

Lucas Advance Hints

1905

"When a man makes a good thing and the public finds it out, he has to keep making it good or the public will find that out, too."

THE author of the above is unknown to us, but we know he understood human nature. We find in our business daily that it pays to set your manufacturing standard high and stick closely to it, or "the public will find it out."

The various departments of our ever growing business have been added to until with more machinery, combined with quicker system and better facilities, we can handle any amount of business quickly and satisfactorily. :: :: :: ::

"Business needs stimulants as much as dull saws need filing"

1905



To All of You and Yours We Wish a Merry Christmas and a Happy New Year

0007-SWP-040485

N28902

The Following New and Improved Lines
Are Put Forward With the Hope
That They Will Prove of
Value to Our Customers.

BEST VALUE MADE

OIL COLORS

Zarina Green. A beautiful rich, soft, deep, velvety green. Color must be seen to be appreciated. It is unequalled for color, durability and practical covering properties. Tip top for store fronts, iron fences and artistic structural iron and wood work in general. Write for sample card.

Napoleon Green. A soft, velvety green. The correct color for producing Napoleonic Empire color combinations. Especially recommended for high grade interior decorative work, furniture, etc. Color must be seen to be appreciated. Write for a sample card.

Fast Vermillions, L. M. and D. These are practically fast to light and are undoubtedly the most durable inexpensive vermillions that have yet been produced; they are especially recommended for using solid, but are not to be mixed with white lead which impairs the color and durability of the vermillion. They can be used for toning red lead and orange mineral.

Crimson Oxide. A bright, rich red. In color between Venetian Red and Indian Red, but brighter; is a strong tinter, and when mixed with lead and zinc produces a beautiful, soft, durable pink. Write for sample card.

BEST VALUE MADE

NEW FILLERS

Wood Crack Filler. A specialty for filling cracks and crevices in old and new floors, decks, etc. Light gravity, tough, elastic and durable. It does not shrink and yields a hard, smooth, level surface for finishing. May be easily stained for matching any dark or old and discolored wood. The natural color is that of new yellow pine.

Gold Oak Stain. A beautiful, clear, transparent liquid for staining oak wood prior to filling. All hard wood finishers and furniture manufacturers will find this specialty absolutely essential if they desire to produce the most beautiful and popular tones of Golden Oak.

NEW FRESCO COLORS

Permanent Lake. A reliable article for making fresco tints.

Riviera Blue. A beautiful, soft color, not affected by yellow light. Especially recommended as a night blue.

Maure Lake and Royal Purple Lake. These colors must be seen to be appreciated. They are standards for brilliancy and beauty of color.

Write for our beautiful Fresco Color sample card.

LUCAS GILD WATER PAINT

The U. S. Government recognizes the practical value of this new decorative and light making material. Washable and water-proof; possesses remarkable fire resisting and sanitary properties; can be applied to wood, brick, stone, sand finish or any solid surface; unequalled for light walls of sky-scrapers, and interiors of large warehouses where maximum amount of light is desideratum.

BEST VALUE MADE

NEW COACH COLORS

Coach Yellows. All our standards have been improved in color, density and working qualities, and will be found much more brilliant in tone.

Sulphur Yellow. A beautiful, pale yellow of great delicacy; close match to flour of sulphur.

Zarina Blue. A soft, velvety body blue; top top for panels and wheels.

Shilo Scarlet. A brilliant and durable scarlet red, much handsomer than Double Deep Orange Chrome. Tip top for gears.

Mountain Green, L. and D. Deep, rich body greens of exceptional body, covering properties and durability.

Baltic Brown. A rich amber brown color. Highly recommended for delivery and express wagons.

These colors will all be found in the new edition of our Lucas Coach Color Booklet. They must be seen to be appreciated.

BEST VALUE MADE

NEW DRY COLORS

C. P. Soluble Balty Blue. Lump and powdered; unequalled; the very finest article in the world for making laundry blues; very light in gravity; bulky; dissolves perfectly and does not precipitate; especially recommended to manufacturers of liquid bluing, also to those who put it up in dry form.

Forged, Light and Deep. Especially recommended to manufacturers of agricultural implements of all kinds; rich blue-red color; fair body and excellent covering properties; comparatively light in gravity; may be used for making mittires for dipping. If interested write for samples.

Fast Vermillion, L. M. and D. Intrinsically the best value in permanent vermillion or blue-red color that has yet been produced; especially recommended to manufacturers of high grade carriages and vehicles who do their own grinding; has exceptional body; wonderful covering properties, and is much more durable than the much higher priced English Vermillion and so-called Vermillionette.

BEST VALUE MADE

NEW WHITES AND ZINCS



for making tints for outside use.

Cruiser White. This is the white we have furnished the Government, and which has withstood their severest tests successfully. Its quality has also been proven repeatedly to be high by the only true painters' test, that of time and exposure. It is a white for the general work of the painter.



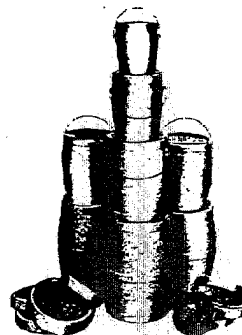
French Process White Zinc. American in base. American in oil. No French zinc, no French poppy seed oil. Base is made from refined metallic zinc by a process similar to but better than the old Vieille Montaigne French process. Oil is extra refined and pale, and made from selected American seed. This is the zinc which fills the rigid specifications of the Navy Dept., U. S. Government to whom we have supplied hundreds of tons for painting the world famous White Squadron. If you want the very best that can be made, just try this brand.

BEST VALUE MADE

LUCAS TINTED PASTE PAINTS

FIFTY-FOUR COLORS, WHITE AND BLACK. An ideal line of colors ground in oil for painters, which require thinning with pure linseed oil to make the highest grade of mixed paint. The colors were selected for their beauty and durability, and the painter need try them but once to have demonstrated to himself the fact that they are a line of money makers. Send for a sample card.

UTILITY PATENT WOOD KEG



Another good thing that will be highly appreciated by all practical painters and consumers in general. They are made in one piece, no staves. They are smooth on the inside, no cracks, NO LEAKS; they are impervious and do not absorb oil or thinners, keeping contents soft. Steel cap is practically air tight, prevents hardening of lead, NO WASTE. Cap can be easily removed and replaced. Briefly, it is all right.

BEST VALUE MADE

LUCAS ELASTIC ROOFING CEMENT

The elasticity and stay there properties of this specialty have been greatly improved. It forms a rubber like coating which is practically impervious to the weather and is the best stop leak made. Four colors—red, black, brown and slate.

NEW PASTE PRIMERS

Especially recommended to agricultural implement and vehicle manufacturers who desire to produce the best results at the least cost. Write for sample card.



Tinted Gloss and Metropolitan Paint. We have added six new shades to these popular brands, viz. Deep Vermilion, True Pink, Zarina Green, Napoleon Green, Berry Red and Big Four Yellow. All nobby colors that are sure to be appreciated. Send for supplementary card.



BEST VALUE MADE

NEW DECK AND PORCH PAINT COLORS

Persian Red, Gobelien and Terra Cotta. Truly up-to-date and meet the requirements for producing the most artistic effects on pleasure craft and in beautiful homes.

0007-SWP-040486

BEST VALUE MADE



Iron Oxide Paint. This is without doubt the best roof and barn paint in existence for all around work. It is made of thoroughly tested materials of positively known value, and is practically indestructible. It is the real thing also for sheds, fences, bridges, freight cars and all structural iron work.

LUCAS COPPER PAINT

A series of over one hundred practical tests on the Atlantic sea board convinces us that our Copper Paint is without equal for anti-fouling properties and durability.

LUCAS HOME HELPS

BEST VALUE MADE

Lucas Prepared Paint. Best assortment of colors, most attractive label, utility can give perfect satisfaction. There are cheaper goods on the market which will damage your reputation to sell. Our paint is a reputation maker and profit builder; you cannot afford to be without it. Sold by the pound.

BEST PROFIT MAKERS



BEST VALUE MADE

Lucas Enamel Paint. Practically perfect. Three new greens, Spencer Green, A. J. Green, April Green. They test the eye, beautify the home and make profit.

Lucas Stove and Screen Enamel. Practical specialties absolutely necessary in every day home; more rapidly in the shop and fall; your stock is not complete without them.

BEST VALUE MADE

Perfect Gold and Aluminum Enamel, Not Mixed. These specialties are superior in every practical particular to the ready mixed goods, which discolor and are inclined to jelly and dry.

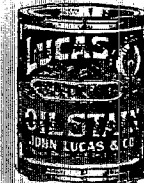
Mirac Varnish and Paint Remover. Quick, energetic, effective. Harmless to hands. No disagreeable odor. Absolutely without an equal as a paint and varnish remover. Mirac is miraculous. If you want results, use Mirac. Write for a descriptive circular giving testimonials and prices.

Waxolac Liquid Polish. This is a genuine polish. It does not contain any coal oil or grease and is not a DIRT CATCHER OR GREASE SOILER. It is a good insecticide, and when applied according to directions on label we guarantee it to give perfect satisfaction. Put up in utility size tin cans.



Perfect Stains. Practically perfect; great profit makers. Both these stains are particularly useful for staining floors, as well as wood work and furniture.

A new ground color for 1905, that is, we will have two ground colors: Both the natural ground color for all yellow and bronze woods, including maple, oak and walnut. First, the natural ground color for red woods, including cherry, mahogany and rosewood. Used in conjunction with our Perfect Stains, these two ground colors will enable any practical boy or girl to produce perfect imitations of the much higher priced hard woods.



LUCAS VARNISH SPECIALTIES

Will have new labels in 1905.

Durable Floor Varnish. Top top article for renewing old hard wood floors, linoleum, oil cloth, etc.

Locomotive Black Varnish. High grade, very elastic; especially recommended for smoke stacks, boiler fronts, and iron work exposed to the weather where exceptional toughness and durability are desirable, if not essential.

Black Enamel Top Dressing. Practically perfect; your stock is not complete without it. A thoroughly first class article especially popular in the early spring and late fall; yields a good profit to the dealer.

Metac. A transparent lacquer for preventing the tarnishing of gold and silverware, brass bedsteads, and bright metal surfaces of all kinds. A practical necessity in every home.

BRUSHES

WHAT HAS WAR TO DO WITH BRUSHES?

Considerable if you remember that a large part of the brushes come from the distressed sections of the world. It was so after the "Boxer Rebellion." It remains so with the "Jap and Russian Scrap." Brushes have been going up steadily. Manufacturers have advanced their prices where the stock remained the same, or reduced qualities where prices could not be advanced. We have been fortunate in having long contracts, which we are sharing with our customers. We have not space here for details—write us and we will let you in on the ground floor. Our brush business is growing continually. We only went into it when thoroughly prepared to place customers on the best basis obtainable. Our line you will find covers the low priced up to the best brushes that can be put together, and, as we have always maintained, having the stock we can fill orders more promptly than you can secure elsewhere.

Kaiser and Nubian Solid Centre Oval Chisel Varnish, I. X. L. and XXX Flowing Varnish Brushes. Brush users want these goods and to be up-to-date, the dealer must purchase them.

The Sterling Paint Brush, Diamond "C" and Pearl Chisel Sash and Blade Finishes are true sure winners priced right. We have yet to find the practical workman who does not recommend them.

For home use and the various light touchings up which the housewife or head of the family may want to do, the **Black Prince Sash Tools, Chiselled Tools, Chinese bristle stock** will bring trade to the dealer. Also the **Metro, O. K., Europe and Bursse Flowing Brushes** offer better value for their slight cost and furnish for household purposes an excellent line.

THAT CATALOGUE!

Have you seen it? Illustrated in color—a fine piece of work. You can almost pick the brushes off the page—they are drawn and colored so close to the actual. We have always prided ourselves on the brush catalogue for ease of reference, and we can challenge any house to produce a better help for brush selling. You don't need samples any longer to make a selection after seeing our colored plates.

Besides, you know we guarantee satisfaction with brushes, and take back the remains of any brush that has not proved satisfactory at all value. All we want is the selection as the proof of the failure. Get a catalogue, discount sheet and show card "HELP"—and

GET IT NOW.

We are also well to the point on **Carded Brushes.** They show up well and sell themselves. The **Perfect Enamel Varnish and Lacquer Brush** is now made of Camel Hair, oval chiselled, nickel ferrule, enamelled handles and artistically arranged of cards. They are irresistible to anyone looking for a tool for this purpose; but get the catalogue and see what we have in **Paper Hangers' Tools** of every description.

BEST VALUE GLASS

Glass that will meet the approval of critical buyers is the kind we handle, and the price thereof will convince all that ours is the **BEST VALUE MADE.** Some of our special lines are enumerated.

Plate Glass, Polished America. Manufacturing ability and material of the highest type is represented in this line. It is more than equal to any imported brand.

Window Glass, American. Made in the West by the natural gas-tank process. Most all sizes.

Picture Glass, French. Unusually white metal, packed in dust-proof, sealed packages. Carefully selected and graded.

Mirror Plates. Every good kind is represented in our stock, both bevelled edge and plain.

Prism Glass, Lucas Brand. Makes dark places light. With but little effort dealers could work up a good trade for this glass, as there is a steady demand.

Sundries for Glaziers. Everything in the way of diamonds, glaziers' points, point drivers, rules, etc.

BEST VALUE SUNDRIES

A constantly increasing line, which we are careful to see includes only the most reliable goods at prices interestingly close. Send us your orders and inquiries.

Lamp Black. Our brand is a perfectly pure article, free from grit, oil or foreign matter; has great covering capacity and tinting strength.

Our Special. A most excellent article for black paint, stencilling, cement and mortar coloring.

Both grades are put up in $\frac{1}{4}$, $\frac{3}{4}$, $1\frac{1}{2}$ and 1 lb. clean, square pasteboard boxes. Round papers if ordered.

Plat Tar. Perfectly pure North Carolina product, free from moisture, and absolutely clean; suitable for the most particular purposes; put up in well soldered cans, nicely labeled. Sizes, 1, $\frac{1}{2}$, $\frac{3}{4}$, $1\frac{1}{2}$, 1-10, 1-32, 1-64 gallon; packed 6 gallons to case, each size.

Pure Coal Tar. Put up same style and sizes as above. Prices right.

Bronzes. Last year's sales of our Perfect Gold Enamel Bronze proved its merits. There is nothing superior for fresco and decorative work. Almost equal to leaf.

Aluminum Bronzes. Have several grades of this varying in fineness and color but all guaranteed chemically pure, which is not the case with much of the Aluminum offered at present. Send for samples and prices.

Radiant Bronzes. Pale and Rich Gold. Cover well. Good bright color; retain their brilliancy longer than most bronzes.

Pumice Stone. Genuine Italian goods. Perfectly pure, powdered grades, run uniform in fineness, an important feature when used for rubbing cabinet work.

Lump Pumice. A very fine, light grade. Carefully selected sizes suitable for cartage builders and painters trade.

Steel Wool. Does good work in shorter time than sand-paper; that's where you save the money. A number of brands on the market but none better than the kind Lucas sells. No coarse strands among the fine.

Glues. See price list for full line suitable for sizing soft and hard woods. Our arrangements with manufacturers permit us to name close figures.

No. 1 Commercial Ground Glass. For paper hangers and painters. Sweet, will not cake, and at present price under the market.

Extra Cabinet Glue. Clear and opaque. These are pure Hide Stock goods; test well and made to hold hard wood joints.

Finke Graphite for Lubricating. The finest grade, free from grit and foreign matter likely to injure the surface of bearings.

Steel Balls. Black, green, red, white, blue and yellow. Put up in 24, 34, 44 and 54 inches in diam. etc. Colors brilliant, durable and cover well. Will keep in any climate; have never had a complaint.

Crescent Putty Knife. Had large sale last year. Has solid metal handle, with outer end beveled to make it just right for driving glaziers' points and brads. A great favorite with painters and glaziers.

Talk about the uncertainties of advertising makes one dread. Advertising is no more uncertain than merchandising or manufacturing. Mistakes are made in advertising just as they are in other operations. When advertising is done right it is just as sure to pay dividends as a wisely managed bank.—Press.

0007-SWP-040487

"There is no other investment open to the man in business that holds forth such promising prospects for profitable returns as that of good advertising."—K. T. F.

FEW progressive business men would seriously dispute the above quotation, and we thoroughly believe in it ourselves. We prove it by earnestly trying each recurring year to improve and make better our whole line of advertising matter for the benefit of our dealers and ourselves, and that we really succeed in helping is shown by the immense business built up by us. For 1905 we strengthen our whole line by the additions and improvements mentioned below.

A HISTORICAL CALENDAR

The Lucas calendar for 1905 continues the series of historical homes of America's famous men by showing a magnificently colored lithograph of the home of General Andrew Jackson, together with a concise history of the same; also contains the usual amount of business information under the pad and on the back. We want all our customers to have one. If not received, notify us and we will send one.

A HELPFUL PRICE LIST

We consider our Paint and Varnish Price List a valuable book for the dealer handling our lines or the painter using the same. It gives a complete description of our full line, with long prices, enabling the dealer to use it as a reference book over the counter without detriment to his trade; as the long prices give ample margin to fix his retail prices.



A "GIANT" SIGN

Though we call this our "Giant" sign, the word giant simply refers to the size of figure on same, but we believe that the sign itself is handsome enough to exert a giant's strength in putting trade into the dealer's store. In reality we have two so-called giant signs, both are made of sheet steel, lithographed in colors, one made with frame for window or inside display, the other flanged for outside use. Both are bright, showy signs of, we hope, trade drawing power.

LUCAS NEWS

The successful work done heretofore by our quarterly publication, (Good Paints), has led us to issue a new publication called "Lucas News".

This will begin its monthly visits on January 1st and will aim to interest the entire trade.

Various Departments will cater to the retailer, the painter and the consumer.

Practical subjects will be treated monthly by practical men giving the benefit of their wide experience to every reader.

Helps to quicker selling and modern methods will receive proper attention.

Inquiries from customers on any subject in our line will be thoroughly appreciated.

Difficulties in the application of paint sometimes occur—quite likely we could help you smooth them out at once. Address Dept. M, Philadelphia.

DISPLAY OR SHOW CARDS

For the practical decoration of our dealers' stores and show windows we have improved and beautified our line of show cards to such an extent that they are really an absolutely new line. They are finished with a preparation that admits of their being cleaned without detriment to their bright showy appearance, and have been arranged either for hanging or for use in easel form on counters or in show windows.

EFFECT AND CAUSE

The above is the title of a little booklet, the subtitle of which is "A short treatise on the troubles of the paint man." It contains a description of ten different "troubles" or causes where difficulties arose to bother and cause loss to painters in different localities, all of which were sent to us for solution and remedy. In this booklet we have written all about it and given the remedy, with the sincere hope that it may help others when they meet similar cases. We'll send a copy free on request. Ask for Booklet D-243.

DEPARTMENT OF PROMOTION

Our department of "publicity" or "trade booming" department is doing good work in its line of pushing sales with trade bringing advertisements. It has been successful in producing results with its straight newspaper advertising, and is still putting forth quantities of good business pulling literature, circulars, booklets, etc. Our previous offers to dealers still hold good—that is, if the dealer will send us a list of people whom he knows contemplate painting, we will mail to each one on list a personal type-written letter calling attention to the value of the paint, and the dealer's name and address handling the same. We want to help our dealers. Address John Lucas & Co., Dept. M, 322 Race St., Philadelphia, Pa.

SIGNS FOR FENCES

The lithographed wooden sign sent out by us the past two years seem to have helped sales in many sections, judging from steady demand for same. We will be pleased to supply all our dealers with a quantity of these with their name and address thereon. A paying form of advertisement if tucked up in the vicinity of your place of business.

COMPANIONS

We continue to furnish all painters and dealers in Lucas Paints with our Painter's Color Companion, the most useful novelty in the paint trade, consisting of eighty-four distinct colors painted on cardboard, with formula for mixing and color printed on back of same.

We also furnish color blending, a small line of either our Tinted Gloss or Metropolitan Mixed Paint, a Color Companion small enough to go in the vest pocket, yet containing fifty large painted samples of only those colors carried in stock. A decidedly useful and novel aid in selling the paint, as any combination can be shown to the customer instantly, enabling them to exercise their own judgment in selecting colors for house painting.

NEWSPAPER ADVERTISING

No one line of advertising pays the dealer better than strong newspaper work.

With the end in view of better enabling Lucas Dealers to carry this out, we have prepared a series of advertisements, which we have had made into electrotypes, that will do the work if backed by a live man.

Will send any dealer a full set, subject only to a few simple rules contained in our booklet D-175 which also shows the full series of these advertisements.

They are attractive in design, effective in wording, and when a dealer's name appears in the lower end, presents a distinctive to him.

A SAMPLE LUCAS AD.

You ought to know what paint goes on your house if you expect it to last. Depend on

Lucas Paints
(Tinted Gloss)

They are made to last. Their looks are made to last. Expect them to hold color and not crack and peel. They'll not disappoint you.

Space for Dealer's Name and Address

A SHINGLE STAIN NOVELTY

A decided novelty for pushing the sale of our Rustic Shingle Stain consists of ten small shingles mounted on a substantial framework in imitation of an ordinary peaked roof, surmounted by a nicely lettered sign. Furnished to dealers handling the shingle stain.

IMPROVED SAMPLE CARDS

We have improved many of our sample cards for 1905. The Lucas Enamel card has been greatly strengthened by the addition of three more to be popular greens; to the Varnish Stain and also the Oil Stain card a new Pink Ground Color has been added in response to numerous requests; the Lucas Primer card will have four entirely new and useful primers added for both brush and dipping. Some of the other cards have had colored block title pages added, helping their looks considerably.

A STRIKING SIGN

We can furnish to those dealers who can use it to advantage, a wooden sign, 6 x 2 feet, painted in a strikingly attractive manner, advertising THE LUCAS PAINT. Dealer's name lettered thereon in good type.

BOOKLETS AND CIRCULARS

We have made additions to, and in other ways improved many of our booklets and circulars. They are full of genuine practical advice on the various subjects treated, and will be found of interest and value to most all painters. They will certainly help to extend your trade. A full set sent on request.

OUR LABELS

In our labels we have made some distinct changes for the better in several of our brands, which fact helps to keep our line of labels one of the most attractive and showy in the paint and varnish trade. Good labels help materially to sell the goods.

D-191

JOHN LUCAS & CO.

MANUFACTURERS

PHILADELPHIA, Race and Fourth Streets

NEW YORK, 89 Maiden Lane

CHICAGO, 53 and 55 North Desplaiers Street

GIBBSBORO, N. J., Factories and Varnish Works

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