ever known, especially for goods of standard quality. Prices for all crude materials, as lead, zinc, linseed oil, tin cans, boxes and cooperage, were steadily advancing, due in some instances to control by combination and in others in sympathy with the general advance of all other similar products.

Paint manufacturers, therefore, were compelled to advance prices during that year, but owing to a lack of concert of action and particularly the fact that there is no uniform standard of quantity, the complaint was quite general that the advances made were really inadequate, and left little, if any, margin for the manufacturers.

Late in the fall of 1900 came the sudden an excessive advance in the price of linseed oil, at which time prices on paints were generally withdrawn or inadequate advances made. Almost as suddenly as the advance in oil came the complete demoralization of the market, a fact familiar undoubtedly to you all, after which conditions became more settled. However, the looked-for low price of linseed oil was not realized, and the paint manufacturers actually had to face even worse conditions this year than the last half of 1900. The long talked-of combination of can manufacturers became an eventuality during this year, and another heavy advance in cans has been imposed upon them. Along in midsummer the market was found to be practically bare of linseed oil. Coupled with this was the fact that paint manufacturers had been enjoying a larger volume of trade than they had anticipated, and this was especially so during the midsummer months, so that when the phenomenal advance occurred in July to over 80c the poor paint manufacturers were enjoying a large volume of business and securing only what would be considered a fair price for their product on linseed oil at a price in the neighborhood of 40c.

The condition of affairs, therefore, compelled the paint manufacturers to again advance their prices, when linseed oil, without any apparent good reason, declined almost as suddenly as it advanced, when paints, in sympathy, again quite generally declined. Manufacturers of pure lead, zinc, linseed oil, ready mixed paints that are put up full measure, and of an average weight ranging from 15 to 17 pounds, universally agree that at the prices of crude material prevailing over the first half of the year, that it cannot be marketed at a satisfactory profit to them at a less figure than \$1.15 per gallon to the retail dealer, and not then at those figures in certain sections of the country where excessive freight rates prevail.

The consumers have become quite generally critical, and there is a growing demand for ready mixed paints of the better qualities, and they are rapidly displacing the cheaper grades. So it is quite probable that the manufacturers of strictly first quality goods will eventually settle on some definite basis for advancing and declining their prices, in sympathy with the market for crude materials, and probably more particularly that of linseed oil. On other paint materials, as in oil colors, household and carriage paints, as well as enamels, the same general conditions prevail as apply to ready mixed paints.

We may, therefore, safely conclude, assuming that the present crop of flaxseed if only an average one, and that all other materials remain at approximately the same figures as now prevail, that the manufacturers of the above enumerated articles will not be satisfied to accept less for their products than they are now receiving, and it is more than likely that advance on present prices, in some instances, will be established and maintained.—Extract from "Report of Paint Committee of recent National Wholesale Druggists Convention"

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. III.

DETROIT, MICHIGAN, NOVEMBER 16, 1901.

NO. 9

Take Hold and Lift.

When in Salem, W. Va., four weeks ago, I called on Mr. Powell, who has the best hardware store in the town, and tried to sell him some New Era, but could not get him to take hold of any until I went out and sold enough to paint a house in course of erection. When I got on the train at Parkersburg on Sunday afternoon, Mr. Powell was on the same train, and he told me he had received the paint all O. K. and that the people had been very much pleased with the appearance of their home painted with New Era, and said he wanted some more of that paint, hence the enclosed order. I think this is a pretty good one for New Era, when you take into consideration the fact that Mr. Powell has sold Sherwin-Williams paint exclusively since he has been in business, and thought he had the best paint on earth, but he don't think so now. He told me that the first two cans of O. W. that he laid his hands on weighed 17½ lbs each.

E. R. H.

I found Mr. H. L. Wilson and Mr. Halladay at Pittsburg, Pa., and we spent Sunday together. They were both in high spirits, having just taken an order for two car loads of New Era High-Grade Paint and specialties. After the correspondence was finished and the expense books balanced Mr. Halladay ordered up the cigars (not T-Ki). He had recently purchased a new suit of clothes in Florida. The cigars were to wet the suit. The lining of the coat and vest is very attractive and original, and the ground work is Bull Frog Green, deep with a small silk stripe of Devil's Red, showing his desire always to keep within the bounds of harmony and color scheme adopted by the Acme. We, Mr. Wilson and myself "took hold and lift-ed." The coat of many colors was named by Mr. Wilson "Joseph's coat" of Bible fame. We also discovered a 100 foot manilla rope stowed away in the southwest corner of his carpet bag. Our curiosity was aroused as to what it was used for. Henry replied that it was used for three purposes. First, as a portable individual fire escape; second, for making long jumps; third and lastly, for lassoing Shetland ponies and other animals for his farm

Take Hold and Lift.

In Ypsilanti. (And so we live and learn.) Mr. Halladay is setting us all a good example, and is carrying the idea of the Acme Co. in protecting their property and expense money.

B. E. B.

Mr. J. H. Milne.



Mr. Milne is our "city man." That is he spends most of his time in working up business in Detroit, but also looks after a number of points in the immediate vicinity. He is another of our "London bunch," and not the least prepossessing by any means. He "takes well with the trade," the natural result of a pleasant address and friendly nature.

Mr. Milne joined us last March, and prior to that had been "on the road" and "in the house" in the plumbing supplies trade. He is trying conscientiously to master the "arts and parts" that enter into the paint proposition, and is running up against conditions in his daily jaunts through the city of the Straits that are revealing the mysteries of his new calling, and enabling him to profit by the experience which is first essential to insure the greatest success. Unmarried.

Yours of recent date to hand and contents noted. It is a great pleasure to me to ask you at this time to accept my sincere thanks for order for plug hat, won by me in Liquid Wood Filler contest. The same will be purchased by me, and I certainly will take pride in appearing at the convention "topped" out by a Dunlap plug. I am pleased to have the honor of becoming a member of an association of such high standing as the Acme Plug Hat Club. Am also glad that it will not be necessary for me to borrow I. D.'s hat for Acme conventions.

H. L. W.

Take Hold and Lift.

I received Tt-Ki pin all O. K. and must say it is very fine. In other words I consider it in keeping with the club. C. F. E.

Ward & Key are pushing our line in great shape and have the paint biz. all their own way. They have the contracts for two of the largest houses in town, and will send in order as soon as parties select colors. In conversation with three of the best painters in town today, two of them said it was the first mixed paint they had ever used, and said it was so much better than they could mix that they would continue to use same. This is a mighty good thing for the paint in Hope, Ark., as one of the painters (Perkins) has lived there 15 years and was always a lead and oil man.

W. P. W.

Myself and Mr. Barron had a rather pleasing experience in Hodge Bros' hardware store, of Paris, Ill., one day this week. They used to handle "Neal's Carriage Paint," but put in Burdsal's, and when we tried to sell Neal's to them they said: "Oh, no, we have Burdsal's, and it is a much better article and our trade insist on having it." I took down six cans of colors at random and asked how long they had had them, and they said it was this year's goods. Each and every one of them was livered. I then took down an old can of "Carmine Red" (Neal's) and asked how long it had been in stock. They didn't know exactly, but over two years. I shook it and it was all right. "Oh, well, Burdsal's is better and we know it, and to convince you we will stand for one can of it if you will pay for yours." We did so, and the Burdsal's was very badly livered, would not brush out or cover, while Neal's not only flowed out most beautifully and covered perfectly over a yellow spoke, and a black stripe at that. He was not then perfectly satisfied, and after we left went to a carriage painter with both of them to find out, with the following result: "Why, this isn't worth a hurrah," meaning Burdsal's, "and this one is fine," Neal's, the old reliable. And after it was all over he was frank enough to admit it and said we are satisfied Neal's is the best, and I rather think he'll sell it in the future.

W. C. N.

Take Hold and Lift**CONVENTION NOTES.**

Bulletin No. 124

Taking Part In The Discussion Of The Papers That Are Read At Our Annual Convention.

Papers will be read on the following topics at our annual convention, and as each representative is expected to take an active part in the discussion of these subjects, we deem it well to advise you in advance of same, so that in the meantime you will consider them specially, and be prepared to present your views at the proper time.

TOPICS FOR DISCUSSION

- "New Era High-Grade Prepared Paint."
- "General Manufacturing Trades, Duties of the Regular Representative in Relation to this Class of Trade."
- "The Responsibility of a Representative"
- "Our Distributors."
- "Catalogs and Prices"
- "Carriage Manufacturing Trade, Duties of the Regular Representatives in Relation to this Class of Trade."
- "Our Products—Paints, Enamels, Colors and Varnishes"
- "Our Plant and Facilities"
- "Pricing, Terms and Returned Goods"
- "Credits and Accounts."
- "Collections"
- "Factory Talk"
- "Advertising"
- "Advantages of Prompt Shipment"
- "Comments on Packages."
- "The Factory End of It"
- "From a Foreman's Standpoint"

I was talking to one of the practical painters who was painting our tower and smokestack, and during our conversation I asked him if he was not surprised that the work presented such an appearance after the appliance of one coat, as he had stated over the telephone that it would be impossible to do the job in a satisfactory manner and only use one coat. He said that he was indeed surprised, and stated further that it would have been an impossibility to have mixed white lead himself and obtained such results as he had secured through the use of New Era Prepared Paint.

The smokestack, was in a very dirty condition, not having been painted during the past year. After the one coat had been applied it presented a very different appearance. The painter stated that if he had used any of the other various brands of paint that he knew of it would have taken at least four or five coats to cover up the dirt which New Era had covered in one coat.

I thought perhaps your readers might be interested in this information. J. W. A.

Take Hold and Lift**November Competition.**

For the largest number of orders for

NEW ERA HIGH-GRADE PREPARED PAINT

from trade who have not heretofore handled the goods. Orders must be secured by the representative and sent in with blank form provided for dealer's signature, but the dealer need not necessarily sign same.

Record to November 7th

W C Neal	23
H L Wilson	39
F R Dougall	14
E R Hoag	13
C Mehlig	8
R M Billings	5
C F Elliott	5
R K. Higman	5
C F McCauley	4
A E Barron	3
S. H. Hart	3
H F Whitaker	3
I D Wilson	3
S A. Hunter	3
J R. Newell	1
M J Reynolds	1
W P Wiggins	1
R R Black	0
H. C. Cater	0
Dan Davies	0
R. S. Gebhart	0
H H. Halladay	0
A D. Hoagg	0
A R. Kelly	0
J H. Milne	0
S J Olson	0
W. C. Patterson	0
C F Puffer	0
F B Sangster	0
H. P. Torrance	0

Attached please find a letter that was handed me on my last visit to Princeville, Ill. The writer is pleased to advise that Mr. Friedman is one of the firm of German & Friedman, our New Era High-Grade agents at Princeville, Ill.

R. S. G.

Princeville, Ill., Nov. 8, 1901

The Acme White Lead and Color Works.

Detroit, Mich.

GENTLEMEN,—I have just finished painting my new residence with the New Era High-Grade Paint, and I am very much pleased. It gives me pleasure to say that this product is all that it is claimed to be, and I will highly recommend same to all my trade.

Yours for success,

J. C. FRIEDMAN

Members Acme Plug Hat Club.

Admitted Contest

Mr Alf R Kelly	March 1, 1901	Mich Seal Lead
Mr A. E Barron	June 15, 1901	Neal's Alum En
Mr I D Wilson	Oct 1, 1901	W and I Paint
Mr H. L Wilson	Nov 1, 1901	Liquid Wood Filler

Take Hold and Lift**This Makes Me Feel Good.**

About two weeks ago I sold H. H. Peeple, of Centerville, Ind., a stock of New Era High-Grade Prepared Paint. He only had the goods in his store a few days when he sent in a mail order for twenty gallons. I consider this good for a new customer landed in November.

A. E. B.

I interviewed Hobron & Root, of New London, Conn., today and had a long conversation with Mr Root. He informed me that he had got his fill of mixed paint and would never use another gallon. I talked to him good and hard, and finally got him to open a half pint package which I had with me. He said, "Well, I will open it just to please you, but it won't do you any good." Well, he got the can open and he put it to his nose the first thing. He looked at me and said: "This paint don't smell like other cans of mixed paint I have used." He furthermore stated it smelled like the real thing. I asked him to proceed further, which he did. When he got through he asked me if I would send him a case of white, which I told him I would gladly do. Mr. Root finally told me that he believed I had the best mixed paint he ever saw and was equal to anything he could mix himself. These people are old time painters and ought to be good judges. H. C. C.

I thought you might like to publish this in THOUGHTS. I almost had to throw this man down and take the order away from him, he was such a radical white lead and oil man. His house was one just purchased by him, and it was fully 20 years since it was painted, so you can readily see what a proposition I had on hand in estimating amount required. This will be a swell agency for New Era in future, and goes to show that the old fable of great oaks and little acorns has something in it.

W. C. N.

Orland, Indiana, October 28, 1901

W. C. Neal,

Michigan City, Indiana.

Dear Sir

Yours of October 25th to hand, and in reply will say that I am pleased with result of New Era white paint used on my house, and have two orders ready to send in for more. Below I attach a clipping from paper. Let us hear from you.

Yours truly,

A. B. JEFFERY.

with W. J. CASE

"A. B. Jeffery's newly painted house is the subject of many favorable comments and is said to be the whitest house in town. 'New Era' mixed paint did the business, and is sold and guaranteed by W. J. Case."

Thoughts

PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. III.

DETROIT, MICHIGAN, NOVEMBER 23, 1901.

NO. 10

Take Hold and Lift.

Crediting Salesmen's Orders That Apply on Monthly Competition.

Mr. A. D. Hoagg recently wrote us that he had not received full credit for all the Davies' Liquid Wood Filler orders sent in the month of October, his name as published in THOUGHTS showing only 17 orders, whereas he claimed he should have 26. He did secure 26 orders (just one short of the figure required to win the plug hat), but 9 of these orders were received after the 31st. If you will refer to your copy of THOUGHTS dated June 22nd, and note article outlining conditions covering these competitions, you will note the following paragraph.

"Same will be recorded by dates upon which orders are received by us."

To emphasize this feature the sentence was nearly all printed in *italics*. In view of this, and in justice to all our representatives, we could not include in Mr. Hoagg's record the nine orders received after the contest was over. We explained this to Mr. Hoagg, and he has written us that the explanation is satisfactory, but he still thinks that we should print the number of orders sent in, whether received after contest is over or not. We could not do this without dragging our contest for the previous month along for quite a period into the month following, and prefer to leave the matter just as it stands now, simply emphasizing to all our representatives the fact that the position in the schedule of sales depends upon the number of orders received by us up to the 31st, inclusive. This is fair to all. We publish this as it is a point which we wish all our representatives to be thoroughly familiar with.

New Era High-Grade Prepared Paint.

My customer in Winchester sent me word he had painted all the school houses in one township with New Era, and had it sold for 14 houses in the spring. How is that for getting after the biz. W. C. N.

Take Hold and Lift.

Mr. E. R. Hoag.



Mr. E. R. Hoag is *not* a relative of our Mr. A. D. Hoagg. At least he has not confessed (no offense Mr. Hoagg) as much to us. He came to us in July looking for a job on the road. Said he thought he would like the work and thought he could succeed in making it go. We told him how pleasant it was to get in at midnight and get out at 5 a. m. Described some of the four corner hotel accommodations that would be his future lot. He stood the ordeal and maintained that he thought he was built for the job. We gave him a catalogue and some pointers, and told him to come in August when we sent for him. That catalogue must have been his constant companion in the meantime, for when he arrived in August he had it all "by heart," and had imbibed liberal doses of pointers on "how to sell goods," in the shape of bulletins, etc., with which we had provided him.

He started to do business right at the beginning, with Frank Dougall as consulting counsel where hard points were involved, and when in a month or so we transferred him to do detail work in distributors' territory in West Virginia "on his own hook," he "took hold and lifted" in an intelligent manner that brought immediate results. He is still at it, and you will have an opportunity of "shaking" with him at the Convention. Unmarried, and from London, too.

Take Hold and Lift.

Duplicate of Orders Sent to Distributors.

When reading over this paragraph concerning duplicate orders I thought possibly, on account of my sending duplicates in ink, that I was one whom you referred to as writing the orders twice. I will tell you how I do it.

Since coming into West Virginia I have traveled nearly all the time with one of my jobbers' men, and I always hand him over all orders that I take. Thus they all appreciate and, of course, are quite willing to write the orders out, so that all I have to write is the duplicate.

Of course I can still lessen my work by following instructions given in THOUGHTS, and when traveling by myself will certainly use the carbon. E. R. H.

Syracuse, N. Y., Nov. 4th, 1901

Acme White Lead and Color Works,

Detroit, Mich.

Gentlemen,—Some days since we received a letter from your Mr. Neal asking for information as to our experience in using the Acme colors.

We are pleased to say that we want nothing better. There are many features connected with the Acme that commend it to the practical painter. It works smoothly under the brush and has great covering capacity. The colors are clear, clean and true to name, and carry with them a distinctiveness that is so pronounced as to invite favorable criticism whenever used. This is a great deal for an old painter to say, who for twenty years thought there was nothing but lead in oil, and break it up yourself.

Wishing you success,

I am, respectfully,

J. J. HANNA

THE LADIES.

Please don't forget to advise me promptly if your wife will accompany you to the Convention.

G. B. P.

Take Hold and Lift**SPECIAL NOTICE**

We have over forty distributors, the majority of whom will require car load spring stock orders. It is necessary for us to anticipate this demand to prevent delay when the goods are needed. To this end you have been notified to arrange with your distributors for permission to make shipment of their spring stocks as early as possible — during the month of December preferably. It is important that you give this matter immediate attention.

Occasionally we get into a whole peck of trouble with customers through a misunderstanding between them and the salesman, as regards some feature of a business transaction.

For example, in the matter of terms, a salesman's order may state 60 days, and the customer come back with a notice that he was given four months. Now we have every confidence in our men and do not believe that they would tell a customer one thing and us another, and this will simply serve the purpose of emphasizing the necessity of being extremely careful about such matters. There is no other cause that can give quite so much annoyance to the customer, the house and the salesman as misunderstandings of the character mentioned.

Please make a special note of this for the future.

Take Hold and Lift**November Competition.**

For the largest number of orders for

**NEW ERA HIGH-GRADE
PREPARED PAINT**

from trade who have not heretofore handled the goods. Orders must be secured by the representative and sent in with blank form provided for dealer's signature, but the dealer need not necessarily sign same.

Record to November 21st.

H. L. Wilson	30
W. C. Neal	27
F. R. Dougall	24
F. R. Hoag	14
H. H. Halladay	9
R. K. Higman	9
C. Mehlig	8
A. E. Barron	7
I. D. Wilson	7
S. H. Hart	6
F. B. Sangster	6
R. M. Billings	5
C. F. Elliott	5
C. F. McCauley	4
H. F. Whitaker	4
S. A. Hunter	2
J. R. Newell	1
S. J. Olson	1
C. F. Pulfer	1
M. J. Reynolds	1
W. P. Wiggins	1
R. R. Black	0
H. C. Cater	0
Dan Davies	0
R. S. Gebhart	0
A. D. Hoagg	0
A. R. Kelly	0
J. H. Milne	0
W. C. Patterson	0
H. P. Torrance	0

Members Acme Plug Hat Club.

	Admitted	Contest
Mr. Alf R. Kelly	March 1, 1901	Mich Seal Lead
Mr. A. E. Barron	June 15, 1901	Neal's Alum En
Mr. I. D. Wilson	Oct. 1, 1901	W and I Paint
Mr. H. L. Wilson	Nov. 1, 1901	Liquid Wood Filler

Take Hold and Lift**Our General Distributors.**

California	
Bohan Paint Co.	Los Angeles
Domestic Oil Co.	San Diego
Colorado	
Humphrey-Jones Merc Co.	Denver
Florida	
The S. B. Hubbard Co.	Jacksonville
Tampa Hardware Co.	Tampa
Georgia	
Columbus Hardware Co.	Columbus
Illinois	
Gew. E. Watson Co.	Chicago
Colburn, Birks & Co.	Peoria
Indiana	
Johnson-Woodbridge Co.	Indianapolis
Iowa	
Sickels, Preston & Nutting Co.	Davenport
J. W. Eagerly & Co.	Ottumwa
Hornick, Hess & More.	Sioux City
Kansas	
A. B. Whiting Paint & Glass Co.	Topeka
Kentucky	
R. H. McFarland	Henderson
Louisiana	
L. N. Brunswick & Co.	New Orleans
Maryland	
Stanley & Brown Drug Co.	Baltimore
Massachusetts	
E. & F. King & Co.	Boston
Minnesota	
C. W. Hackett Hardware Co.	St. Paul
Mississippi	
Lee Richardson & Co.	Vicksburg
Montana	
Ellis Paint Co.	Butte
New York	
Buffalo Glass Co.	Buffalo
Burhans & Black Co.	Syracuse
Jno. L. Thompson, Sons & Co.	Troy
North Carolina	
Julius Lewis Hdw Co.	Raleigh
Burwell & Dunn Co.	Charlotte
Ohio	
Loew F. & S. W. Co.	Cleveland
Stein-V. & F. Co.	Cincinnati
Norton F. Co.	Toledo
Oklahoma Territory	
Alexander Drug Co.	Oklahoma City
Oregon	
F. E. Beach & Co.	Portland
Pennsylvania	
H. R. Semple & Son.	Easton
Logan-Gregg Hardware Co.	Pittsburg
Bard, Schlot & Co.	Reading
Phelps-Straw & Co.	Wilkes Barre
Tennessee	
Fritts & Wiehl	Chattanooga
Van Vleet-Mansfield Drug Co.	Memphis
Texas	
Greiner-Kelly Drug Co.	Sherman
Houston Drug Co.	Houston
Utah	
G. F. Culmer & Bro.	Salt Lake City
Virginia	
Barker-Jennings Hdw Co.	Lynchburg
Washington	
Baum & Co.	Spokane
West Virginia	
The Hubbard-Williams Co.	Charleston
The Williams & Davison Co.	Clerksburg
W. H. Chapman & Sons.	Wheeling