

Thoughts

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

Devoted to Matters of Interest to Our Representatives

VOL. IV.

DETROIT, MICHIGAN, JANUARY 10, 1903.

NO. 13

His First Experience.



F. R. DOUGALL

"Lives of great men all remind us
We can make our lives sublime,
And departing leave behind us
Footprints on the sands of time."

It is interesting to go back to the starting point in the lives of great men, and we know that our representatives will be pleased to learn how F. R. Dougall made his first start as a salesman. Frank's experience, as outlined from notes taken during a conversation when he was relating his start as an Acme salesman is written below:

"I walked out Michigan avenue, calling at every place that looked as if paint could possibly be handled there. Nearly wore out my shoe leather and energy. Finally landed at Lark's place, which, I should judge, would be about five miles from Woodward avenue. All along the line I had failed to make a single sale. Everybody was handling Boydell's paint. Lark's place consisted of a sort of general store, and at the back of it was the saloon. I was hot, dusty, thirsty, and tired. Bought a schuper and set one up for the proprietor. Then I sailed into him on the paint proposition. He told me he was thinking of putting in paint. Then I nearly fainted. Said he meant to go down to Boydell's the previous week and order a stock, but had not got around to it. In order to convince him that our line was what he wanted, I said: 'Why, you don't want Boydell's paint. *Everybody else buys that.* What you want to buy is Acme paint, *because nobody buys it,* and you will have something then that nobody else carries.' Strange to say, the argument caught him. That was my first paint sale."

Frank never makes an argument unless it has some prominent point. The points in this, his first argument, are italicized.

Convention Expense Account.

We wrote a *special letter* to our representatives asking them to report their convention expenses on a sheet of paper and *not* to put them in their expense book; notwithstanding this fact, about 50 per cent. of our men reported their expenses in their expense book. It did not make much difference to us, except that it indicated very clearly the men who handle such matters carefully and those who do not, and the moral is obvious.

We cannot conceive of any excuse whatever for our men to carelessly ignore definite and positive instructions. If it is done in one instance it is done in another, and your attention is called to this simply to caution you against being so careless about these matters.

G. B. P.



Glad to meet you.
Let us greet you
Ti-Ki! Ti-Ki!!
Ha! Ha!! Ha!!!
Ti-Ki! Ti-Ki!!
Rah! Rah!! Rah!!!

Good for Frank!

Enclosed please find four orders amounting in all to \$500, which represents my first day's work in 1903. Here goes for a banner year.

F. R. D.

Competition for January.



Competition this month is on Acme Household Paint. We trust our representatives will "Take Hold and Lift" in a vigorous manner.

A Good Method to Pursue.

We publish below a letter received from Mr. C. F. Pulfer, which shows how careful he is to keep our records of New Era agencies in his territory up to date. You will readily see that if all our representatives followed this same course we would have a much more authentic list of New Era agencies than we have at the present time. We would suggest your handling the matter in this way and can assure you that it will be of mutual interest:

Re Pugsley & Shepard, Paw Paw, Mich.

These people have bought the J. D. Holmes stock of paint and in future will be our New Era High-Grade agents at this point.

Kindly adjust your records

C. F. P.

Competition on New Era Varnishes.

The winners of the prizes offered in the special varnish competition were

A. D. Hoagg, first prize, \$20.

A. R. Kelly, second prize, \$10.

F. R. Dougall, third prize, \$5.

Mr. Hoagg writes:

I thank you very much for the check, and also for the silk tie. I shall wear it with very much pride and feel that I am now a true Ti-Ki.

Mr. Dougall writes:

I am very much obliged. I do not consider it any disgrace to be beaten by either Mr. Kelly or Mr. Hoagg.

Your letter, notifying me of my election as a member of the Acme Plug Hat Club, received. Thanking you for the honor conferred on me, I assure you I will take great pleasure in wearing the hat at our annual convention with the rest of the boys.

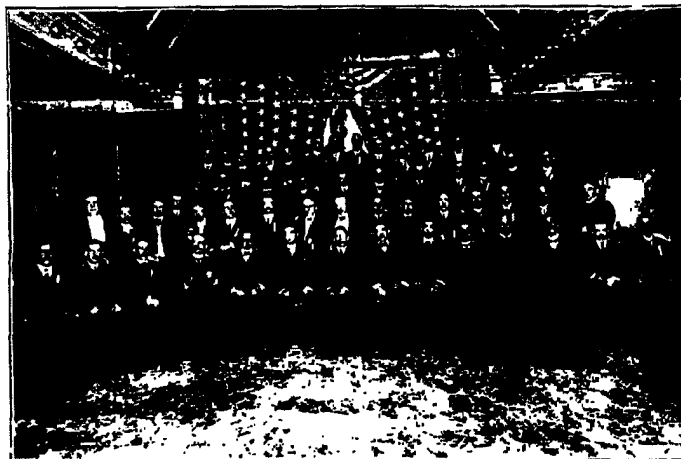
C. M.

THOUGHTS

January 10, 1903



Who are I
Who are I !
Who are we ! ! !
We represent the great Ac-me
P-A-I-N-T
PAINT ! ! !



THE STAG

Some of the Things That Should Assist Our Representatives in 1903.

Reduced price on Neal's Interior Enamel
Special offer in connection with New Era
Varnishes.
Line of Davies' Varno-Floor-Stain.
Road signs for New Era Prepared Paint
Discontinuing the Tally File System ex-
cept in very special cases.
And there are more to follow.

To Mr. W. C. Neal belongs the honor of
sending in the first order based on our special
offer in connection with New Era Varnishes.
It was the \$50 assortment.

Specimen advertisement used by one of
our distributors.

ELKS

The picture in the back ground is an old Elk. The gentleman in the foreground is the son of an Elk. The old Elk never has paint on his legs for years ago with a stick. The Elks like this.

**NEW ERA HIGH GRADE
GUARANTEED
ABSOLUTELY PURE
PREPARED PAINT**

The material used by both are the same the latter however, is thoroughly ground and mixed by machinery. In applying, and after applied, the results are plainly visible on their two faces. Paint your gods a weakness with NEW ERA PAINT.

W. E. LITTLE PAINT CO.
(Incorporated in Louisiana, Oct. 1902)

Special Dealers in WALL PAPERS 1141-45 Fourth St.

Our General Distributors.

California	
W. E. Little Paint Co.	Los Angeles
W. E. Little Paint Co.	San Diego
Florida	
The S. B. Hubbard Co.	Jacksonville
Tampa Hardware Co.	Tampa
Georgia	
Bush Hardware Co.	Columbus
Neal-Millard Co.	Savannah
Illinois	
Geo. E. Watson Co.	Chicago
Colburn, Birks & Co.	Peoria
Indiana	
Indianapolis Hardware Co.	Indianapolis
Iowa	
Sickels, Preston & Nutting Co.	Davenport
W. H. Torbert	Dubuque
J. W. Edgerly & Co.	Ormuska
Hornick, Hess & More,	Sioux City
Kansas	
A. B. Whiting Paint & Glass Co.	Topeka
Kentucky	
R. M. McFarland	Henderson
Robinson Bros. & Co.	Louisville
Louisiana	
L. N. Brunswick & Co.	New Orleans
Maryland	
Carlin & Fulton,	Baltimore
Massachusetts	
E. & F. King & Co.	Boston
Minnesota	
Hackett, Walker, Gates Hdwe Co.	St. Paul
Mississippi	
Lee Richardson & Co.	Vicksburg
Montana	
Ellis Paint Co.	Butte
New York	
Buffalo Glass Co.	Buffalo
Sickles & Nutting Co.	New York City
Burhans & Black Co.	Syracuse
Jno. L. Thompson, Sons & Co.	Troy
North Carolina	
Burwell & Dunn Co.	Charlotte
Hart-Ward Hdwe Co.	Raleigh
Ohio	
Smith Bros Hdwe Co.	Columbus
Norton Paint & Hardware Co.	Toledo
Oklahoma Territory	
Alexander Drug Co.	Oklahoma City
Oregon	
F. E. Beach & Co.	Portland
Pennsylvania	
H. B. Semple & Sons	Easton
Moyer Bros.	Bloomsburg
Co. Hardware Co.	Hanover
& Co.	Pittsburg
Pheips-Straw & Co.	Reading
	Wilkesbarre
South Carolina	
Murray Drug Co.	Columbia
Tennessee	
Fritts & Wiehl	Chattanooga
Van Fleet-Mansfield Drug Co.	Memphis
Texas	
Houston Drug Co.	Houston
Greiner-Kelly Drug Co.	Sherman
Utah	
G. F. Culmer & Bro.	Salt Lake City
Virginia	
Barker-Jennings Hdwe Co.	Lynchburg
Washington	
Baum & Co.	Spokane
West Virginia	
The Kanawha Drug Co.	Charleston
The Williams & Davisson Co.	Clarksburg
W. H. Chapman & Sons,	Wheeling

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VOL. IV.

DETROIT, MICHIGAN, JANUARY 17, 1903.

NO. 14

Take Hold and Lift.

Arguments in Favor of New Era When Offered in Competition With the Best Known High-Class Brands Upon the Market.

F. R. DOUGALL

Good morning, Mr. Smith, my name is Dougall. I am representing the Acme White Lead and Color Works of Detroit—Paints, Colors and Varnishes. What is the situation with you in regard to paint? Yes! I see you are handling Fair, Quality & Co's house paint. We are manufacturing a strictly pure house paint, and if you can spare me half an hour I would like very much to go into the merits of our goods. Thank you. Have a cigar? I am sure you will acknowledge when I am finished that your time has not been wasted.

You see we recognized a number of years ago that there was a sufficient demand for a strictly high-grade prepared house paint that a dealer could offer to his customer in the place of lead and oil and be safe; and what I mean by being safe is, that he would know he was recommending to his customer a better article for him to use than lead and oil would be, and an article that would give better results. At this time there were very few house paints of any real merit on the market, and not one that had anything like the value of our New Era Paint that we are now offering. At that time the brand you are handling was one of the best. I will concede that. But conditions have changed very much, and although I don't make a practice of talking about my competitors' goods, I am compelled, in justice to my line, to say that these people have not kept pace with the improvements. Their goods are as good today as they were ten years ago, I grant you, but when you take into consideration the vast improvements that have been made in prepared house paints in that time, I know you will acknowledge that they cannot expect to be rated as highly as they were then. What do they claim for their paint? They tell you that their goods are made of the best materials, but what those materials are they leave you to find out for yourself. Now, on the other hand, we tell you that our goods

are made of strictly pure carbonate of lead, oxide of zinc and linseed oil, and nothing else, the best materials, conceded to be so by everybody. You don't have to take my word for this, for we put out a certificate of purity, signed by the officers of our company, to this effect, and on every gallon can we attach a tag giving you the chemical analysis of the contents of this package, and if you find anything in that package but what we tell you is there, you won't need to pay for the order of paint you buy—if it be 100 gallons or 1,000 gallons. Our paint is a very heavy-bodied, second-coat paint; our O. W. weighs 17½ lbs., and the colors in proportion. We put these goods up in full United States standard gallons, containing 231 cubic inches. Our colors are well selected, are uniform and are fast colors. We use nothing but chemically pure colors to get our tints. The fact of the matter is, Mr. Smith, we are not competing so much against other mixed paints as we are against lead and oil. What we want is the practical painters' trade, the outside painting, that is where the volume is, and we have a piece of goods that will enable any dealer who takes hold of our line to control the paint business of his town in a very short time. Our advertising is up to date and very attractive. We have a system of letters sent to property owners, contractors and painters, calling attention to the desirability of our goods, and referring them to you as our agent for their supplies. That kind of advertising is bound to help your business, and it helps the sale of our paint. You, I know, want to handle the best goods you can buy, and when I tell you that our paint will cover more surface, wear longer and look better, giving a much more beautiful finish than any other brand of paint on the market, I am stating only facts, and a trial will satisfy you that this is so. Besides all this, to make the agency an attractive one to you, if you will make me up a list of property owners who are contemplating painting, or whose properties need painting, from time to time, I will go and call on these people when I visit the town, and there will, no doubt, be some of them I will be able to sell that you would not get otherwise.

Take Hold and Lift.

New Era Varnish Special Offer.

We think that some of our representatives do not quite understand how orders taken on this special offer should be handled. We wish to explain:

You should have the dealer write his order on inside of first page of folder, tear it off and hand it to you. The dealer should make a copy of his order on second half of folder, in space provided for that purpose, and he (the dealer) should retain this copy. You should then copy his order on your regular order blanks, sending one copy with the dealer's original order *attached to it*, to your jobber, who in turn will forward the dealer's original order to us for shipment. You should also send us a copy of your order (as you have copied it) as a duplicate. Please do not use the blank space on second page for your duplicate order, that space is for the dealer's copy, which he keeps.

Neal's Enamels used for the Library of Congress at Washington.

Another proof that Neal's Enamels (the genuine) are thoroughly appreciated by critical consumers is the fact that Neal's Enamel, Air Drying, Flat Black, has been specified and bought by the contractors having the work on hand, for use in the Library of Congress at Washington. This is an absolute proof of the merits of the goods, and the best kind of an unsolicited testimonial for Neal's Enamels (the genuine), as it is a well known fact that every department connected with the government is extremely critical regarding the quality of materials used in or upon their buildings.

First order received for Davies' Varnish-Floor-Stain, and Ground Color for use in connection, stands credited to Mr. A. R. Kelly. It comprised a full assortment of the different colors offered.

We confidently look for a large business through the individual efforts of our representatives, and will feel disappointed if this line does not prove to be one of our most salable specialties. The goods deserve special effort on your part, and we are satisfied a trial order will mean a regular customer.

Take Hold and Lift.**Mr. Corliss Is an Expert Judge.**

New York, Jan. 13, 1903.
Acme White Lead and Color Works,
Detroit, Mich.

Gentlemen:—We thank you for sending us copy of your very interesting and attractive book, giving the program of the proceedings at the recent convention of your House of Representatives and Ti-Ki Club delegates.

Allow us to congratulate you upon the appearance of your book. We judge from the photographs of your representatives that you are also to be congratulated upon having represent you a lot of clean-cut, intelligent men, who look as though they knew how to get business and keep it.

With kindest regards, we are,

Very truly yours,

LAMONT, CORLISS & Co.,
C. A. CORLISS, *Secretary*.

What to Do With Order Sheets Discontinued.

These order sheets were discontinued so as to save our representatives time. A number have asked if there was any objection to using them. There is no objection on our part if you prefer to do so. Orders made out in the old way save us the time of copying them in the office. We are glad to have them, but we suppose, with very few exceptions, all of our representatives will use the new order books.

If you have two or more blocks of the old order sheets in your possession, and do not intend to use them, express them to us. In doing this, however, prepay the charges and secure a "printed matter" rate.

Sample Orders.

A sample order should be made out in the same way as any other kind of an order. Orders for samples should not be written on an advertising order blank, a note head, or anything else that happens to be handy, simply because no charge is made. Write them in the same way that you write your regular orders.

A New Distributor.

We have just received advices by wire that our President and Mr. Billings have succeeded in securing a new distributor at Memphis, Tenn. This is the first of the season.

Hibbard, Spencer, Bartlet & Co. market Geo. W. Pitkins' full output of paint this year.

Montgomery, Ward & Co's and Sears Roebuck & Co's paints are made by the Enterprise Paint Co. S. H. H.

Take Hold and Lift.**Competition**

this month

is on Acme

Household

Paint. . .

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 Fills
W. C. Neal . . .	Dec 1, 1901. . . New Era H. G.
H. F. Whitaker . . .	March 1, 1902 . . . Davies' V. S.
S. A. Hunter . . .	April 1, 1902 Granite Floor Paint
H. P. Torrance . . .	June 1, 1902. . . N. C. P. and T. D.
H. C. Cater . . .	June 1, 1902 { Highest number of points for six months.
F. B. Sangster . . .	July 1, 1902. . . Utility Varnishes
W. P. Wiggins . . .	Sept 1, 1902 Master P't's' Col
S. W. Newell . . .	Oct 1, 1902 . . . W. and I. Paint
A. D. Hoagg . . .	Dec 1, 1902 . . . New Era A. V.
C. Mehlig . . .	Dec 1, 1902 { Highest number of points for six months.
SECOND DEGREE MEMBERS	
Alf R. Kelly . . .	Sept 1, 1901 Master P't's' Col
H. L. Wilson . . .	Feb 1, 1902 Household Paints
I. D. Wilson . . .	May 1, 1902 { Neal's Enamels
S. W. Newell . . .	Dec 1, 1902 . . . Neal's B-T Ens.
THIRD DEGREE MEMBERS.	
Alf R. Kelly . . .	Nov 1, 1902 . . . Davies' L. F.

Our General Distributors.

California	
W. E. Little Paint Co.,	Los Angeles
W. E. Little Paint Co.,	San Diego
Florida	
The S. B. Hubbard Co.,	Jacksonville
Tampa Hardware Co.	Tampa
Georgia	
Bush Hardware Co.,	Columbus
Neal-Millard Co.,	Savannah
Illinois	
Geo. E. Watson Co.,	Chicago
Colburn, Birks & Co.,	Peoria
Indiana	
Indianapolis Hardware Co.,	Indianapolis
Iowa	
Sickles, Preston & Nutting Co.,	Davenport
W. H. Torbert,	Dubuque
J. W. Egerly & Co.,	Ottumwa
Hornick, Hess & More,	Sioux City
Kansas	
A. B. Whiting Paint & Glass Co.,	Topeka
Kentucky	
R. M. McFarland	Henderson
Robinson Bros. & Co.,	Louisville
Louisiana	
Parker-Blake Co. Ltd.,	New Orleans
Maryland	
Carlin & Fulton,	Baltimore
Massachusetts	
E. & F. King & Co.,	Boston
Minnesota	
Hackett, Walther, Gates Hdwe Co.,	St. Paul
Mississippi	
Lee Richardson & Co.,	Vicksburg
Montana	
Ellis Paint Co.,	Butte
New York	
Buffalo Glass Co.,	Buffalo
Sickles & Nutting Co.,	New York City.
Burhans & Black Co.,	Syracuse
Jno. L. Thompson, Sons & Co.,	Troy
North Carolina	
Burwell & Dunn Co.	Charlotte
Hart-Ward Hdwe. Co.,	Raleigh
Ohio	
Smith Bros. Hdwe. Co.,	Columbus
Norton Paint & Hardware Co.,	Toledo
Oklahoma Territory	
Alexander Drug Co.,	Oklahoma City
Oregon	
F. E. Beach & Co.,	Portland
Pennsylvania	
H. B. Semple & Sons,	Easton
Moyer Bros.,	Bloomsburg
Hardware Co.,	Hanover
Phelps-Straw & Co.,	Pittsburg
	Reading
	Wilkesbarre
South Carolina	
Murray Drug Co.,	Columbia
Tennessee	
Fritts & Wrehl	Chattanooga
Van Fleet-Mansfield Drug Co.,	Memphis
Texas	
Houston Drug Co.,	Houston
Greiner-Kelly Drug Co.,	Sherman
Utah	
G. F. Culmer & Bro.,	Salt Lake City
Virginia	
Barker-Jennings Hdwe Co.,	Lynchburg
Washington	
Baum & Co.,	Spokane
West Virginia	
The Kanawha Drug Co.,	Charleston
The Williams & Davison Co.,	Clarksburg
W. H. Chapman & Sons,	Wheeling

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DETROIT, MICHIGAN, JANUARY 24, 1903.

NO. 15

Take Hold and Lift.

Arguments in Favor of New Era When Offered in Competition With the Best Known High-Class Brands Upon the Market.

H. H. HALLADAY

Our goods weigh $17\frac{1}{4}$ lbs. for the white to the gallon, colors average $16\frac{1}{2}$, thereby giving the consumer 2 lbs. more on the white and from 3 to 4 lbs. more on the colors than other high-class brands. Most of our competitors make no claim to furnish their customers with a paint composed of lead, zinc and linseed oil and nothing else. The Acme Company do guarantee that New Era is composed of lead, zinc and linseed oil, and absolutely no other material. The dealer knows that some competing houses are good people, and guess that they make good paint. They don't have to do any guessing about New Era. We put a guarantee on every package that leaves the factory, guaranteeing it to be composed of lead, zinc and linseed oil, and nothing else. Other houses, if they made an *absolutely* pure article, would say so. They don't say so, for the reason that it is not absolutely a lead and zinc article. When the painter uses New Era he knows it to be a lead and zinc piece of goods, thinned with pure linseed oil. This is more than he knows when he is applying some others. When the consumer buys New Era he knows he is buying a full United States government gallon, composed of pure lead, zinc and linseed oil, and *nothing* else. This is more than he knows when he is buying other paints. When the dealer sells a gallon of New Era Paint he is selling a guaranteed article—guaranteed to be composed of lead, zinc and linseed oil, and *nothing* else. That is more than he can say when he sells a gallon of other paint. We advertise to the consumer just what our paint is composed of. That is more than other companies dare do. We can do stronger and more effective advertising than others can do, owing to the fact that we have more to advertise than they have. Other paint would not stand our class of advertising. They dare not, nor could not, consistently make the statements that are contained in our

Take Hold and Lift.

Don't forget to write your name on "duplicate orders" you send us, and don't forget to write the name of the jobber or distributor to whom you have sent the original order. . . .

literature that goes to the consumer. Their goods would not stand up, nor come up, to the standard that we set on New Era High-Grade Paint. Other goods are thinned down to the last extremity before leaving the factory. New Era will stand from a half gallon to a gallon reduction with linseed oil, and still be whiter and have more covering capacity than any gallon of paint that others ever turned out. You can paint any house in town with any trust brand of lead on the market as white as you can get it with white lead, and when it is all completed you can take a gallon of New Era and trim the same house in white. This statement can be made good every day in the year. We have distributors for our goods every hundred miles or so, which enables the dealer to get his goods very much quicker, at *from four to eight cents per gallon less* freight, thereby not having to carry nearly so big a stock. We supply, free of charge, the biggest, best and most attractive line of advertising of any house in the United States. We believe we have the best paint that it is possible to make. We also believe that we have the best paint proposition on the map.

Take Hold and Lift.

Road Signs for "New Era" Prepared Paint.

Following is copy of letter which we felt called upon to write to one of our representatives regarding the manner in which he was making a campaign to get rid of "New Era" signs. We cannot comprehend how it would be possible for a representative to adopt the course, in view of what was said at the convention. If there is any doubt as to the course which we wish to pursue in the distribution of these signs, we trust it will not exist after reading the letter which we quote below.

Dear Sir—We notice that you send in a great many orders from old customers for the new road signs for "New Era" Prepared Paint. We also notice that you are evidently writing these customers asking if they want them. It is incomprehensible to us why you should adopt this method of getting rid of these signs. We thought we made it very clear at the convention, that while we were willing to furnish old customers with these signs *if they asked for them*, we certainly did not propose to go around the country offering them. The customers we have, who are well established and satisfied with what we have been doing for them, *do not require these signs*. We have a letter from the Newcastle Lumber Co., addressed to you, and evidently sent on to us by you, in which they ask for *eight* signs. We send this letter back to you and ask you to explain promptly on what basis we would be justified in furnishing them with this quantity. What amount of "New Era" have they bought? Where will they use the signs? Another order calls for five signs from the Coatesville Drug Co., in which you tell us their purchase for 1902 amounted to \$460. Was this all "New Era" Paint? They are not entitled to five signs because they bought this amount of goods. We tell you distinctly, and did tell you at the convention, that we will not furnish a sign with an order of less than \$50. That does not mean that a sign will be furnished with every fifty dollars' worth that is bought. The majority of dealers will require only one sign, and we wish you to stop at once writing to the old trade asking how many they can use. Don't give away a single sign until you know all the circumstances, and don't go around to your old customers asking them if they want them.

Have we made this so clear to you that you will discontinue giving them, except in cases where they are asked for, or where they are going to do both the customer and ourselves a great deal of good? We want you to use judgment and care in promising expensive advertising material of this character. The method you have adopted so far looks as if you were trying to see how many you can give away.

Take Hold and Lift.**Testimonial From a Good Painter.**

South Monterey, Mich., Jan. 14, 1903.

Acme White Lead and Color Works,

Detroit, Mich

Dear Sirs:—I received a letter from you some time ago asking my opinion of "New Era" Prepared Paint. Will say in reply that it is, in my opinion, far in advance of anything in the prepared paint line that I have ever used. I have had twenty-two years' experience and have always been a confirmed lead and oil man, but I now will have to admit that there is one prepared paint, and that is "New Era," which gives me the same results, covers more surface, and saves me more money than any other paint I have ever used.

Wishing you success, I remain,

Yours truly,

A. C. SPRAU.

New Lead Kegs.

In view of some recent complaints of the condition in which some of our lead kegs reach customers, and based on some practical experiments we have been making for some time, we have decided to take in a carload of kegs made from wood fibre and having a steel cap. The package seems to us to be a strong one, and there will be no hoops to come off or no leakage whatever.

We will be sending out some trial lot shipments soon, and if we have no complaint on them we will adopt the package exclusively for strictly pure and graded leads from 12½ to 100's.

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
W C Neal	Dec 1, 1901..	New Era H G
H F Whitaker	March 1, 1902..	Davies' V S
S A Hunter	April 1, 1902..	Granite Floor Paint
H P Torrance	June 1, 1902..	N C P and T D
H C Cater	June 1, 1902..	Highest number of points for six months
F B Sangster	July 1, 1902..	Utility Varnishes
W P Wiggins	Sept 1, 1902..	Master P't's' Col
S W Newell	Oct 1, 1902..	W and I Paint
A D Hoagg	Dec 1, 1902..	New Era A V
C Mehlig	Dec 1, 1902..	Highest number of points for six months

SECOND DEGREE MEMBERS.

Alf R Kelly	Sept 1, 1901..	Master P't's' Col
H L Wilson	Feb 1, 1902..	Household Paints
I D Wilson	May 1, 1902..	Neal's Enamels
S W Newell	Dec 1, 1902..	New Era H G

THIRD DEGREE MEMBERS

Alf R Kelly	Nov 1, 1902..	Davies' L F
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Take Hold and Lift.**Competition**

this month

is on Acme

Household

Paint. . .

Please Comply.

In a paper read at the convention it was stated that the handling of orders in the Shipping Department would be facilitated if you would make it a point to mention the County as well as the City and State on your orders. This refers particularly to the smaller towns, and is not necessary in the case of points where our distributors are located or the prominent and well-known cities throughout the country.

Our General Distributors.

California		
W E Little Paint Co.		Los Angeles
W E Little Paint Co.		San Diego
Connecticut		
J L White.		Hartford
Florida		
The S B Hubbard Co		Jacksonville
Tampa Hardware Co.		Tampa
Georgia		
Bush Hardware Co.		Columbus
Illinois		
Geo E Watson Co.		Chicago
Colburn, Birks & Co.		Peoria
Indiana		
Indianapolis Hardware Co.		Indianapolis
Iowa		
Sickels, Preston & Nutting Co.		Davenport
W H Torbert.		Dubuque
J W Edgerly & Co.		Ottumwa
Hornick, Hess & More.		Sioux City

Take Hold and Lift.**Kansas**

A B Whang Paint & Glass Co., Topeka

KentuckyR. M. McFarland
Robinson Bros. & Co., Henderson
Louisville**Louisiana**

Parker-Blake Co. Ltd., New Orleans

Maryland

Carlin & Fulton, Baltimore

Massachusetts

E. & F. King & Co., Boston

MinnesotaHackett, Walther, Gates & Howe,
Co., St. Paul**Mississippi**

Lee Richardson & Co., Vicksburg

Montana

Ellis Paint Co., Butte

New YorkBuffalo Glass Co., Buffalo
Sickles & Nutting Co., New York City
Burhans & Black Co., Syracuse
Jno. L. Thompson, Sons & Co., Troy**North Carolina**Burwell & Dunn Co., Charlotte
Hart-Ward Hardware Co., Raleigh**Ohio**Smith Bros Hardware Co., Columbus
Norton Paint & Hardware Co., Toledo**Oklahoma Territory**

Alexander Drug Co., Oklahoma City

Oregon

F. E. Beach & Co., Portland

PennsylvaniaH B Semple & Sons, Easton
Moyer Bros., Bloomsburg
Co., Hanover
Hardware Co.,
& Co.,
Phelps-Straw & Co.,**South Carolina**

Murray Drug Co., Columbia

TennesseeFritts & Wiehl, Chattanooga
Benedict, Warren & Davidson
Co., Memphis**Texas**Houston Drug Co., Houston
Greiner-Kelly Drug Co., Sherman**Utah**

G F Culmer & Bro., Salt Lake City

Virginia

Barker-Jennings Hardware Co., Lynchburg

Washington

Baum & Co., Spokane

West VirginiaThe Kanawha Drug Co., Charleston
The Williams & Davidson 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. IV.

DETROIT, MICHIGAN, JANUARY 31, 1903.

NO. 16

Take Hold and Lift.

Arguments in Favor of New Era When Offered in Competition With the Best Known High-Class Brands Upon the Market.

A. R. KELLY

In answer to W. S. November 13, 1902, I find that the best known high-class competing brand has only one argument to offer on their paint—advertising. They talk this and nothing else. Of course advertising is a very good thing, goes a long way, but is not everything. I will admit, and do admit, that they are good advertisers, but unfortunately they have not the goods to back them up when they come in competition with New Era. I make my whole fight on one ground, namely, absolute purity, and confine my argument to this point. I make use of our question blank, and work it for all it is worth; being absolutely convinced of the truth of every statement on the blank, I am able to convince my hearers of my sincerity, which is half the battle. When I come up against this brand of paint I generally start in by stating that the manufacturers are a live, progressive firm, modern, up-to-date in their methods, good hustlers for trade, and deserve success, but that our house pursues and adopts the same tactics, and as our paint is superior, is bound to be a better seller. They then begin to inquire why our paint is better. In what regard it excels and this gives me a chance to get my work in. I read over our question blank, calling attention to the points wherein the other brand is deficient, and what portions of our blank they are unable to sign. The "water" question generally catches them, they tackle me on this, and claim that the other goods are free of water. This is just what I have been waiting for, and gives me the opportunity I have been seeking. I quietly tell them that I make no statement that I cannot substantiate, that I have been too long upon the road to do anything of the kind. They ask me to prove it. So I take a quart can of the paint; I open it up, stir same thoroughly, take out a few ounces (generally enough to fill a slip cover of a one pound can of oil color), place same

over my alcohol lamp, which I always carry with me, allow it to boil, then take a common tumbler or drinking glass, invert it over the paint, and if there is any moisture in it the moisture will deposit itself on the sides of the glass, which is convincing proof beyond any argument, and generally catches the dealer; and invariably the painter and property owner. I also open up a can of New Era and compare it as to body and covering quality with the other goods, the result always being in our favor.

I was told a few days ago by Tenbrook & Co., Sacramento, Cal., that my competitors now call me "Analyser Kelly." Well, I am satisfied, as long as I do the business. "A rose by any other name would smell as sweet."

Are your distributors' representatives carrying those Special Varnish Offers?



Above you will note illustration of package of the new line of Davies' Varno-Floor Stains. There is an active demand for this article, and we trust all our representatives will make a great record on same. Illustration is in colors and shows the package just as it will appear upon the shelves of the dealer.

Are your distributors' representatives carrying those Special Varnish Offers?

Take Hold and Lift.

That Special Varnish Offer.

Those Special Varnish Offers are starting many new accounts. Most of our representatives find it possible to place several of these orders each week. This means the building up of a good varnish business for the future. The possibilities for varnish trade in every territory are such that it will pay you and pay the house to devote considerable time and salesmanship in pushing New Era Architectural Varnishes to the front. There is not a line of goods in our entire list that affords a better medium for increasing sales in your territory.

Are your distributors' representatives carrying those Special Varnish Offers?

Glad to Know It.

Idaho Falls, Idaho, Jan. 16, 1903.
Acme White Lead and Color Works,
Detroit, Mich.

Gentlemen.—Mr. Ellis, of the Ellis Paint Co., Butte, Mont., says that he has now positively made up his mind to give us his business; that heretofore he has been prejudiced in favor of Devco, but that our methods of doing business our vim, push and energy, together with the quality of our goods, have convinced him that we are the house to tie up with.

He says that he is only sorry now that he ordered his spring goods, but that he will start in to work them off, and fill up with Acme.

He promises me a car when I come along on my fall trip, and says that hereafter he will guarantee us two cars a year at least. He expects more, as he intends now to put a man on the road, and wants to be our Montana jobber.

Respectfully,

A. R. K.

Are your distributors' representatives carrying those Special Varnish Offers?

Take Hold and Lift.**Those New Order Books.**

Some of our representatives have evidently overlooked one of the principal reasons for changing the form in which they write their orders. The new order book is supposed to enable you to write down the articles needed at the time the order is taken, and avoid the necessity of re-copying same. Some of our representatives we find are still taking a memorandum of articles required, and afterwards writing them in these order books. This represents no special advantage over the old system of sending them in on our regular order sheets. *The saving in time is the principal advantage* derived from the use of the new order books. When the orders are written in them as taken, the sheet can be torn out and mailed to us the same day, otherwise our representatives will wait until a convenient time to write up their orders, which sometimes means two, three or four days, or even longer. We cannot ship orders until we receive them. Neither can the jobber to whom you send orders. Holding the orders for a chance to copy them means a delay that is charged up to the jobber or ourselves by the dealer from whom the business is secured. It will facilitate prompt shipment if you always send your orders in the same day you take them. It is rather inconsistent for a representative to hold an order for two or three days because he hasn't time to copy it, and then expect us to get it out the same day as received here. We always try to ship the order within twenty-four hours, but how much better it would be if we received it twenty-four, thirty-six or forty-eight hours earlier.

Are your distributors' representatives carrying those Special Varnish Offers?

Competition
for February
is on Davies'
Varnish Stain.

Take Hold and Lift.

Please do not forget to put the approximate amount of the order on all "duplicate orders" sent in, as we keep a record of same. Compliance with this request is important, and will save us the trouble of sending the orders back to you for this data.

Members Acme Plug Hat Club.

Admitted		Contest
Alf R. Kelly	March 1, 1901	Mich. Seal Lead
A. E. Barron	June 15, 1901	Neal's Alum En
I. D. Wilson	Oct. 1, 1901	W. and I. Paint
H. L. Wilson	Nov. 1, 1901	Liquid Wood Filler
W. C. Neal	Dec. 1, 1901	New Era H. G.
H. F. Whitaker	March 1, 1902	Davies' V. S.
S. A. Hunter	April 1, 1902	Granite Floor Paint
H. P. Torrance	June 1, 1902	N. C. P. and T. D.
H. C. Cater	June 1, 1902	Highest number of points for six months.
F. B. Sangster	July 1, 1902	Utility Varnishes
W. P. Wiggins	Sept. 1, 1902	Master P't's' Col
S. W. Newell	Oct. 1, 1902	W. and I. Paint
A. D. Hoagg	Dec. 1, 1902	New Era A. V.
C. Mehlig	Dec. 1, 1902	Highest number of points for six months.

SECOND DEGREE MEMBERS

Alf R. Kelly	Sept. 1, 1901	Master P't's' Col
H. L. Wilson	Feb. 1, 1902	Household Paints
I. D. Wilson	May 1, 1902	Neal's Enamels
S. W. Newell	Dec. 1, 1902	Neal's B-T Ens.
		New Era H. G.

THIRD DEGREE MEMBERS

Alf R. Kelly	Nov. 1, 1902	Davies' L. F.
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Our General Distributors.

California	
W. E. Little Paint Co.	Los Angeles
W. E. Little Paint Co.	San Diego
Connecticut	
J. L. White	Hartford
Florida	
The S. B. Hubbard Co.	Jacksonville
Tampa Hardware Co.	Tampa
Georgia	
Bush Hardware Co.	Columbus
Illinois	
Geo. F. Watson Co.	Chicago
Colburn, Birks & Co.	Peoria

Take Hold and Lift.

Indiana	
Indianapolis Hardware Co.	Indianapolis
Iowa	
Sickels, Preston & Nutting Co.	Davenport
W. H. Torbert	Dubuque
J. W. Edgerly & Co.	Ottumwa
Hornick, Hess & More	Sioux City
Kansas	
A. B. Whiting Paint & Glass Co.	Topeka
Kentucky	
R. M. McFarland	Henderson
Robinson Bros. & Co.	Louisville
Louisiana	
Parker-Blake Co. Ltd.	New Orleans
Maryland	
Carlin & Fulton	Baltimore
Massachusetts	
E. & F. King & Co.	Boston
Minnesota	
Hackett, Walker, Gates Hdw. Co.	St. Paul
Mississippi	
Lee Richardson & Co.	Vicksburg
Montana	
Ellis Paint Co.	Butte
New York	
Buffalo Glass Co.	Buffalo
Sickels & Nutting Co.	New York City
Burhans & Black Co.	Syracuse
Jno. L. Thompson, Sons & Co.	Troy
North Carolina	
Burwell & Dunn Co.	Charlotte
Hart-Ward Hdw. Co.	Raleigh
Ohio	
Smith Bros. Hdw. Co.	Columbus
Norton Paint & Hardware Co.	Toledo
Oklahoma Territory	
Alexander Drug Co.	Oklahoma City
Oregon	
F. E. Beach & Co.	Portland
Pennsylvania	
H. B. Semple & Sons	Easton
Moyer Bros.	Bloomsburg
Hardware Co.	Hanover
Hardware Co.	Pittsburg
Hardware Co.	Reading
Phelps-Straw & Co.	Wilkes-Barre
South Carolina	
Murray Drug Co.	Columbia
Tennessee	
Fritts & Wiehl	Chattanooga
Benedict, Warren & Davidson Co.	Memphis
Texas	
Houston Drug Co.	Houston
Greiner-Kelly Drug Co.	Sherman
Utah	
G. F. Culmer & Bro.	Salt Lake City
Virginia	
Barker-Jennings Hdw. Co.	Lynchburg
Washington	
Baum & Co.	Spokane
West Virginia	
The Kanawha Drug Co.	Charleston
The Williams & Davidson Co.	Clarksburg
W. H. Chapman & Sons	Wheeling

Thoughts

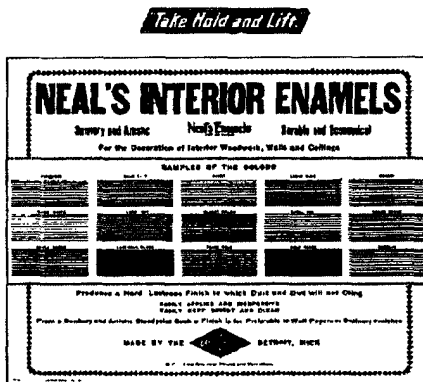
PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS DETROIT, MICH.

Devoted to Matters of Interest to Our Representatives.

VOL. IV.

DETROIT, MICHIGAN, FEBRUARY 7, 1903.

NO. 17



New Advertising Matter Issued Since the Convention.

You will note herewith illustrations of new hangers for Neal's Interior Enamels, Davies' Varno-Floor Stain and New Era Architectural Varnishes. These are all quarter-sheet size (11x14). Samples shown of colors are of wood and stand out prominently, making a very handsome and attractive effect.

Last year we furnished a rack with Neal's Interior Enamels, which consisted simply of a regular Neal's Enamel metal sign with colors of Neal's Interior Enamel suspended from same. This year, however, that has been discontinued and replaced with the hanger shown herewith.

The hangers for New Era Varnishes show samples of wood finely finished. One of these is sent with every one of the "Special Offer" orders, which our representatives are sending in so freely. The wood samples in all cases are fastened on firmly.

These pieces of advertising should assist, not only our representatives in making sales, but the dealer in disposing of the goods.

The new advertising order blanks include these hangers.

Are your distributors' representatives carrying those Special Varnish Offers?

Exchange Deals.

In writing for our O. K. on any exchange deal kindly give us the full name of brand of paint to be taken in exchange, together with full name and address of the manufacturer.

This is important.

Davies' Varno-Floor-Stains.

We trust our representatives will make the effort of their lives in placing this line. Now is the time to get it in with your distributors and explain to their representatives the merit of the goods and the large field for same. Do not let a single day pass by in which some work is not done to further the sale of these goods. The distributors, we feel, will be especially interested in this line, as it represents a good margin to them, in this respect being similar to our other specialties, and is a comparatively easy line to place on account of the existing demand for goods of this character.

By the time this copy of THOUGHTS reaches you, we will be ready to make shipment, and the trade will find that the goods will back up every claim you make for them.

Our Special Varnish Offer.

We notice a tendency upon the part of some of our representatives to send in orders for varnish, on which they have given their customers the benefit of this special offer, which do not amount to \$25, \$50 or \$75 *net*. Instructions are positive on this point. The order for varnish must cover the amount specified at *net* prices before we will allow the special concession to apply. This order must be for Architectural Varnishes *only*, and is not intended to include Shellacs, Davies' Liquid Wood Filler or any lines not specified on back of special offer folder.

It will only cause controversy with your jobber and your customer if you book orders amounting to only \$23 or \$24 *net* and promise 4 gallons No. 1 Coach or Light Hard Oil Finish "gratis," because such orders will be "held up" for the proper addition to bring same up to the proper amount.

Please keep these facts prominently before you, and also emphasize them to your jobbers' salesmen.

Are your distributors' representatives carrying those Special Varnish Offers?

Take Hold and Lift.**Lest You Forget.**

In order to impress the matter still more prominently upon the minds of our representatives, we herewith reproduce bulletin No. 66 in regard to Road Signs. Read it over carefully and be sure to comply with all conditions set forth, unless you wish your customers disappointed in regard to promises you make for these signs:

Concerning Road Signs.

We are obliged to advise our representatives that in many cases they are ordering road signs much more liberally than it seems to us the circumstances warrant. It was not contemplated that we would furnish as many as five or six road signs to a single customer. This does not mean that we absolutely refuse to do so in the comparatively few special cases where the business is large enough to warrant it. What we complain about more particularly is the large number of orders that are being sent in for two, three and four signs, in connection with orders for a comparatively small amount of New Era, and our representatives offer no reason for specifying the quantity called for. In future, therefore, we shall furnish signs on the following basis only:

Not to exceed one sign with each \$50 value of New Era Paint ordered, when it is necessary to send more than one sign. We shall make no deviation from this rule unless a good reason for doing so is clearly set forth by the representative in connection with his specification for signs.

NOTE THE FOLLOWING CAREFULLY

There are many signs requested to be supplied in connection with orders turned over to the distributors. Our instructions to you were to send the order for signs furnished in this way direct to us. *This was a mistake.* Order for the sign should accompany your order for goods to the distributor, as it is barely possible the distributor may refuse to fill the order, in which event we would be out the cost of the sign should it be sent on from Detroit.

In sending requisitions for signs to the distributors, always ask them to forward same to us after they have O. K'd the order, when we will know that it will be all right to furnish same.

No. 1 Damar.

This is a part of our line of New Era Architectural Varnishes, although it is not shown in our literature as yet. As soon as new supply of catalogs is printed we will have No. 1 Damar included. In the meantime we would suggest that you insert the line in your catalog in ink, so that you will have the list price of \$1.75 per gallon in it's before you when talking to a customer. This should be done *now*.

Our sales of this item since it was added to the line last October would indicate that same has been entirely overlooked by our representatives.

Take Hold and Lift.**Result of Competition for January.**

JAMES DOUGALL

Mr. James Dougall has won his spurs in the shape of membership in the Acme Plug Hat Club as the result of competition in Acme Household Paint. Jim's record on this line of goods is "out of sight" of his nearest competitor, and indicates, as Uncle Henry puts it, that he must have been "stepping some" to accomplish the result shown.

The boys will undoubtedly be glad to have Jim as a member of the organization, and we shall now watch his efforts to become a second degree member and wear the gold watch fob.

Are your distributors' representatives carrying those Special Varnish Offers?

Members Acme Plug Hat Club.

Admitted		Contest
Alf. R. Kelly	March 1, 1901	Mich Seal Lead.
A. E. Barron	June 15, 1901	Neal's Alum En.
I. D. Wilson	Oct. 1, 1901	W. and I. Paint
H. L. Wilson	Nov. 1, 1901	Liquid Wood Filler
W. C. Neal	Dec. 1, 1901	New Era H. G.
H. F. Whitaker	March 1, 1902	Davies' V. S.
S. A. Hunter	April 1, 1902	Granite Floor Paint
H. P. Torrance	June 1, 1902	N. C. P. and T. D.
H. C. Cater	June 1, 1902	Highest number of points for six months
F. B. Sangster	July 1, 1902	Utility Varnishes
W. P. Wiggins	Sept. 1, 1902	Master P't's' Col
S. W. Newell	Oct. 1, 1902	W. and I. Paint
A. D. Hoagg	Dec. 1, 1902	New Era A. V.
C. Mehlig	Dec. 1, 1902	Highest number of points for six months
James Dougall	Feb. 7, 1903	Household Paint

SECOND DEGREE MEMBERS.

Alf. R. Kelly	Sept. 1, 1901	Master P't's' Col
H. L. Wilson	Feb. 1, 1902	Household Paint
I. D. Wilson	May 1, 1902	Neal's Enamels
S. W. Newell	Dec. 1, 1902	Neal's B-T Ens.
		New Era H. G.

THIRD DEGREE MEMBERS

Alf. R. Kelly	Nov. 1, 1902	Davies' I. F.
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Our General Distributors.

California	W. E. Little Paint Co.,	Los Angeles
	W. E. Little Paint Co.,	San Diego
Connecticut	J. L. White,	Hartford

Take Hold and Lift.

Florida	The S. B. Hubbard Co.,	Jacksonville
	Tampa Hardware Co.,	Tampa
Georgia	Bush Hardware Co.,	Columbus
Illinois	Geo. E. Watson Co.,	Chicago
	Colburn, Birks & Co.,	Peoria
Indiana	Indianapolis Hardware Co.,	Indianapolis
Iowa	Sickels, Preston & Nutting Co.,	Davenport
	W. H. Torbert,	Dubuque
	J. W. Edgerly & Co.,	Ottumwa
	Hornick, Hess & More,	Sioux City
Kansas	A. B. Whiting Paint & Glass Co.,	Topeka
Kentucky	R. M. McFarland	Henderson
	Robinson Bros. & Co.,	Louisville
Maryland	Carlin & Fulton,	Baltimore
Massachusetts	E. & F. King & Co.,	Boston
Minnesota	Hackett, Walther, Gates & Co.,	St. Paul
Mississippi	Lee Richardson & Co.,	Vicksburg
Montana	Ellis Paint Co.,	Butte
New York	Buffalo Glass Co.,	Buffalo
	Sickles & Nutting Co.,	New York City
	Burhans & Black Co.,	Syracuse
	Jno. L. Thompson, Sons & Co.,	Troy
North Carolina	Burwell & Dunn Co.,	Charlotte
	Hart-Ward Hdw. Co.,	Raleigh
Ohio	Smith Bros. Hw. Co.,	Columbus
	Norton Paint & Hardware Co.,	Toledo
Oklahoma Territory	Alexander Drug Co.,	Oklahoma City
Oregon	F. E. Beach & Co.,	Portland
Pennsylvania	H. B. Semple & Sons,	Easton
	Moyer Bros.,	Brimmsburg
	Hardware Co.,	Hanover
	Phelps-Straw & Co.,	W. K. 1st
South Carolina	Murray Drug Co.,	Columbia
Tennessee	Fritts & Wiehl,	Chattanooga
	Benedict, Warren & Davidson Co.,	Memphis
Texas	Houston Drug Co.,	Houston
	Greiner-Kelly Drug Co.,	Sherman
Utah	G. F. Culmer & Bro.,	Salt Lake City
Virginia	Barker-Jennings Hdw. Co.,	Lynchburg
Washington	Baum & Co.,	Spokane
West Virginia	The Kanawha Drug Co.,	Charleston
	The Williams & Davisson Co.,	Clarksburg
	W. H. Chapman & Sons,	Wheeling

Thoughts

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VOL. IV.

DETROIT, MICHIGAN, FEBRUARY 14, 1903.

NO. 18

Take Hold and Lift.

Arguments in Favor of New Era When Offered in Competition With the Best Known High-Class Brands Upon the Market.

H. F. WHITAKER

In answer to attached letter, asking my views in favor of New Era when offering the line in competition with the best known high-class brands upon the market, will say: Our New Era is an absolutely pure lead, zinc, linseed oil and turpentine dryer paint—absolutely guaranteed—whereas other high-class brands are not sold under an absolute guarantee of purity and so must contain an adulteration which, of course, lowers the quality of their paints. Our paint being absolutely pure also weighs from a pound to a pound-and-a-half more per gallon, which is a strong point in favor of New Era, inasmuch as other goods are adulterated and short weight. Our New Era Outside White is much whiter than the O. W. of other brands. I find in my territory very few painters recommending the best known high-class brands offered in competition with New Era, and only in a few instances can I recall painters using their goods, where I have many using New Era, and have yet to find the painter who has any kick on our paint. A great many painters have the idea that the best known paints are not up to the quality they were a few years back. I will admit that to change a dealer from goods made by our strongest competitor to New Era is not an easy job. But with the painter who has used the two paints I have yet to find one who does not favor our New Era High-Grade Prepared Paint in preference to any other brand of paint on the market.

Specialties.

We don't believe that there are any of our general store trade representatives who have forgotten the manner in which Specialties were discussed at the convention, nor the conclusions arrived at. It is somewhat disappointing, therefore, to note that our Rapid-Seller line is not being pushed in the way that we had desired and expected. Perhaps

Take Hold and Lift.

Competition
for February
is on Davies'
Varnish Stain.

each one of our representatives fails to realize, as strongly as he should, that this proposition is *really* up to him, and that just as much depends upon *him* as upon anybody else. Don't think that because you are only one man of a great many, that it won't make very much difference whether you adopt a vigorous policy upon the matter of pushing Specialties, or not. If each of our men should think that way the condition we seek to bring about would not be realized very soon.

The report of January business indicates conditions very clearly, and we are willing to send any man requesting same, his record, so that he may know if the results of his work correspond with conclusions arrived at at the convention.

Are your distributors' representatives carrying those Special Varnish Offers?

'Nother Distributer.

Mr. C. F. McCauley wired us on the 12th as follows:

Strother Drug Company, of Bristol, Tenn. have joined the great Ti-Ki band.

Mr. McCauley has a habit of calling every distributor a Ti-Ki, whether they happen to have a Ti-Ki Club or not. We think it is up to Mr. McCauley to make good in this

Take Hold and Lift.

instance, and really enable us to enroll the Strother Drug Company upon the Ti-Ki list. This is the second distributor made this year. We congratulate Mr. McCauley on his work, and believe that the new acquisition to our ranks will prove a most desirable one.

Let Us See If It Can't Be Done.

We feel confident that our representatives are just waiting for a memorandum of stock of jobbing goods which we wish disposed of before jumping in and selling the whole lot.

Here it is, and we want it sold. Make up your mind that this will be the last call:

58 dozen 1-inch Specialty Brushes.
34 dozen 1½-inch Specialty Brushes.
700 lbs. Reno's UMBER Filler.
280 lbs. Rotten Stone.
300 lbs. "A" Selected Lump Pumice.

You have prices in bulletin No. 3, issued Dec. 2, 1902.

Are your distributors' representatives carrying those Special Varnish Offers?

Members Acme Plug Hat Club.

Admitted Contest

Alf R. Kelly	March 1, 1901	Mich Seal Lead
A. E. Barron	June 15, 1901	Neal's Alum En.
I. D. Wilson	Oct. 1, 1901	W. and I. Paint
H. L. Wilson	Nov. 1, 1901	Liquid Wood Filler
W. C. Neal	Dec. 1, 1901	New Era H. G.
H. F. Whitaker	March 1, 1902	Davies' V. S.
S. A. Hunter	April 1, 1902	Granite Floor Paint
H. P. Torrance	June 1, 1902	N. C. P. and T. D.
H. C. Cater	June 1, 1902	Highest number of points for six months.
F. B. Sangster	July 1, 1902	Utility Varnishes.
W. P. Wiggins	Sept. 1, 1902	Master P't's' Col
S. W. Newell	Oct. 1, 1902	W. and I. Paint
A. D. Hoagg	Dec. 1, 1902	New Era A. V.
C. Mehlitz	Dec. 1, 1902	Highest number of points for six months.
James Dougall	Feb. 1, 1903	Household Paint

SECOND DEGREE MEMBERS.

Alf R. Kelly	Sept. 1, 1901	Master P't's' Col
H. L. Wilson	Feb. 1, 1902	Household Paint
I. D. Wilson	May 1, 1902	Neal's Enamels
S. W. Newell	Dec. 1, 1902	Neal's B-T Ens.
		New Era H. G.

THIRD DEGREE MEMBERS

Alf R. Kelly	Nov. 1, 1902	Davies' L. F.
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Sending Orders in Promptly.

We have had considerable to say recently about the failure of our representatives to send orders in as soon as they are received. We have pointed out to you the fact that your retention of these orders for two or three days, and sometimes longer, for the purpose of copying them, means a corresponding delay in making shipment. Does it not strike our representatives as being somewhat "nervy" to accuse us of slow shipments, when they themselves will hold up an order for three days, and expect us to forward the goods within twelve hours after the order, which they have held for three days, arrives in the house? You do your part and we will do ours. The first thing to do after getting an order is to send it in. The new order book will enable you to do this if you can write the order down as received. If you can't do this, copy the order either in the new order book or on the old order sheets, but copy it quickly, and send it in without delay.

Three Special Opportunities.

The "opportunities" we refer to are salesmen's opportunities, that is, they have been devised for the purpose of enabling our representatives to increase their sales. Numerically they are as follows:

1. Special offer on Varnishes.
2. Reduction in price of Neal's Interior Enamel, and increased size of package.
3. The addition of Davies' Varno-Floor Stain, a class of goods which, at the present time, is in great demand and has evidently come to stay.

Place these three propositions prominently before your trade. If they are presented right they should enable you to get business. It should be easier to get business on these lines than almost anything else, because there is something special to offer—something which will cause the dealer to think several times before he will refuse to do business with you. Don't overlook or neglect them.

This Is What We Like.

Coalton, Ohio, Feb. 10, 1903.
Acme White Lead and Color Works,

Detroit, Mich.

Gentlemen:—I apply for the agency for your paint at this place, as I have been using it here lately and find it the best paint of any I have ever used. It is taking the

place of Lowe Bros. here for the last year and seems to be satisfactory. I am a painter by trade and I think I can handle a lot of your paint this season. Have your salesman call on me at once, or write for references.

Yours truly,

R. L. PORTER.

There Are Others.

A. M. Benson, Bridgman, Mich., a practical painter, states that New Era Prepared Paint is the best he ever used.

Our General Distributors.

California

W. E. Little Paint Co., Los Angeles
W. E. Little Paint Co., San Diego

Connecticut

J. L. White, Hartford

Florida

The S. B. Hubbard Co., Jacksonville
Tampa Hardware Co., Tampa

Georgia

Bush Hardware Co., Columbus

Illinois

Geo. E. Watson Co., Chicago
Colburn, Brks & Co., Peoria

Indiana

Indianapolis Hardware Co., Indianapolis

Iowa

Sickels, Preston & Nutting Co., Davenport
W. H. Torbert, Dubuque
J. W. Edgerly & Co., Ottumwa
Hornick, Hess & More, Sioux City

Kansas

A. B. Whiting Paint & Glass Co., Topeka

Kentucky

R. M. McFarland, Henderson
Robinson Bros. & Co., Louisville

Louisiana

Parker-Blake Co., Ltd., New Orleans

Maryland

Carlin & Fulton, Baltimore

Massachusetts

E. & F. King & Co., Boston

Minnesota

Hackett, Walker, Gates, Hdwe Co., St. Paul

Mississippi

Lee Richardson & Co., Vicksburg

Montana

Ellis Paint Co., Butte

New York

Buffalo Glass Co., Buffalo
Sickles & Nutting Co., New York City
Burhans & Black Co., Syracuse
Jno. L. Thompson, Sons & Co., Troy

North Carolina

Burwell & Dunn Co., Charlotte
Hart-Ward Hdwe Co., Raleigh

Ohio

Smith Bros. Hdwe Co., Columbus
Norton Paint & Hardware Co., Toledo

Oklahoma Territory

Alexander Drug Co., Oklahoma City

Oregon

F. E. Beach & Co., Portland

Pennsylvania

H. B. Sipple & Sons, Easton
Moyer Bros., Bloomsburg
J. C. Tupper Co., Hanover
L. A. Green, Hardware Co., Pittsburg
R. H. H. Jure Co., Reading
Phelps-Straw & Co., Wilkesbarre

South Carolina

Murray Drug Co., Columbia

Tennessee

Fritts & Wiehl, Chattanooga
Benedict, Warren & Davidson Co., Memphis

Texas

Houston Drug Co., Houston
Greiner-Kelly Drug Co., Sherman

Utah

G. F. Culmer & Bro., Salt Lake City

Virginia

Barker-Jennings Hdwe Co., Lynchburg

Washington

Baum & Co., Spokane

West Virginia

The Kanawha Drug 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. IV.

DETROIT, MICHIGAN, FEBRUARY 21, 1903.

NO. 19

Arguments in Favor of New Era When Offered in Competition With the Best Known High- Class Brands Upon the Market.

W. C. NEAL

Following is the way I have always talked New Era Prepared Paint. I never hand a business card to a dealer as an introduction, but go at him in this way.

"Good morning, sir; Neal is my name. I am representing the Acme White Lead and Color Works, Detroit, Mich., manufacturers of New Era High-Grade Prepared Paint, which is strictly pure."

"Glad to meet you, sir. So you are selling strictly pure paint, eh? Well, so am I. I handle the pure goods which you see on my shelves."

"Yes, sir, that is true. You may be selling a paint that is composed of whiting, china clay, barytes, zinc, lead, linseed oil, water, benzine, rosin oil and any other old thing, and still it would be strictly pure prepared paint."

"How do you account for that?"

"Why, for the simple reason that there is no recognized standard of purity among paint manufacturers; but every paint manufacturer and intelligent painter I have ever talked to claim that a paint made of pure carbonate of lead, oxide of zinc, linseed oil and turpentine dryer is the best paint possible, if combined in proper proportions. That, sir, is just what my house is offering in New Era Prepared Paint. We sell it under a guarantee that it does not contain anything else."

"Yes, sir; as I said before. I am selling this pure brand, and it is guaranteed in the same way identically as your house guarantees New Era."

Pardon me, sir, but I think you are mistaken. I have studied every piece of literature I have ever seen published by the makers of the paint you handle, and can say positively that I have never once seen such a claim over the signature of the officers of their company."

(Continued in third column)



New Neal's Enamel Booklet.

We show herewith illustration of cover of Neal's Enamel booklet. These booklets will be supplied to dealers in connection with orders for goods, and a supply will be sent to distributing houses, to be furnished by them with orders. In addition to covering our regular lines of Neal's Enamels, booklet also advertises Davies' Varnish Stains and Varnotile. Samples of the booklets have been sent our representatives this week.

"You are certainly very much mistaken, sir. Their salesman told me it was just what you claim for yours."

"Yes, sir, I have no doubt he did; but a salesman can tell you any old thing he thinks of, but that doesn't make it true."

"Well, how do I know then that you are telling me the truth? I have known Mr. Smith ten years, but never saw you before until to-day."

"Yes, sir; that is true. I do not ask you to believe me, or to take my word for it, as I have here a certificate of purity over the signature of both the President and Secretary of my company. (I then read it to him.) Now, sir, to prove further to you that my claims are true, I will show you an original analysis of a reputable chemist of your home State, also of other States, each and every one made by request of honorable merchants, who took the cans from their stock and forwarded them, so there can be no claim that we sent specially prepared paint for the purpose. This, I think, should convince you that I am making no claims that are not backed up by my employers. Another thing we do is to give you full measure and 17½ lbs. to the gallon of white. We have a system of advertising that is right to the point and unsurpassed in the way of assistance to a dealer in building up a trade on New Era Prepared Paint."

"Well, I have a good stock on hand and do not care to change, as I have a good trade built up on it. Although you may have a better paint, it would not pay me to change."

"Well, sir, if you think you can get a paint that is better, why should you not change? Is it not your duty to give your customers the best value possible for their money, and do you not think you are doing both yourself and customer an injustice to sell him an adulterated paint, when you can sell him a pure one like New Era at the same price?"

"Well, what inducement have you to offer me to change? These goods are giving first-class satisfaction, and, as I said before, I have a good trade built on them."

"Well, sir, I can offer you a paint that is 100 per cent. pure against one that is about 92½ per cent. pure for white and 85½ per cent. pure for the color. Each would cost you \$1.25 per gallon in 1's. If you were going to paint your house which would you prefer to use?"

"Why, the best, by all means."

"Then, sir, why should you not sell your customers the very best you can for their money?"

"How do you know so much about the composition of the goods I handle?"

"Well, sir, my house has analyzed every prepared paint on the market."

"I guess you have me beat, but I have too much of this stock on hand to change now, but if I had not so much, believe I would change."

"Well, sir, let me make you this proposition. I will send you, say, twenty-four gallons in 1's of Outs de White. You furnish me the names of the best painters in town and we will send a quart sample, gratis, for each one, in your care, and write them a nice letter to call and get it. You can sell anyone's white, and will then soon find out which is the best paint, and it will be a case of the survival of the fittest."

"All right, send it along, and a quart each to Bill Smith and John Jones."

Holding an order for a day or two before sending it in does not assist in creating a reputation for prompt shipments.

A Habit of Selling Certain Lines of Goods.

It is true that we have a long list of goods for our representatives to sell. It is equally true that we should like them all sold. And, again, it is a further truth that the majority of our representatives have hobbies in the way of selling particular lines of goods. One man will run to Davies' Varnish Stains; another to Davies' Liquid Wood Filler; another to Michigan Seal Lead, and still another to Neal's Enamels, etc. Our representatives all have the "New Era" hobby, and we are not complaining about this, except as it interferes with cultivating hobbies on our other lines of goods. We should like all of our representatives to have one hobby, and that—the Acme line of goods. Every time you get a line of goods in with the dealer, you place the foundation for future business. The more lines you have in, the more business you eventually get. If you confine your hobby to a few of our lines, the less chance you have to build a large business. Spread yourselves over our entire line, and make a hobby of complete assortments. You cannot, we understand, talk all goods at the same time, but you can equip yourselves to be able to talk upon any of our goods at any time, and this is what we want.

Practical Demonstrations.

There is nothing like a practical demonstration as a convincing argument. Are our representatives using this idea to the best possible advantage? Are they making practical demonstrations of New Era Prepared Paint, Davies' Varnish Stains, Oil Colors, and other goods of our manufacture, which they know, as well as we do, will compare favorably with any lines upon the market?

Dealers listen almost every day to "hot air" arguments about the quality of manufacturers' goods, and about the same claims are made for all goods of a similar class. It is very natural, therefore, for the dealer to assume, when he is confronted with a wide range of prices, that the only difference in the standard of the various manufacturers, is one of price, and not of quality. If you can convince any business man, by actual demonstration, that he is getting better value in the goods you are offering than in the line he is selling, he will take advantage of the better investment for his money, in the same way that you would buy the best of two, or more, articles, if you were convinced that it was the best.

Some representatives have the ability to convince by verbal representations, but all are safer in making practical demonstrations when there is any possibility of doing so.

Count that working day lost in which you failed to do something towards getting in at least one line of our Rapid-Seller Specialties with some dealer who has not handled them.

Mr. A. D. Hoagg especially seems to be taking every possible advantage of our special varnish offer. In one mail recently we received from him orders for four \$25 and one \$50 assortment. We like to see this.

We wish to call our representatives' attention to the fact that it would greatly expedite the distribution of the mail at the office if they would take pains to fasten together all papers bearing on the same subject. For instance, if an order is sent in and a letter also written concerning the order, and the letter is not attached to the order, they are liable to go to different departments in the office and serious delay result. This is especially important in the case of requisitions for advertising sent in with an order, much valuable time being wasted by the person who distributes the mail in locating the different sheets and fastening them together. You can help us out on this proposition if you will remember to pin together all papers bearing on the same subject, especially in the case of orders. Will you do it?

We Should Like to Hear from Our Representatives About This.

One of our representatives made the statement that metal racks, with panels suspended from same, such as we use for Davies' Varnish Stains, Neal's Enamels, etc., are a useless expense, for the reason that about four out of every five dealers do not use them at all. This is a matter of considerable importance to us, and we should like an expression from each of our representatives pertaining to the matter.

Holding an order for a day or two before sending it in does not assist in creating a reputation for prompt shipments.

Selling Goods and Looking After Trade.

The representative who makes it his chief aim to sell more goods is the one in whose territory business grows. The one who is satisfied to look after trade and take orders for current requirements is the one whose business first stands still, and then gradually grows less and less. It is all in the "more." Never be satisfied simply because your customer has "no kick coming." Find out if he is handling as many of your lines as he can, to advantage. Try to get in new lines whenever there is any possible way of doing so. If some of your goods give him satisfaction others should also. We cannot afford to be satisfied with what some salesmen call "their share." We must confess that we are looking for the big end of the business with all dealers who handle our goods. We feel that we have a line to which any dealer can afford to confine his purchases. All our goods are made to give satisfaction, and these are the only kind of goods that any dealer, who is looking for future business, can afford to handle. There are other goods sold at lower prices, but they are not worth the difference in price.

A thing is either right, or wrong. We make our goods right. We could not make them any better, nor can they be made any better.

Consider, when you have one or two lines in with the dealer, that it is only a starting point for your full line, and keep after him continually with this end in view. Your business is not to simply look after trade, and ascertain if they are satisfied with such lines as they happen to handle, but to satisfy yourself they are handling as many of our lines as they can handle. With this object in view, the up-to-date representative very seldom has an opportunity to leave one of his customers to whom he does not broach the subject of adding one, or more, lines manufactured by his house, that the dealer is not carrying in stock. If this is done persistently and systematically, it cannot fail to result in making business grow.

Thoughts

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

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VOL. IV.

DETROIT, MICHIGAN, FEBRUARY 28, 1903.

NO. 20

Davies' Varno-Floor-Stains.



We are very much pleased with the manner in which sales of these goods have started off. There is a demand evident in all territories for an article of this kind. We have made very careful tests of the goods, and you are safe in recommending them highly. The varnish used in their composition is equal to the best grade of floor varnish that can be produced, and is of a quality that will stand walking upon. All other ingredients are equally high-class, and we know that there is bound to be a steady demand after the goods have been placed in stock and tested by consumers.

These goods, while prepared especially to resist the hard usage to which floors are subjected, are also equally good for wood work of all kinds, such as wainscoting, doors, window frames, etc.

The natural floor finish is of equal quality to the best high-grade floor varnish, and can be sold for floors or woodwork.

The ground color offered in the line is meant to be applied over surfaces that have been badly marred, or defaced, as a priming coat for the regular color, and to insure a uniformly handsome finish.

The prices are as low as can be made, consistent with quality, and afford the dealer and distributor liberal profit.

We shall be glad to send sample packages, with which to make demonstrations, to any of our own or our distributors' representatives, and believe that this method of showing up the goods cannot fail to result in securing many stock orders.

Road Signs for New Era Prepared Paint.

We show herewith an illustration of the new road sign for New Era Prepared Paint. This sign is 3x5 feet, the dealer's name in each instance being lettered upon same. It is an expensive piece of advertising, and we cannot afford to furnish it with orders that are not sufficiently large to warrant the expense. Our schedule is to furnish a sign, where the signs are needed, and can be used to advantage, with each \$50 of the amount of a stock order. We do not refuse to furnish a sign with a smaller order, where the conditions indicate that the season's business of the dealer will warrant it, but in such cases, these conditions must always be explained by the representative.

We will, of course, furnish more signs than one with larger orders; in fact, one



sign with each \$50 of the amount of the order, this rule also being subject to exceptions where conditions are special and are carefully explained, but we cannot consent to furnish signs with very small orders, such as ten to twenty gallons.

Requisitions for these signs should be sent, in connection with the orders, to the distributing house, and by them sent on to us after the order has been accepted, and we will arrange to have the sign, or signs, forwarded direct by the parties with whom we have arranged to make same.

I have received a copy of Ti-Ki A B C Book for Ti-Ki Babies. I am the only baby at the present, but might need more in future. I don't think it would be the right thing to let Dan and Elliott have a monopoly on them.

J. D.

Neal's Interior Enamels.



We naturally assumed that the reduction in price of Neal's Interior Enamels would cause the goods to move faster, but we had no idea that it would stimulate sales to the extent that it has. It is evident, from this fact, that the average dealer appreciates a good investment, and also that our representatives have brought out the points in favor of the goods properly. It may be of some assistance to the representatives of our distributing houses to outline the arguments in favor of this line, so that they, also, can use them to advantage.

Quality of the goods. We are pioneers in the manufacture of enamels, and know that our knowledge of what constitutes a good enamel, the necessary materials from which to make same, and the proper manipulation, results in producing the best goods of this character that can possibly be made. To-day we are offering the best enamel that can be made, at a price no higher than for a first-class paint and no higher than enamels, which we know do not compare favorably in quality, are sold by our competitors.

In addition to this, we are putting the goods up in U. S. standard gallon packages, and if anything is needed to convince the dealer that he is getting more value for his money in Neal's Interior Enamels, this last point ought to clinch the argument.

An enamel of this character offers a great advantage to the dealer in the way of profit. The goods are sold for enameling interiors where ordinary paint would have been used. The profit on a gallon of paint is usually about 25c per gallon, while it is always possible for the dealer to ask more money for an enamel, and secure a higher price. As

Take Hold and Lift.

he pays no more for Neal's Interior Enamel than for first-class paint, his profit on the same investment is frequently double, or, in other words, instead of making 25c per gallon, he can make 50c per gallon.

The average consumer will naturally prefer an enamel, which presents a much handsomer finish, is preferable on account of sanitary reasons, is easily kept bright and clean, and does not have to be scrubbed like an ordinary paint.

New Leaves For Catalogs.

Following notice in connection with sending you new leaves for your catalogs has recently been issued:

DETROIT, MICH., February 17, 1903

We hand you herewith new pages, Nos. 63, 71-72, 128, 146½-146¾, 150½-150¾ and 152, to be inserted in our catalog also pages 73-74, 134 and 146¾ in which changes have been made. Please substitute them for corresponding pages in catalog sent you.

Note the following changes:

Page 73—Specialty Brushes—Cut out

Page 74—Acme Household Paint—Contents of assorted case and net prices.

Page 134—Neal's Carriage Paint hanger eliminated, and Neal's Carriage Top Dressing (new style) hanger illustrated

Page 146¾—Neal's Aluminum Enamel hanger shown in aluminum ink on black background

Leaves may be removed from catalog by taking out brass fasteners at the back

*Done
2/18/03*

If there are any of our own, or our distributors' representatives who have failed to receive the new leaves, we shall consider it a favor to be notified of it without delay, and will see that they are supplied.

Sending Requisitions For Road Signs to Distributors.

Don't overlook our recent bulletin to the effect that it is necessary to send requisitions for road signs to our distributors, in connection with orders you send them. This is the proper way to handle this matter, for the reason that, should a distributor decline to fill the order, and in the meantime we have arranged to have sign furnished customer, the expense of the sign would be wasted.

When sending these requisitions for signs to distributors, ask them to send them on to us after they have accepted the order

Good!

I sold a nice order of Specialties to-day on the strength of your 10 per cent. offer. I think it is a good thing and should be the means of securing a lot of new business. I also got two men on our varnish offer

Hoping to keep up the good work.

R. A. N.

Take Hold and Lift.**Snow in Texas.**

When I got up this morning and looked out it looked as if I was in Michigan instead of Texas. We have about 10 or 12 inches of snow and cold weather. The people are having great times snowballing, cutter riding, etc. I think it will do lots of good in the wheat belt.

J. R. N.

Regarding Requests For Expense Money.

We wish to call attention to the importance of sending in requests for expense money early enough so you will receive your checks on the date stated in your request. There were two or three instances the past week where requests were received at the office, on the day when the salesmen specified they wished to receive their checks.

We would appreciate our representatives exercising greater care in this particular matter, as delay in your receiving funds for expense might cause considerable annoyance some time.

Following is a copy of bulletin received by our representatives this week. We repeat it here so as to impress upon them the importance of taking advantage of this special proposition.

There are many dealers who will undoubtedly be glad to take advantage of an offer of this kind, and in connection with goods for which there is a regular demand. This offer can be made, not only by our own representatives, but by representatives of our distributing houses. Note particularly, that in connection with this proposition, goods must be shipped direct from Detroit, orders, of course, first being turned in to the distributor for approval. We prefer to ship from Detroit to avoid complications in the way of crediting distributors with goods supplied "gratis" as outlined in the offer, and also to be certain that a good supply of the right kind of advertising matter is included

Concerning Special 10 per cent. Offer on Specialties.

Good Until June 1st

In order to stimulate sales of our Specialties, our representatives may make the following offer for the purpose of selling dealers lines of goods which they have not heretofore bought

With the first, or initial, stock order for any of the lines enumerated below, we will include, without charge, to an amount not exceeding 10 per cent. of said order, an assortment of goods of one, or more, of the other lines included in this list

For instance, this would mean that if the net value of the initial order, say for Neal's Carriage Paint, sold a dealer, was \$30.00, you could include, without charge, an assortment

Take Hold and Lift.

from one, or more, of the other lines noted, amounting to \$3.00

These orders must be shipped direct from Detroit, so as to be sure and include the full line of advertising matter, and we will allow the distributor proper margin on same

Following is list of goods in connection with which this offer can be made

Acme Wagon and Implement Paint,
Bull Frog Green in Oil,
Colonial Floor Wax,
Cresoline Shingle Stain,
Davies' Liquid Wood Filler,
Davies' Varnish Stains,
Davies' Varnish-Floor-Stains,
Eldora Gold and Silver Paint,
Mazolene,
Neal's Aluminum Enamel,
Neal's Bath-Tub Enamel,
Neal's Carriage Paint,
Neal's Carriage Top Dressing,
Neal's Cycle Enamel,
Neal's Enamels,
Neal's Florentine Enamel,
Neal's Screen Enamel,
New Era Architectural Varnishes,
Tynan Gold and Silver Paint
Utility Varnishes

Remember that this offer applies only in connection with initial, or first orders, for any of the above lines, and is made solely for the purpose of introducing same

In instances where New Era Architectural Varnishes are sold, the above offer is not to be made in addition to the special offer in connection with \$25, \$50 and \$75 assortments of these goods

MAKE NO MISTAKE—This offer applies only on a dealer's first order, and must not be made in connection with stock orders for goods that dealers have been carrying.

Holding an order for a day or two before sending it in does not assist in creating a reputation for prompt shipments.

Special Varnish Offer.

Special offer we make in connection with initial stocks of varnishes amounting to \$25, \$50, \$75, and for larger amounts, has resulted in making many sales of New Era Architectural Varnishes that would not otherwise have been effected. This offer is good only until June 1st, and as the goods we furnish gratis represent practically an additional 15 per cent. to the dealer, it is one that we shall not care to continue indefinitely.

Our representatives and distributors' representatives have all been provided with blank forms on which to send in these orders. Should any of them have been missed, we shall be very glad to forward the blanks on request. It will certainly help in the way of getting in these goods, and laying a foundation for future business, which we feel certain is bound to result from the endorsement we know can be expected, based upon the quality of the goods themselves.

Thoughts

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

Devoted to Matters of Interest to Our Representatives

VOL. IV.

DETROIT, MICHIGAN, MARCH 7, 1903.

NO. 21

New Colors for New Era.

In this issue we show new colors that have been added to our line of New Era Prepared Paint. These colors were selected based upon recommendation of our representatives. We believe they will all prove good sellers. Meadow Green is a shade that is in particularly heavy demand, and has a handsome, clear tone that will stand excellently. Slate Color is a particularly good selection and can be used to the best advantage for porch floors, steps, etc. Ottoman Red is a strong, rich and handsome color, particularly recommended for its permanency, or non-fading quality, something that has been rather difficult to procure in a color of this character. This red sells for 50 cents advance over the price of ordinary colors, while the Meadow Green and Slate Color are both classed as ordinary shades.

This supplemental card will hereafter be inserted with all 35-color cards issued, and as soon as our stock of this particular sample card is exhausted, we shall include it regularly, making a 38-color instead of a 35-color card.

We hope to see the goods move rapidly.

A Complaint the Dealer Was Glad to Receive.

Mr. Cater writes us that one of his Massachusetts dealers received an awful kick on New Era Paint the other day. The kick came from a painter who claimed that New Era took too much oil, and that he never saw a paint that required as much oil as New Era. Mr. Dealer was delighted, and is now using this complaint as an advertisement for the goods, and the kicker understands now that it is quite an advantage to use paint that will stand the addition of as much oil as New Era. It certainly means a less expensive paint to the painter, and the addition of oil increases the durability, providing there is no pigment in the paint that

would act injuriously upon the oil. As it is an admitted fact that pure oil is the life of paint, and that the pigments used in making New Era are of a character that harmonize in every way with pure oil, this painter is a happier and a wiser man, and will undoubtedly stand by the paint that means a smaller investment to him, and customers cannot fail

Securing Lists From New Era Dealers.

Perhaps there are some of our representatives who fail to realize fully the necessity of securing the *right kind* of lists from dealers. The persons whose names appear upon these lists are written to, in behalf of the dealer, regarding New Era. It is not merely a letter and a booklet that is sent,

but each party whose name appears upon these lists receives from us three communications. This means a heavy expense. Some judgment must be shown on the part of our representatives, not only in the character of the lists, but the size of same. We cannot be expected to use a list, say, of 500 names, to each of whom three communications are sent, where the possibilities of business do not warrant the expense.

The names of property owners, or the party who pays the bill for the painting, are the only ones that should appear upon these lists. It does not pay the dealer, or ourselves, to address communications to every Tom, Dick and Harry, when the recipients do not own houses, and are not responsible in any way for having same painted.

Impress upon the dealer the necessity of selecting his names carefully, for his own benefit as well as ours.

Good Advice.

Enclosed please find order for 300 gallons Neal's Interior Enamel and 85 gallons Davies' Verno-Floor-Stain. The enamel business is going to go, and can be made go big with every

distributor we have, if the boys go after it *strong*. When they get through with their New Era talk go after the Interior Enamel stock, and they can *get it in every town*.
H. H. H.

The quicker you get your orders to the house, the quicker they will be shipped.

New Era ^{High-Grade} Prepared Paint

IT'S PURE PAINT--EVERY ATOM OF IT.

SUPPLEMENTAL COLORS



MEADOW
GREEN
130



OTTOMAN
RED
*131



SLATE
COLOR
132

* Higher in price than other colors shown

MADE BY THE



DETROIT, MICH.

Color, Paint and Varnish Manufacturers.

to be pleased with the work that he turns out.

This dealer states that he has handled New Era for four years, that this is the first complaint he has received, and that he does not consider this very serious.

Are your distributors' representatives carrying those Special Varnish Offers?

Take Hold and Lift.**Arguments in Favor of New Era When Offered in Competition With the Best Known High-Class Brands Upon the Market.**

E. R. HOAG

The arguments I use when up against the best known brands of high-class paints are these: First, the weight. I find their gallons of O. W. usually weigh 17 pounds. Well, that quarter pound helps in some places, some I don't. But the best one I have is this:

Our competitors do not give a certificate or guarantee as to purity, signed by the officers of their company. When you tell one of their agents that, he will walk right to the shelf and get a gallon can and read: "We guarantee this paint to be made from pure lead, zinc, oil, etc." That is as far as they go, and I draw his attention to the fact that even that is not signed by the company, and that they do not mention what else they have in that paint, or whether there is anything else or not.

Then I say "What did our competitor ever make a hit with outside of this house paint? Nothing. Whereas we have Neal's Carriage Paints and Neal's Enamels, goods that have been advertised for years and that are known universally as the best on the market. Handle Neal's and you have goods that the people are familiar with."

These are the best arguments I have, and I just simply enlarge upon them.

Are your distributors' representatives carrying those Special Varnish Offers?

Priming White Added to Our Line of Neal's Interior Enamels.

A primer in connection with a line of this kind is very desirable, especially for the tints, as the nature of the goods is such that they cannot be expected to possess the same opacity as a line not possessing such a high gloss finish. The primer possesses good body and imparts a flat finish, over which the after coats will show up to the best possible advantage. In other words, it makes a good, solid foundation.

It is advisable, except with White and Ivory, to tint the primer with a small amount of finishing enamel, which produces a more solid color, especially if only one coat of finishing enamel is applied over the primer.

In refinishing dark colored surfaces, where a new finish of a light tint is desired, primer of this kind is essential, as it would require more coats of the finishing enamel to cover solidly were the primer not used.

The primer is sold at the same price as the regular enamel, and is offered in the same sizes.

Take Hold and Lift.**The Winner of February Contest.**

WILLIAM GALLIE

No doubt members of the Plug Hat Club will be pleased to know that their membership has been augmented by such a desirable acquisition as Mr. Wm. Gallie. He won the February contest on Davies' Varnish Stains with flying colors, leaving his nearest competitor considerably in the back-ground. Thirty-seven points was the record to Mr. Gallie's credit. His nearest competitor had twenty-four.

Mr. Gallie is entitled to congratulations and a warm reception from his fellow members.

Contest For March.

It should be comparatively easy to roll up big scores on sales of Granite Floor Paint, which is the brand upon which Plug Hat contest is based for March. There are some of our representatives who have not taken their first degree in the Plug Hat Club, and there are other degrees obtainable for those who have taken the first, second or third steps in this order. We hope to have a lively contest.

What Better Proof Do You Want.

Lost Nation, Ia., Feb. 18, 1903.

Gentlemen—I have used 12 gallons of your varnish in the last week, and it is the best working varnish I have ever set a brush in, and I have used nearly every make of varnish on the market. The material I have been using is your "Interolite."

JAY B. JENKINS.

What a Salesman Should Do.

From "Hardware Hints," published by The Logan Lumber Hardware Co., Pittsburg, Pa.

"Don't try to impress your customer with your superior knowledge, you are the seller, he is the buyer. Neither subservency nor timidity are product of good results. Show a willingness to listen and fully understand what the customer thinks he wants to purchase and assist him in getting it.

Where your reason shows he is making an unwise choice, you can with tact and without in any way suggesting that he is ignorant or stubborn, show him the better way. Do this in such a way that your manner will impress him that your training and experience are better guides and that your suggestions emanate from a sincere desire to give him the best satisfaction."

Holding an order for a day or two before sending it in does not assist in creating a reputation for prompt shipments.

I was very much surprised at yours of Feb. 7th, advising me that I had become a member of the Acme Plug Hat Club, but very much gratified at the same time. I will have to defer the pleasure of sporting that silk tile at the present time, as they are not in favor among the coal miners at the present, but I hope to have the pleasure at a later date.

J. D.

Holding an order for a day or two before sending it in does not assist in creating a reputation for prompt shipments.

Members Acme Plug Hat Club.

Advanced	Contest
Alf R. Kelly	March 1, 1902... Mch Seal Lead.
A. E. Barron	June 15, 1902... Neal's Alum En
I. D. Wilson	Oct. 1, 1902... W and I Paint
H. L. Wilson	Nov. 1, 1902... Liquid Wood Filler
W. C. Neal	Dec. 1, 1902... New Era H. G.
H. F. Whitaker	March 1, 1902... Davies' V. S.
S. A. Hunter	April 1, 1902... Granite Floor Paint
H. P. Torrance	June 1, 1902... N. C. P. and T. D.
H. C. Cater	June 1, 1902... Highest number of points for six months.
F. B. Sanster	July 1, 1902... Utility Varnishes.
W. P. Wiggins	Sept. 1, 1902... Master P't's Col.
S. W. Newell	Oct. 1, 1902... W and I Paint
A. D. Hoag	Dec. 1, 1902... New Era A. V.
C. Mehlig	Dec. 1, 1902... Highest number of points for six months.
James Dougall	Feb. 1, 1903... Household Paint
Wm. Gallie	March 1, 1903... Davies' V. S.

SECOND DEGREE MEMBERS.

Alf R. Kelly	Sept. 1, 1901... Master P't's Col.
H. L. Wilson	Feb. 1, 1902... Household Paint
I. D. Wilson	May 1, 1902... Neal's Enamels
S. W. Newell	Dec. 1, 1902... Neal's B-T Ens.
	Nov. 1, 1902... New Era H. G.

THIRD DEGREE MEMBERS.

Alf R. Kelly	Nov. 1, 1902... Davies' L. F.
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Thoughts

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

Devoted to Matters of Interest to Our Representatives.

VOL. IV.

DETROIT, MICHIGAN, MARCH 14, 1903.

NO. 22

Arguments in Favor of New Era When Offered in Competition With the Best Known High-Class Brands Upon the Market.

S. A. HUNTER

In reply to attached I might say, when calling on a merchant handling any of the best known high-class brands, I first endeavor to secure a painter and have him compare the two lines together, to determine which has the greater body and covering qualities. I then have him submit the facts of his investigation to the dealer, that New Era is superior to the other in those two points. I weigh up the cans. I compare our entire line with theirs. Our method of writing personal letters to property owners and assisting them in placing the merits of our line before the public. Full measure and attractive goods and a superior sundry line to any on the market, and that we do supply them with pure paint. I talk the quality of our goods, quality first and last.

Ordering Advertising Matter for the Dealer.

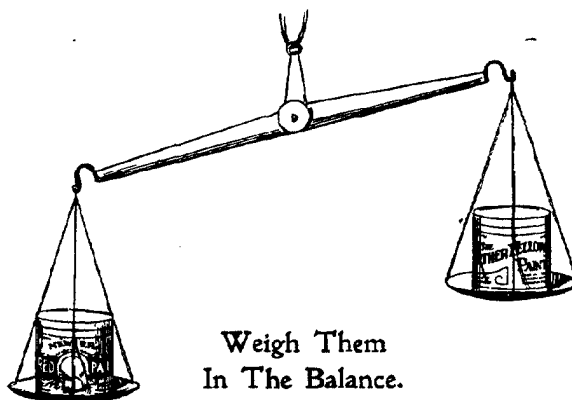
We are sometimes inclined to believe that our representatives fail to show proper discrimination in ordering supplies of this kind. There are dealers who will use whatever you send them to the very best advantage, and there are others who do not value the best kind of advertising that can be supplied. We are willing *at all times* to send any reasonable amount of advertising matter, but, as it is expensive and furnished gratis and our only hope of returns is in having it properly displayed, we like to feel that our representatives carefully select the kind and quantity that should be sent in each instance. There is no use in sending racks, panoramas, color plates, hangers, etc., to the dealer, who you may feel reasonably sure will not use them right, and is very apt to "fire" them under the counter or in the waste barrel.

Always talk over advertising matter with the dealer in the same way you do the goods he orders. It is much more preferable to have him express an opinion as to what he can use to advantage than to simply write down his order and send him what you *think* he can use without consulting his wishes.

Advertising material must necessarily be used *right* in order to be a paying investment. If it is not it is a *clean loss*.

How Will This Argument Do for the Dealer?

Compare the weight of a can of our goods with that of any other make, and also the size of the can, and note the difference.



There is over seventeen pounds of "pure paint material" in every gallon can of New Era Paint. Of course, we don't put it up in the ordinary "commercial" gallon in common use, but in large cans containing full standard measure of 231 cubic inches. It is the biggest gallon of the best paint in the market. Nothing but the best is good enough for "New Era," and every ingredient is chemically tested for purity. It costs more to make than ordinary paint does, but we don't charge any more for it than you have to pay for the other kind. You can offer your customers the same bargain we offer you by giving them better than they can buy elsewhere for the same money.

They will undoubtedly be satisfied and "come again." We furnish "the best" at a price no higher than is asked for "ordinary," with the expectation that more will be sold and that we will thus be able to "get even." We want one agent in your town.

Apulia, N. Y., Feb. 6, 1903.

Acme White Lead and Color Works,

Detroit, Mich.

Gentlemen—In accordance with your request of December 22d, I send you a list of property owners, such as would best be used for the purpose you suggest.

It gives me much pleasure to express my good opinion of such of your products as I have used. Late last season I painted my own residence with your New Era Paint, mixing some green with the No. 8, making a shade between that and No. 9, and which makes a very handsome outside color. This I trimmed with White, with No. 126 for sash and No. 127 for blinds.

The beautiful finish of my job has been the cause of much remark. Many have inquired if I mixed varnish with the paint.

I shall endeavor to use your goods as much as possible the coming season. If you have out any new

shades of New Era I shall be pleased to get sample cards of the same.

Yours truly,

WELLS W. SWIFT.

This Is What We Like to Hear.

Mr. T. F. Young, of Galveston, Ind., says that he is 53 years old; has used paints and varnishes for more than 25 years, but has never found varnish that gave him the satisfaction in *all classes* of work that New Era High-Grade does. He will use no other.

W. J. S.

Are your distributors' representatives carrying those Special Varnish Offers?

No-Rub Flat Finish.

"NO-RUB FLAT FINISH."

Our New T₁-K₁ Varnish Specialty.

We have added to our line of New Era Architectural Varnishes a new Ti-Ki Specialty called "No-Rub Flat Finish." This line is intended for the finishing coat over any gloss varnish surface, for the purpose of producing the effect of a perfectly *rubbed finish* without incurring the expense and labor of actually rubbing the work with pumice stone and oil or water. A thin coat of "No-Rub Flat Finish" not only saves the expense of rubbing, but produces a much smoother and more even flat finish than can be obtained by the old method of rubbing by hand. It dries hard over night, producing a tough and very durable finish. This article will *not* turn white under water, and is *especially recommended* to resist moisture in any form. It adds an extra coat to a surface, instead of rubbing one away, thus making the work more permanent.

Remember that it produces a perfect rubbed effect without any rubbing. It adds to the durability of a surface, and does not dry soft, uneven or streaky like wax preparations, with which other manufacturers have endeavored to produce a "rubbed effect."

List Prices

5-gallon cans	\$ 2 40
1 " "	50
$\frac{1}{2}$ " "	65
Quart "	75
Pint "	90
$\frac{1}{2}$ -Pint "	30

There is a large and constantly growing demand for a first-class article of this description. Although a very new thing in the varnish line, practical finishers are fast coming to realize that this new finish is capable of saving them a vast amount of labor, money and annoyance. It does away entirely with the necessity of rubbing and the consequent dirt and cleaning up.

Would you like a finished panel to show the goods?

Take Hold and Lift.

About Metal Racks for Specialties.

We Should Like to Hear from Our Representatives About This

One of our representatives made the statement that metal racks, with panels suspended from same, such as we use for Davies' Varnish Stains, Neal's Enamels, etc., are a useless expense for the reason that about four out of every five dealers do not use them at all. This is a matter of considerable importance to us, and we should like an expression from each of our representatives pertaining to the matter.

In answer to article in THOUGHTS February 21st, concerning metal racks, will say that no matter what you put out in the way of ads you will always find some dealer who does not hang them up. I have found our racks under the counter, but always make it point to dig them out and clean them up, then hang them up in the most desirable place to be found. This is the duty of every one of our representatives. I consider our racks one of our best ads.

Yours truly,

HCC

In regard to the article in THOUGHTS of February 21st, concerning metal racks for Davies' Varnish Stains, Neal's Enamels, etc., I wish to say that I do not agree with the salesman as to their being a useless expense. I find them good advertisements, and the dealers in my territory all use them by hanging up in their stores and often in their windows.

Yours very truly,

C E M

I think these are very good ads indeed, and wherever I have sent them always find same in a prominent place. See them a great deal in window displays. Would not think of discontinuing same.

Yours respectfully,

W P W

In regard to article in THOUGHTS dated February 22st, in reply to same will say my experience is that I find these signs freely suspended by dealers everywhere, and they make a very attractive sign, very showy and indispensable. By all means continue sending them as heretofore.

Yours truly,

C. M.

Messrs. T. S. McCurdy & Son, the leading hardware dealers of Monongahela City, Pa., have joined the large and growing army of New Era agents. I had the pleasure of taking their stock order last week. They have for some time been considering the advisability of handling a high-grade paint, and finally decided that New Era was unquestionably the best paint on the market. They are also greatly pleased with our line of advertising matter and system of co-operation. They are a progressive and growing concern and anticipate a large trade in our goods. I hear nothing but good words for New Era wherever it has been used, and look for a large increase in business in this territory.

R. A. N.

R A N

Our General Distributors.

Our General Distributors.

California W. E. Little Paint Co., W. E. Little Paint Co.	Los Angeles San Diego
Connecticut J. L. White, 185 Asylum Street.	Hartford
Florida The S. B. Hubbard Co., Tampa Hardware Co.	Jacksonville Tampa
Georgia Bush Hardware Co.,	Columbus
Illinois Geo. E. Watson Co., Culbourn, Birks & Co.,	Chicago Peoria
Indiana Indianapolis Hardware Co.,	Indianapolis
Iowa Sickels, Preston & Nutting Co., W. H. Torbett, J. W. Eagerly & Co., Hornick, Hess & More,	Davenport Dubuque Ottumwa Sioux City
Kansas A. B. Whiting Paint & Glass Co., Topeka	Topeka
Kentucky R. M. McFarland Robinson Bros. & Co.,	Henderson Louisville
Louisiana Parker-Blake Co., L't'd.	New Orleans
Maryland Carlin & Fulton.	Baltimore
Massachusetts E & F King & Co.,	Boston
Minnesota Hackett, Walther, Gates & Hdw Co.,	St Paul
Mississippi Lee Richardson & Co.,	Vicksburg
Montana Ellis Paint Co.,	Butte
New York Buffalo Glass Co., Sickles & Nutting Co., Burnhans & Black Co., Jno. L. Thompson, Sons & Co., Troy	Buffalo New York City Syracuse Troy
North Carolina Burwell & Dunn Co., Hart-Ward Hdw. Co.,	Charlotte Raleigh
Ohio Smith Bros. Hdw. Co., Norton Paint & Hardware Co.,	Columbus Toledo
Oklahoma Territory Alexander Drug Co.,	Oklahoma City
Oregon F. E. Beach & Co.,	Portland
Pennsylvania H. B. Semple & Sons, Moyer Bros., H. B. Semple & Sons, Hardware Co., Phelps-Straw & Co.,	Easton Bloomsburg Hanover Pittsburg Reading Wilkesbarre
South Carolina Murray Drug Co.,	Columbia
Tennessee Fritts & Wiehl Benedict, Warren & Davidson Co. Strother Drug Co.,	Chattanooga Memphis Bristol
Texas Houston Drug Co., Greiner-Kelly Drug Co.,	Houston Sherman
Utah G. F. Culmer & Bro.,	Salt Lake City
Virginia Barker-Jennings Hdw. Co.,	Lynchburg
Washington Brum & Co.,	Spokane
West Virginia The Kanawha Drug Co., The Williams & Davison Co., W. H. Chapman & 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. IV.

DETROIT, MICHIGAN, MARCH 21, 1903.

NO. 23

Pure Linseed Oil.

Too much stress cannot be laid upon the importance of cautioning dealers against the purchase of cheap oil intended to replace linseed oil. There is nothing which can replace it satisfactorily. Pure linseed oil is the life of paint. Adulterated oils are offered at low prices, and the temptation to use them is sometimes great. When it is considered that the principal adulterants of linseed oil are mineral (paraffine) oils, and in connection with same, rosin, the effect of the use of same with New Era will be realized. In priming coat, especially, we recommend that New Era be reduced with a large percentage of *pure* linseed oil. Strong representations are made for these adulterated oils. The trade may purchase same really believing them to be what is claimed, and will sell them to the painter without realizing the danger of their use. When New Era, or any paint, is combined with such material, results must be unsatisfactory. We absolutely cannot consider any claims resulting from the use of adulterated oil in connection with our goods.

We quote below two tests by which adulterated oils can be readily discovered.

No. 1—To Test for Mineral Oils Place a few drops of the suspected oil on a black painted surface. If the oil contains mineral oil the characteristic bloom or "fluorescence" of mineral oil may be easily noticed. Even an admixture of five per cent. can thus be detected.

No. 2—To Test for Rosin Take equal volumes of the oil and grain alcohol, and mix them well by shaking in a test tube or a long bottle. Let stand for one hour, then pour the alcoholic layer into another clean test-tube, or bottle. Into this alcoholic solution let fall two to five drops of a solution of sugar of lead (lead acetate). Set aside for six hours. If the oil contained any rosin a permanent white sediment will be found precipitated on the bottom of the bottle. This test will also indicate if a boiled linseed oil is a true kettle-boiled oil, or a so-called "bung hole" boiled oil—raw oil, to which has been added a rosin dryer.

Metal Racks for Specialties.

Below are printed more communications anent the subject above mentioned.

Referring to your article in THOUGHTS of February 21st, on above, wish to say I have never sent one of our racks to a dealer who did not put same up. The trade whom I have talked to tell me they are

great sample card savers and a great help in selling goods.

Yours respectfully,

D.

In regard to article in THOUGHTS under date of February 21st, I beg to say: I consider our Neal's Enamel, Davies' Varnish Stain, Granite Floor Paint and Neal's Carriage Paint hangers the neatest and best paint ads. on the market, and my experience is that they are recognized and appreciated by the dealers as such, and if you should take a trip over my territory you would see them displayed to good advantage by every dealer handling these lines. By all means continue them.

Yours sincerely,

F. R. D.

Devil's Red in Oil.

We show herewith illustration of the new package of Devil's Red in Oil. We shall make a special feature of these goods in the same way that we do of our Bull Frog Green. It should be a good seller, as there is a very active demand for a non-fading red, especially for writing signs, and all



work of this character, where, in the past, the greatest objection to using this color has been its tendency to fade. We are also offering Devil's Red in dry form and in Japan. New catalog leaves are being prepared, and will be ready for distribution in a few days.

In oil the goods are put up in the same size packages as in the Master Painters' line, and the same discounts apply, list prices in one to five-pound tins being 30 cents. Light and deep shades are offered.

The line of Acme Superfine Coach and Car Colors we are now offering in light and deep shades, list price being 80 cents per pound.

In dry form it is offered in light, medium and deep shades, list price in 6-pound tins being 40 cents. The regular discount applies to dry colors.

Cheap Paints.

Sometimes our representatives tell us that "this is a cheap paint country, and that it is hard to place New Era." They used to tell us thus more than they do now, because it has been found easy to place New Era in so many cheap paint sections that there is very little opportunity to bring up this point. As a matter of fact, the representative making this statement does not mean what he says. The "cheap" paint referred to, upon careful investigation, will always be found to be dearer to both the dealer and consumer than New Era. It is dearer because neither the dealer nor the consumer gets as much for every dollar invested in *cheap paint* as he does in New Era. This has been proven so many times to the satisfaction of all our representatives, that it is scarcely necessary to go into details. What is the use of making a line of this kind? It does not help the representative, and it does not help us. We have only one kind of paint to sell, and it is the best that can be made. Upon reflection, we doubt if there is one of our representatives who will not concede the fact that it is easier to sell New Era in a cheap paint territory, than it would be to sell another cheap paint. Certainly the competition is less, and the points in favor of New Era would make a "case" that would win if presented properly to the careful consideration of any business man who is in business to build business. What consumer is there, if he really understood the better value secured in New Era for his dollar, than in the so-called cheap kind, would hesitate to purchase same, and what dealer is there who will not take advantage of the points to be said about such a line if he really *understands* what the points are, and how to say them?

Mr. Gallie acknowledges notice of his election to membership in the Plug Hat Club as result of winning February competition, and suggests that as soon as he secures a tile, his friend Mr. Groskopf give the inside of same a coat or two of Interior Smokestack White.

Holding an order for a day or two before sending it in does not assist in creating a reputation for prompt shipments.

Take Hold and Lift.**Soliciting New Era Business for the Dealer.**

We produce herewith fac-simile of the two cards which are sent to names on lists of property owners received from dealers, and whom we solicit on New Era paint in their behalf. These cards are $8\frac{3}{4} \times 5\frac{1}{2}$ inches, and embody arguments which we believe should appeal strongly to the consumer.



These cards form a part of our system of soliciting in behalf of the dealer on this line of goods. In addition to the cards, we send letter and our new booklet entitled "When You Paint Your House," the entire series being as follows:

- No. 1 Letter and Booklet.
- " 2 Card "Points on Painting."
- " 3 Card "Paint for Exteriors."

These are sent at intervals of two weeks, and the effect will be to decidedly stimulate the demand for New Era, especially if the names have been carefully selected, with a view of including only property owners. We



cannot lay too much stress upon the selection of these names. If they are not the right kind, material and expense is wasted, and our representatives will realize that it costs considerable to send a series of this character.

Competition for
March is on Granite
Floor Paint. . . .

Take Hold and Lift.**New Leaves for Catalogs.**

Following notice in connection with sending you new leaves for your catalogs has recently been issued.

DETROIT, MICH., March 29, 1903.

We hand you herewith new pages, Nos. 342 $\frac{1}{2}$ -342 $\frac{3}{4}$, 351 $\frac{1}{2}$ and 351 $\frac{3}{4}$ -351 $\frac{1}{2}$, for insertion in our catalog, also pages 33-34, 37-38, 53-54, 80-90, 91-92, 130 $\frac{1}{2}$ -130 $\frac{3}{4}$ and index pages, in which changes have been made. Please substitute them for corresponding pages in catalog sent you.

Note the following changes:

Page 33—Dry Color—List prices on Fine A. C. M and E Ultramarine Blue.

Page 37—Dry Color—Devil's Red added.

Page 54—Acme Superfine Coach and Car Colors—Devil's Red added.

Page 90—New Era High-Grade Varnishes—Nu-Rub Flat Finish added.

Page 92—Miscellaneous Varnishes—No. 1 Damar added.

Page 130 $\frac{1}{2}$ —New Era Varnish—Hanger added.

Leaves may be removed from catalog by taking out brass fasteners at the back.

If there are any of our own, or our distributors representatives who have failed to receive the new leaves, we shall consider it a favor to be notified, and will see that they are supplied.

Are your distributors' representatives carrying those Special Varnish Offers?

Members Acme Plug Hat Club.

Admitted Contest

Alf. R. Kelly March 1, 1902... Mich. Seal Lead
A. E. Barron June 15, 1902... Neal's Alum En.
J. D. Wilson Oct. 1, 1901... W. and I. Paint
H. L. Wilson Nov. 1, 1901... Liquid Wood Filler
W. C. Neal Dec. 1, 1901... New Era H. G.
H. F. Whitaker March 1, 1902... Davies' V. S.
S. A. Hunter April 1, 1902... Granite Floor Paint
H. P. Torrance June 1, 1902... N. C. P. and T. D.
H. C. Cater June 1, 1902... { Highest number of points for six months.
F. B. Sangster July 1, 1902... Utility Varnishes.
W. P. Wiggins Sept. 1, 1902... Master P't's' Col
S. W. Newell Oct. 1, 1902... W. and I. Paint
A. D. Hoagg Dec. 1, 1902... New Era A. V.
C. Mehlig Dec. 1, 1902... { Highest number of points for six months.
James Dougall Feb. 1, 1903... Household Paint
Wm. Gailie March 1, 1903... Davies' V. S.

SECOND DEGREE MEMBERS.

Alf. R. Kelly Sept. 1, 1901... Master P't's' Col
H. L. Wilson Feb. 1, 1902... Household Paint
J. D. Wilson May 1, 1902... { Neal's Enamels
S. W. Newell Dec. 1, 1902... New Era H. G.

THIRD DEGREE MEMBERS.

Alf. R. Kelly Nov. 1, 1902... Davies' L. F.

Holding an order for a day or two before sending it in does not assist in creating a reputation for prompt shipments.

Take Hold and Lift.**Our General Distributors.**

California	W. E. Little Paint Co., W. E. Little Paint Co.,	Los Angeles San Diego
Connecticut	J. L. White, 185 Asylum Street.	Hartford
Florida	The S. B. Hubbard Co., Tampa Hardware Co.,	Jacksonville Tampa
Georgia	Bush Hardware Co.,	Columbus
Illinois	Geo. E. Watson Co., Colburn, Birks & Co.,	Chicago Peoria
Indiana	Indianapolis Hardware Co.,	Indianapolis
Iowa	Sickles, Preston & Nutting Co., W. H. Torbert, J. W. Edgerly & Co., Hornick, Hess & More,	Davenport Dubuque Ottumwa Sioux City
Kansas	A. B. Whiting Paint & Glass Co.,	Topeka
Kentucky	R. M. McFarland Robinson Bros. & Co.,	Henderson Louisville
Louisiana	Parker-Blake Co., L't'd.	New Orleans
Maryland	Carlin & Fulton,	Baltimore
Massachusetts	E. & F. King & Co.,	Boston
Minnesota	Hackett, Walther, Gates Hdw. Co.,	St. Paul
Mississippi	Lee Richardson & Co.,	Vicksburg
Montana	Ellis Paint Co.,	Butte
New York	Buffalo Glass Co., Sickles & Nutting Co., Burhans & Black Co., Jno. L. Thompson, Sons & Co.,	Buffalo New York City Syracuse Troy
North Carolina	Burwell & Dunn Co., Hart-Ward Hdw. Co.,	Charlotte Raleigh
Ohio	Smith Bros. Hdw. Co., Norton Paint & Hardware Co.,	Columbus Toledo
Oklahoma Territory	Alexander Drug Co.,	Oklahoma City
Oregon	F. E. Beach & Co.,	Portland
Pennsylvania	H. B. Semple & Sons, Moyer Bros., " Hardware Co., " Co., Phelps-Straw & Co.,	Easton Bloomsburg Hanover Pittsburg Reading Wilkesbarre
South Carolina	Murray Drug Co.,	Columbia
Tennessee	Fritts & Wiehl Benedict, Warren & Davidson Co., Strother Drug Co.,	Chattanooga Memphis Bristol
Texas	Houston Drug Co., Greiner-Kelly Drug Co.,	Houston Sherman
Utah	G. F. Culmer & Bro.,	Salt Lake City
Virginia	Barker-Jennings Hdw. Co.,	Lynchburg
Washington	Baum & Co.,	Spokane
West Virginia	The Kanawha Drug Co., The Williams & Davidson Co., W. H. Chapman & 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. IV.

DETROIT, MICHIGAN, MARCH 28, 1903.

NO. 24

Calling on ALL the Trade.

It is comparatively easy to acquire the habit of believing that there is certain trade to call upon whom is a waste of time. This is an extremely dangerous habit. Because a representative may call once or twice, and be unable to do business, it is a very poor reason for assuming that there is no chance to do so in the future, and that it would be a waste of time to keep on trying. It is the keeping everlastingly at it that brings results. You cannot keep on calling continually and present your story in the proper way without ultimately being successful. It is dangerous to assume that certain trade are "married" to certain lines of goods, and that they cannot be changed. The man who has a long list of "impossibilities" is lessening his own opportunities to build business. A great deal depends upon conditions. The dealer on one visit may not be in a very receptive mood, something may have gone wrong with him. He will turn you away brusquely, with the statement, perhaps, that he is well satisfied with what he has been handling for a long time, and would not consider any change. He will not give you an opportunity to tell your story. You go away feeling rebuffed and sore, and make up your mind that you will not give him another opportunity to treat you in the same way. It is part of your business to overcome such obstacles, and the real salesman takes a greater delight and finds more satisfaction in selling a man of this kind than he does in placing his goods with half a dozen of easy ones. To go on continually overlooking dealers that you concluded at one time were impossible and practically concluding that because you find they are impossible they will always be impossible, is certainly a dangerous policy. Assuming that you cannot sell them on your first or second visit, for reasons which appeal to them as being good, and which you possibly cannot gainsay, conditions are always changing, and the time and opportunity will come for you to secure an entring wedge in the shape of a trial order. It may be the result of proper representation of your own

(Continued in third column.)

The "Tag Argument."

The "tag" or "certificate of purity" is one of the strongest and most effective arguments that can be used in presenting "New Era." It is a guarantee to the dealer and consumer that we have absolute faith in these goods, that we use nothing in their composition that will not bear the closest investigation, and that we are glad to show evidence



for claiming to make the biggest gallon of the best paint that can be made. We "stand back" of every package and our evidence of good faith goes with the goods. What more could the most timid dealer or consumer ask?

Talk YOUR OWN Line of Goods.

It is unnecessary for a representative who has good goods to sell, and who knows how to sell them, to waste much time or breath talking of the defects in his competitor's line. If you tell the story of the products of Acmeville in the way it should be told, you can keep busy citing the good points in favor of your own line, and it will be unnecessary to waste breath and time referring to defects in other lines of goods.

line, and the conclusion of the dealer to give it a trial, or, perhaps, something has arisen which has caused him to feel dissatisfied with his past source of supply. If you properly impress him, he will naturally turn in your direction, and you have gained the point you have worked for so long.

Never conclude that it is impossible to sell your goods to anybody. Our business has been built up largely on business secured from trade that at one time seemed impossible. Those who seem impossible now will not appear impossible if you keep on working for their business in the right way.

How are your sales of Davies' Varnish Floor-Stains—large?

Metal Racks for Specialties.

Below are printed more communications anent the subject above mentioned

I agree with H. C. C. in regards to our metal racks. You will find some merchants who take great pride in displaying them, appreciating the fact that they are attractive, show up the colors and help to a great extent to dispose of what he carries, while others are careless in that respect. It is then the representatives duty to explain to the merchant the value of them. I find them a good talking point.

Yours truly,
S. A. H.

In my opinion I do not know of any better piece of advertising matter put out by any one than our metal racks. My customers take great pride in displaying them. Of course, you will occasionally find a man who does not put them up until you explain to him that it will help the sale of his goods, then he takes more interest in them. I would not like to see them discontinued.

Yours truly,
J. R. N.

In answer to article in THOUGHTS, February 21st, would state that the metal racks for specialties are one of the best and most attractive ads. we turn out, and are so considered by our customers. Of course, occasionally you will find someone who takes no interest and casts them aside, but these instances are few and far between, these are the class of people who can never find a sample card when wanted. Our best and most progressive customers make excellent use of these ads, displaying them in their windows, in their stores and wherever they will attract the most attention.

Respectfully yours,
A. R. K.

Are your distributors' representatives carrying those Special Varnish Offers?

The Recent Advance in Lead.

Paint, Oil and Drug Review, March 18th, 1903

Twice within a week the trade has been surprised by a sudden advance in pig lead—the first \$5.00 a ton, the second \$6.00 a ton. The announcement was made in Chicago through telegrams from New York, which market at present controls the situation. It resulted in quick readjustment of prices on all manufactures of lead, in some instances manufacturers withdrawing all quotations and selling only on orders for immediate shipment. The complications, in the case of sales for future delivery already made on the basis of previous prices for pig lead, were numerous, and will result in losses to manufacturers on some contracts. The uncertainty as to the future course of the market is the most unpleasant feature of the situation, and affects all branches of the paint trade.

In explanation of the first advance in pig lead it was stated that the Denver office of the American Smelting and Refining Company had authorized its agents to announce an advance in the price paid at smelters for the lead ores to \$3.75 per 100 pounds, this being an advance of 25 cents per 100 pounds over the smelter rate for the whole of 1902. This statement naturally led to the supposition that the advance was entirely arbitrary based on the action of the company named, but the fact is that the strength of lead is due to conditions of supply and demand over which no one interest has any control.

For months the lead interest has been held in suspense by the rumors of approaching consolidation. Apparently it would be only a few weeks, or a few months at most, when the various manufacturing concerns would be united in one combination which would control the entire industry. But the preliminary arrangements have not been fully completed and as yet the project "hangs fire." Meantime large buyers of pig lead have been curtailing their purchases, not wishing to have any considerable stocks of lead on hand with which to enter the combination. They have waited until they can wait no longer, and their normal trade demands have at last forced them into the market for lead, with the result that prices are advancing rapidly when it is suddenly discovered that everybody wants lead.

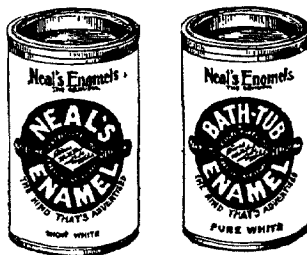
It is not believed that the proposed lead combination had anything to do with the recent advances, save indirectly in the manner above noted. Neither is it seriously credited that any one interest has a control of the market. The fact is that the eastern demand has been the determining influence in the situation and has bid up prices to the present high figure.

When it became known last Wednesday

that an advance of \$5.00 per ton had been made, the quotations of corrodens and others were revised to meet the new conditions, and it was supposed that the market would be stable for a time at least. On the basis of the new prices some large sales were made for future delivery. Two days later the second advance was reported. This put manufacturers in an unpleasant position with reference to their contracts of the forty-eight hours previous—one of the risks of a business that is dependent on open markets for its supply of raw material. What surprises are still in store for lead buyers remain to be seen.

Push the "Rapid-Seller" line.

April Competition will be upon Neal's Enamel and Neal's Bath-Tub Enamel.



"The Genuine" line should be a comparatively "easy mark" for representatives who want to make a record in the April competition. Devote special attention to this line with the view of ascertaining the effect that our general advertising is having upon sales. We understand that there are many competing brands and that most of them are sold at low prices, but none of them are advertised so well, or equal in quality to Neal's. These are features that should and do appeal to the average dealer who appreciates the value of advertising.

Buy a *Ladies' Home Journal* and show the advertisement that appears in same. Refer to instances, which you undoubtedly know, of where the goods are preferred because they are called for by consumers, and for the reason that the dealer can get the advertised price and make a better margin of profit than on unknown brands which are not demanded.

How are your sales of Davies' Varnish-Floor-Stains—large?

Spatters.

The addition of a business section to Spatters is a step in the right direction, as I can appreciate any new points that may be brought out in the article covering the different products of the Acme.

I find in this territory that a man must, or should, know nearly all in that line, for he is up against it every day, but there is only one talk that goes, and that is, our goods are superior to any other line on the market, and as that is a strong proposition it very often would be nice to have one extra point to spring on the customer, and I think that *Spatters* will aid us in that direction.

Yours truly,

S. W. N.

How are your sales of Davies' Varnish-Floor-Stains—large?

Rosalie, Wash., March 15, 1903.

Gentlemen—Enclosed please find letter from Jake Welsch, Boise City, Idaho, in answer to an inquiry received by him from A. Greenlund, Caldwell, Idaho, asking him what he thought of New Era.

Boise City, Idaho, January 31, 1903

Mr. A. Greenlund,

Caldwell, Ida

I have used and dealt in Acme paints for the last fourteen years and think they are better than any of the brands you mention. Alpha Kelly will be here in a few days and I think if you will give him an order they will give satisfaction.

Yours truly,

JACOB WELSCH.

Push the "Rapid-Seller" line.

Members Acme Plug Hat Club.

Admitted	Contest
Alf R. Kelly	March 1, 1901, Mich. Seal Lead.
A. E. Barron	June 15, 1901, Neal's Alum En
I. D. Wilson	Oct. 1, 1901, W. and I Paint
H. L. Wilson	Nov. 1, 1901, Liquid Wood Filler
W. C. Neal	Dec. 1, 1901, New Era H. G.
H. F. Whitaker	March 1, 1902, Davies' V. S.
S. A. Hunter	April 1, 1902, Giant Floor Paint
H. P. Torrance	June 1, 1902, N. C. P. and T. D.
H. C. Cater	June 1, 1902, Highest number of points for six months.
F. B. Sangster	July 1, 1902, Utility Varnishes.
W. P. Wiggins	Sept. 1, 1902, Master P't's Col.
S. W. Newell	Oct. 1, 1902, W. and I Paint
A. D. Hoagg	Dec. 1, 1902, New Era A. V.
C. Mehlig	Dec. 1, 1902, Highest number of points for six months.
James Dougall	Feb. 1, 1903, Household Paint
Wm. Gallie	March 1, 1903, Davies' V. S.

SECOND DEGREE MEMBERS.

Alf. R. Kelly	Sept. 1, 1901, Master P't's Col.
H. L. Wilson	Feb. 1, 1902, Household Paint
I. D. Wilson	May 1, 1902, Neal's Enamels
S. W. Newell	Dec. 1, 1902, New Era H. G.

THIRD DEGREE MEMBERS

Alf. R. Kelly	Nov. 1, 1902, Davies' L. F.
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Thoughts

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

Devoted to Matters of Interest to Our Representatives.

VOL. IV.

DETROIT, MICHIGAN, APRIL 4, 1903.

NO. 25

COMMERCIAL TRAVELERS.

"Old Gorgon Graham," Pork Packer,
Chicago, Writes to His Son Pierrepont.

Dear Pierrepont:—When I saw you start off yesterday I was just a little uneasy; for you looked so blamed important and chesty that I am inclined to think that you will tell the first customer who says he doesn't like our sausage that he knows what he can do about it. Repartee makes reading lively, but business dull. And what the house needs is more orders.

Sausage is the one subject of all others that a fellow in the packing business ought to treat solemnly. Half the people in the world take a joke seriously from the start, and the other half if you repeat it often enough. Only last week the head of our sausage department started to put out a tin-tag brand of frankfurts, but I made him take it off the market quicker than lightning, because I knew that the first fool who saw the tin-tag would ask if that was the license. And, though people would grin a little at first, they'd begin to look serious after a while; and whenever the butcher tried to sell them our brand they'd imagine they heard the bark, and ask for "that real country sausage" at twice as much a pound. A real salesman is one-part talk and nine-parts judgment; and he uses the nine-parts of judgment to tell when to use the one-part of talk. Goods ain't sold under Marquis of Queensberry rules any more, and you'll find that knowing how many rounds the Old 'Un can last against the Boiler-Maker won't really help you to load up the junior partner with our Corn-fed brand hams.

A good many salesmen have an idea that buyers are only interested in base-ball, funny stories and Tom Lipton, and that business is a side line with them, but as a matter of fact mighty few men work up to

the position of buyer through giving up their office hours to listen to anecdotes. I never saw one that liked a drummer's jokes more than an eighth of a cent a pound on a tierce of lard. What the house really sends you out for is orders.

Of course, you want to be nice and mellow with the trade, but always remember that mellowness carried too far becomes rotten-

ruh down your competitor's brand to them, and never let them run down yours. Don't get on your knees for business, but don't hold your nose so high in the air that an order can travel under it without you seeing it. You'll meet a good many people on the road that you won't like, but the house needs their business.

For your own satisfaction I will say right here that you may know you are in a fair way of becoming a good drummer by three things: First—When you send us Orders.

Second—More Orders.

Third—Big Orders.

If you do this you won't have a great deal of time to write long letters, and we won't have a great deal of time to read them, for we will be very, very busy here making and shipping the goods. We aren't specially interested in orders that the other fellow gets, or in knowing how it happened after it has happened. If you like life on the road you simply won't let it happen. So just send us your address every day and your orders. They will tell us all that we want to know about "the situation."

(From "to His Son, permission fishers, Boston, Mass.)



The goods which made our initial success in business. The first line of Carriage Paints in colors ever placed upon the market, and the line which has held its own and made continuous progress against all comers and that their name is legion. Made by us from dry color to varnish and we know they are "right"—all the way through.

ness. You can buy some fellows with a cheap cigar and some with a cheap compliment, but there's no objection to giving a man what he likes, though I never knew smoking to do anything good except a ham, or flattery to help anyone except to make a fool of himself.

Real buyers ain't interested in much besides your goods and your prices. Never

price on another line. I wrote him fully about the quality of the cheap varnish stains, and he paid the bill for our goods but felt that he had paid too much for them. To-day I had the pleasure of buying a package of our competitor's goods, which he had placed in stock in the meantime, and opened it up, as well as one of our packages, and compared the benzine

There is Nothing Like a Practical Demonstration as a Convincing Argument.

"I sold one of my customers an assorted case of Davies' Varnish Stains last season, and shortly after he received the goods he was quoted a lower

Take Hold and Lift.

pigment stain, badly settled, with our fine varnish stain, and he was so thoroughly convinced and pleased with the demonstration that he has concluded our brand is the proper thing for his trade, and has placed another order for Davies' Varnish Stains, which he will continue to handle in the future."

A. D. H.

Push the "Rapid-Seller" line.

Good Idea, Mr. Wilson.

I attended the annual banquet given by the Hallwood Cash Register Company to their travelling men, and I did not overlook any chance to let the boys know who I was, or what I was selling, and I think it would be a good thing to issue a line in THOUGHTS that if any of our men ever meet a Hallwood man, why make himself known. They are a fine lot of fellows.

H. L. W.

How are your sales of Davies' Varnish-Floor-Stains—large?

Metal Racks.

Replying to question as to whether we shall continue putting out metal display racks

I hope you will. We have the prettiest display racks put out by any paint house selling goods on my territory, and they are of great assistance to dealers in showing up different lines of goods. There are dealers that would not appreciate any advertising you might send them, and there are others that do, and the latter are in the majority.

C. F. P.

Members Acme Plug Hat Club.

Admitted Contest

Alf R. Kelly	March 1, 1901	Mich Seal Lead
A. E. Barron	June 15, 1902	Neal's Alum En
I. D. Wilson	Oct 1, 1901	W and I Paint
H. L. Wilson	Nov 1, 1901	Liquid Wood Filler
W. C. Neal	Dec 1, 1901	New Era H G
H. F. Whitaker	March 1, 1902	Davies' V. S.
S. A. Hunter	April 1, 1902	Giant Floor Paint
H. P. Torrance	June 1, 1902	N. C. P. and T. D.
H. C. Cater	June 1, 1902	Highest number of points for six months.
F. B. Sangster	July 1, 1902	Utility Varnishes
W. P. Wiggins	Sept 1, 1902	Master P't's Col
S. W. Newell	Oct 1, 1902	W and I Paint
A. D. Hoagg	Dec 1, 1902	New Era A. V.
C. Mehlig	Dec 1, 1902	Highest number of points for six months.
James Dougall	Feb 1, 1903	Household Paint
Wm Galile	March 1, 1903	Davies' V. S.

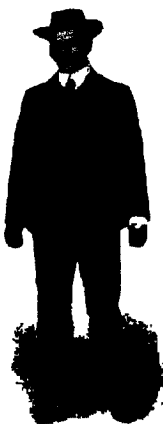
SECOND DEGREE MEMBERS.

Alf R. Kelly	Sept 1, 1901	Master P't's Col
H. L. Wilson	Feb 1, 1902	Household Paint
I. D. Wilson	May 1, 1902	Neal's Enamels
S. W. Newell	Dec 1, 1902	Neal's B-T Ens.
		New Era H G

THIRD DEGREE MEMBERS.

Alf R. Kelly	Nov 1, 1902	Davies' L. F
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Mr. Burns.



This is not a likeness of Bobby Burns, but of a member of the Burns family whose productions are of a much more brilliant character than Bobby's ever dared to be. He is our varnish maker—and he is a good one, too. The boys can bank on anything in the varnish line upon which he places the stamp of his approval being worthy of the best they can do in the way of artistic salesmanship. They can talk the goods with the enthusiasm engendered from perfect confidence in the man who makes them and the knowledge that when he says they're right—they're right.

He says he can turn out more good varnish in our up-to-date plant than our representatives can sell, and invites them to send on the business. It's up to the boys now to see if he really understands what will happen when they "Take Hold and Lift."

This Dealer Has the Right Idea.

Harrisburg, S. D., March 24th, 1903.

Gentlemen:—I have been selling New Era Paint at \$1.50 per gallon, which is, of course, unprofitable and unjust to the dealers in adjoining towns. I want to raise the price to \$1.75 in single gallons, and \$1.60 in lots. The reason for that I have been telling my patrons is that in the first place, I can't afford to sell at \$1.50, and then, too, you don't wish me to class it among the various cheap \$1.50 paints in the market, and rather than have me do so, you would withdraw the agency from me.

I don't want to ask anything unreasonable, or implicate you in any manner, but if you can, I wish you would write me a letter to the effect which I have submitted.

I am working paints hard this year and think will succeed first-class.

Yours very truly,

R. S. STEENSEN.

Take Hold and Lift.

Our General Distributors.

California	W. E. Little Paint Co., W. E. Little Paint Co.,	Los Angeles San Diego
Connecticut	J. I. White, 185 Asylum Street.	Hartford
Florida	The S. B. Hubbard Co., Tampa Hardware Co.	Jacksonville Tampa
Georgia	Bush Hardware Co.,	Columbus
Illinois	Geo. E. Watson Co., Colburn, Birks & Co.,	Chicago Peoria
Indiana	Indianapolis Hardware Co.,	Indianapolis
Iowa	Sickels, Preston & Nutting Co., W. H. Torbert, J. W. Edgerly & Co., Hornick, Hess & More.	Davenport Dubuque Ottumwa Sioux City
Kansas	A. B. Whiting Paint & Glass Co.,	Topeka
Kentucky	R. M. McFarland Robinson Bros. & Co.,	Henderson Louisville
Louisiana	Parker-Blake Co., L'd.	New Orleans
Maryland	Carlin & Fulton,	Baltimore
Massachusetts	E & F. King & Co.,	Boston
Minnesota	Hackett, Walther, Gates, Hdwe Co.,	St. Paul
New York	Buffalo Glass Co., Sickels & Nutting Co., Burhans & Black Co., Jno. L. Thompson, Sons & Co.,	Buffalo New York City Syracuse Troy
North Carolina	Burwell & Dunn Co. Hart-Ward Hdwe. Co.,	Charlotte Raleigh
Ohio	Smith Bros. Hdwe. Co., Norton Paint & Hardware Co.,	Columbus Toledo
Oklahoma Territory	Alexander Drug Co.,	Oklahoma City
Oregon	F. E. Beach & Co.,	Portland
Pennsylvania	H. B. Semple & Sons Moyer Bros., Hdware Co., Phelps-Straw & Co.,	Easton Bloomsburg Hanover Pittsburg Reading Wilkesbarre
South Carolina	Murray Drug Co.,	Columbia
Tennessee	Fritts & Wiehl Benedict, Warren & Davidson Co., Strother Drug Co.,	Chattanooga Memphis Bristol
Texas	Houston Drug Co., Greiner-Kelly Drug Co.,	Houston Sherman
Utah	G. F. Culmer & Bro.,	Salt Lake City
Virginia	Harker-Jennings Hdwe Co.,	Lynchburg
Washington	Baum & Co., A. S. Johnson & Co.,	Spokane Tacoma
West Virginia	The Kanawha Drug Co., The Williams & Davison Co., W. H. Chapman & 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. IV.

DETROIT, MICHIGAN, APRIL 11, 1903.

NO. 26

Special Varnish Offer.

We reproduce herewith first page of "Special Offer" folder which our representatives have been using, with splendid results, as a stimulant to their varnish business. We suggest that each of our representatives take this matter up personally with our distributors' representatives and see that they are supplied with folders. Also request them to leave one with each dealer whom they call upon, whether they effect a sale or not. The amount of varnish sent "gratis" with a dealer's first order, on this Special Offer, is equivalent to an extra discount of 15 per cent. on the initial order. This is an

CLOTHES

"Old Gorgon Graham," Pork Packer, Chicago, Writes to His Son Pierrepont.

Dear Pierrepont:—That order for a carload of Spotless Snow Leaf from old Shorter is the kind of back talk I like. We can stand a little more of the same sort of sassing. I have told the cashier that you will draw thirty a week after this, and I want you to have a nice suit of clothes made and send the bill to the old man. Get something that won't keep people guessing whether you follow the horses or do buck and wing dancing for a living. Your taste in clothes seems

is so full of noble thoughts that you haven't time to bother with the dandruff on your shoulders. And if you wear blue and white striped pants and a red necktie, you will find it difficult to get close enough to a deacon to be invited to say grace at his table, even if you never play for anything except coffee or beans.

Appearances are deceitful, I know, but so long as they are, there's nothing like having them deceive for us instead of against us. I've seen a ten-cent shave and a five-cent shine get a thousand-dollar job, and a cigarette and a pint of champagne knock the bottom out of a million-dollar pork corner.

Four or five years ago little Jim Jackson had the bears in the provision pit hibernating and living on their own fat till one morning, the day after he had run the price of mess pork up to twenty dollars and nailed it there, some one saw him drinking a small bottle just before he went on 'Change, and told it round among the brokers on the floor. The bears thought Jim must have had bad news, to be bracing up at that time in

This offer is open only until June 1st, 1903.

Special Offer to Dealers on

New Era Architectural Varnishes

With an order for New Era Varnishes amounting to	\$25	NET, we will send GRATIS, 4 gal- lons in 1 gal. cans.	No. 1 Coach or Lt. H. O. Finish	VALUE \$ 3.75
	\$50	NET, we will send GRATIS, 8 gal- lons in 1 gal. cans.	No. 1 Coach or Lt. H. O. Finish	7.50
	\$75	NET, we will send GRATIS, 12 gal- lons in 1 gal. cans.	No. 1 Coach or Lt. H. O. Finish	11.25

Conditions

1. This offer applies only to your first order for NEW ERA VARNISHES.
2. The order must be sent to your Jobber WITH THIS NOTICE ATTACHED with the request that the Jobber forward the order and this notice to us.
3. The order must be filled and shipped by us, direct from factory and charged to YOUR JOBBER.

See Price List and Discount on Last Page.

Enter Your Order on Inside of This Page.

Acme White Lead & Color Works
DETROIT, MICH.

Special Notice to Jobbers.

Place your O. K. on this order and send it to us to be shipped direct from Detroit for your account.

Special Notice to Dealers.

Write your order on other side of this page; tear off this half and send it to your Jobber. Retain the other half with copy of your order.

opportunity to obtain a spring stock of high-grade varnishes, which the dealers are not slow in taking advantage of. Sometimes Mr. Dealer is not ready to place his order when a representative of ours or one of our distributing houses calls upon him, and it is desirable to leave a folder with him so that he will have an opportunity to "think it over" and send in his order at his leisure.

Please note that this offer is open only until June 1st. Before that time there should be a stock of New Era High-Grade Varnishes in nearly every city and town in your territory. How many more folders can you use to advantage?

to be lasting longer than the rest of your college education. You looked like a young widow who had raised the second crop of daisies over the deceased when you were in here last week.

Of course clothes don't make the man, but they make all of him except his hands and face during business hours, and that's a pretty considerable area of the human animal. A dirty shirt may hide a pure heart, but it seldom covers a clean skin. If you look as if you had slept in your clothes, most people will jump to the conclusion that you have, and you will never get to know them well enough to explain that your head

the morning, so they perked up and everlastingly sold the mess pork market down through the bottom of the pit to solid earth. There wasn't even a grease spot left of that corner when they got through. As it happened, Jim hadn't had any bad news; he just took the drink because he felt pretty good and things were coming his way.

(From "Letters from a Self-Made Merchant to His Son," by George Horace Lorimer. By permission of Small, Maynard & Co., Publishers, Boston, Mass.)

The metal racks are the best ads. we have and should be continued until we can find something better. G. W. J.

Take Hold and Lift.

THOUGHTS

April 27, 1903

Plug Hat Competition For March.



MR. A. R. KELLY

It is our pleasure to announce that Mr. A. R. Kelly, on the last day of March, took the fourth degree in the Acme Plug Hat Club, with a total of thirty one points, his nearest competitor being some nice points behind him. It is evident that both Granite Floor Paint and our own Alf are not only retaining but increasing their popularity with our western friends. We are sure that all the members of the club will join us in congratulating Mr. Kelly on his unique achievement, and we trust it will not be long until he shall have so many comrades in his exalted position that he will not feel lonesome.

Here is Evidence.

I always draw my customers' attention to our special offer on varnish, and the following have taken advantage of same:

WILSON LAMB, Franklin, Ill.
GERMAN & FREEDMAN, Princeville, Ill.
N. PAINTER, Lewistown, Ill.
W. H. ALLAN, Havana, Ill.

In addition to the above, I have sold several bills without the special offer inducement.
F. M.

Overstock of Jobbing Goods on Hand.

We still have the following on hand which we would like you to sell at once, if possible:

700 lbs. Reno's Umber Fuller.
200 lbs. Powdered Rotten Stone.
10 dozen, 1-inch Specialty Brushes.

We would like you to make a special effort to dispose of the balance of this stock.
Please send us some orders.

Dallas, Texas, April 1, 1903.
Acme White Lead and Color Works,
Detroit, Mich.

Gentlemen—We wish to compliment you on your Neal's Interior Enamel, Snow White, put up in half-gallon cans, as it is the nicest piece of goods on the market for the price.

Yours truly,
ROTH-BARKSDALE DECORATING CO.

Deserving Promotion.



FRANK R. DOUGALL,
General Sales Manager for the Jobbing and Store Trade

Our representatives will be glad to hear, through special bulletin just published, of the appointment of F. R. Dougall to the position of General Sales Manager of Jobbing and Store Trades. He will take up his new duties on or about May 1st, and we know that Frank's popularity and ability will gain for him the co-operation and loyalty of all our other representatives.
Congratulations are in order.

Members Acme Plug Hat Club.

Admitted	Entered
Alf. R. Kelly	March 1, 1902. Mich. Seal Lead.
A. E. Barron	June 13, 1901. Neal's Alum En
I. D. Wilson	Oct. 1, 1901. W. and I. Paint
H. L. Wilson	Nov. 1, 1901. Liquid Wood Filler
W. C. Neal	Dec. 1, 1901. New Era H. G.
H. F. Whitaker	March 1, 1902. Davies' V. S.
S. A. Hunter	April 1, 1902. Granite Floor Paint
H. P. Torrance	June 1, 1902. N. C. P. and T. D.
H. C. Cater	June 1, 1902. { Highest number of points for six months.
F. B. Sangster	July 1, 1902. Utility Varnishes
W. P. Wiggins	Sept. 1, 1902. Master P't's' Col
S. W. Newell	Oct. 1, 1902. W. and I. Paint
A. D. Hoagg	Dec. 1, 1902. New Era A. V.
C. Mehlig	Dec. 1, 1902. { Highest number of points for six months.
James Dougall	Feb. 1, 1903. Household Paint
Wm. Gallie	March 1, 1903. Davies' V. S.

SECOND DEGREE MEMBERS

Alf. R. Kelly	Sept. 1, 1901. Master P't's' Col
H. L. Wilson	Feb. 1, 1902. Household Paint
I. D. Wilson	May 1, 1902. { Neal's Framel
S. W. Newell	Dec. 1, 1902. { Neal's B-T Ens.
	Nov. 1, 1902. New Era H. G.

THIRD DEGREE MEMBERS

Alf. R. Kelly	Nov. 1, 1902. Davies' L. F.
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FOURTH DEGREE MEMBERS

Alf. R. Kelly	April 1, 1903. Granite Floor Paint
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Our General Distributors.

California	
W. E. Little Paint Co.,	Los Angeles
W. E. Little Paint Co.,	San Diego
Connecticut	
J. L. White,	Hartford
185 Asylum Street	
Florida	
The S. B. Hubbard Co.,	Jacksonville
Tampa Hardware Co.	Tampa
Georgia	
Bush Hardware Co.,	Columbus
Illinois	
Geo. E. Watson Co.,	Chicago
Colburn, Birks & Co.,	Peoria
Indiana	
Indianapolis Hardware Co.,	Indianapolis
Iowa	
Sickels, Preston & Nutting Co.,	Davenport
W. H. Torbert,	Dubuque
J. W. Edgerly & Co.,	Ottumwa
Hornick, Hess & More,	Sioux City
Kansas	
A. B. Waring Paint & Glass Co.,	Topeka
Kentucky	
R. M. McFarland	Henderson
Robinson Bros. & Co.,	Louisville
Louisiana	
Parker-Blake Co., Ltd.,	New Orleans
Maryland	
Carlin & Fulton,	Baltimore
Massachusetts	
E. & F. King & Co.,	Boston
Minnesota	
Hackett, Walther, Gates & Hdw Co.,	St. Paul
New York	
Buffalo Glass Co.,	Buffalo
Sickles & Nutting Co.,	New York City
Burnham & Black Co.,	Syracuse
Jno. L. Thompson, Sons & Co.,	Troy
North Carolina	
Burwell & Dunn Co.,	Charlotte
Hart-Ward Hdw Co.,	Raleigh
Ohio	
Smith Bros. Hdw. Co.,	Columbus
Norton Paint & Hardware Co.,	Toledo
Oklahoma Territory	
Alexander Drug Co.,	Oklahoma City
Oregon	
F. E. Beach & Co.,	Portland
Pennsylvania	
H. B. Semple & Sons,	Easton
Moyer Bros.,	Bloomsburg
Hardware Co.,	Hanover
Phelps-Straw & Co.,	Pittsburg
	Reading
	Wilkesbarre
South Carolina	
Murray Drug Co.,	Columbia
Tennessee	
Fritts & Wiehl	Chattanooga
Benedict, Warren & Davidson	Memphis
Co.,	Bristol
Strother Drug Co.,	
Texas	
Houston Drug Co.,	Houston
Greiner-Kelly Drug Co.,	Sherman
Utah	
G. F. Culmer & Bro.,	Salt Lake City
Virginia	
Barker-Jennings Hdw Co.,	Lynchburg
Washington	
Baum & Co.,	Spokane
A. S. Johnson & Co.,	Tacoma
West Virginia	
The Kanawha Drug Co.,	Charleston
The Williams & Davisson Co.,	Clarksburg
W. H. Chapman & Sons,	Wheeling

Take Hold and Lift

Thoughts

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

Devoted to Matters of Interest to Our Representatives.

VOL. IV.

DETROIT, MICHIGAN, APRIL 18, 1903.

NO. 27

CONVERSATION

**"Old Gorgon Graham," Pork Packer,
Chicago, Writes to His Son Pierre-
pont, of Harvard University.**

Dear Pierrepont:—Yours of the fourth has the right ring, and it says more to the number of words used than any letter that I have ever received from you. I remember reading once that some fellows use language to conceal thought, but it's been my experience that a good many more use it *instead* of thought.

A business man's conversation should be regulated by fewer and simpler rules than any other function of the human animal. They are

Have something to say.

Say it.

Stop talking.

Beginning before you know what you want to say and keeping on after you have said it lands a merchant in a lawsuit or the poor-house, and the first is a short cut to the second. I maintain a legal department here, and it costs a lot of money, but it's to keep me from going to law.

It's all right when you are calling on a girl or talking with friends after dinner to run a conversation like a Sunday-school excursion, with stops to pick flowers; but in the office your sentences should be the shortest distance possible between periods. Cut out the introduction and the peroration, and stop before you get to secondly. You've got to preach short sermons to catch sinners, and deacons won't believe they need long ones themselves. Give fools the first and women the last word. The meat's always in the middle of the sandwich. Of course, a little butter on either side of it doesn't do any harm if it's intended for a man who likes butter.

Remember, too, that it's easier to look wise than to talk wisdom. Say less than the other fellow and listen more than you talk; for when a man's listening he isn't telling on himself and he's flattering the fellow who is. Give most men a good listener and most women enough note-paper and they'll tell all they know.

(From "Letters from a Self-Made Merchant to His Son," by George Horace Lorimer. By permission of Small, Maynard & Co., Publishers, Boston, Mass.)

The Painter.

While we believe all our representatives realize the importance of gaining the interest and good will of the painter, especially in our line of New Era Paint, we are convinced that in many instances they do not give him the attention which his importance, in relation to the sale of these goods, demands. No opportunity should be lost to convince the practical painter, by practical illustrations, of the importance of New Era and the fact that the use of these goods means to him, not only better quality, but an actual saving in cash outlay as compared with the purchase of white lead and mixing and tinting same in the usual manner by hand. The fact that New Era will cover about 20 to 25 per cent. more surface is a big item with any painter who is estimating on a job of work, especially as the price of New Era per gallon is no higher than a white lead paint mixed by hand.

Small sample packages of New Era should be carried, from which to make demonstrations to painters whenever possible. Don't wait for the opportunity of meeting the painter to occur, but look him up, and make your own opportunity. Frequently this is the only way in which you can get your line established.

Don't forget, also, that we have business cards, sets of sample shades, and are willing at any time to send a book of plates of house designs to interested painters.

Make friends with the painter, interest him in our line to such an extent that the local dealer will be only too glad to carry our goods in stock to fulfill his demand for same.

Business edition of *Spatters* has been received by the trade with open arms. I hear nothing but praise and kind words for *Spatters* wherever I go. One man told me that he would give me an order simply because he considered that a firm who conducted a business upon the broad minded principles, both towards their customers and their employees that the Acme White Lead and Color Works conducted theirs, were both deserving and entitled to the patronage and encouragement of all right thinking people. I thanked him very kindly for his kind words, on behalf of the officers of my Company.

F. R. D.

Leaving Catalogs With the Trade.

We are inclined to believe that our representatives, in a general way, do not leave our catalogs with the trade to the extent that they should do. You should remember, when calling upon prospective customers, that you are only one of many representatives from paint and varnish houses, from whom they receive visits, each, of course, making more or less strong claims for their lines. Every visit you make costs the house quite a little in the way of cash expenditure. If, by a little further expenditure, you can double the effectiveness of your call, the additional outlay is certainly a good investment.

Our catalog for the store trade lines is certainly complete and attractive, showing, as it does, illustrations of all of our principal lines, as well as advertising helps which we offer, and also samples of the colors. It is a reference book from which dealers can easily select sizes and colors, and send an order intelligently to the distributor from whom he regularly purchases.

Suppose, then, that we arrange these catalogs so that they can be easily hung up by our representatives, and also print prominently on the front cover, the name of the distributor in that section. Would it not mean that many orders for our goods would be sent to the distributing house, which are not now received because our salesmen fail to leave anything with the dealer to "back up" the talk given, pertaining to our line? We should like an expression from each of our representatives regarding this matter, and perhaps they will have some further suggestions to offer that will lend effectiveness. One of the first things, it seems to us, that should be done in building up business in our line is to leave literature that will enable the trade to become familiar with our line, and be in position to order goods intelligently.

Replying to article in *Thoughts* regarding discontinuing our metal display racks, I certainly am not in hearty approval of this move. I think they are a good thing. Some dealers, of course, don't take much interest in displaying advertising matter, but the majority have them hung up in prominent places and refer to them whenever occasion demands. Don't cut them out.

H. A. G.

Take Hold and Lift.

Neal's Screen Enamels.



This is the season when our representatives should commence to work hard on this line of goods. There is just about time enough for jobbers and dealers to get the goods in stock before the active demand for enamel for finishing screens will come. We have an elegant line of goods in these enamels, and by giving it a little special attention, sales can be increased very materially.

Glass, Tenn., Feb. 28th, 1903.

Acme White Lead and Color Works,
Detroit, Mich.

Gentlemen.—I want to simply state to you in this letter that I am a painter and have been using all brands of so-called mixed paints, etc., and have had considerable trouble in using same until here of late. I have been using New Era Paint and will say that it heads anything I have ever worked. You have certainly solved the mixed paint problem.

I will continue in the future to use nothing but your brand of mixed paint. I have never seen anything brush like it does. For covering capacity it leads.

Hoping your brand of paint will continue in the future what it is at present, I am,

Yours most respectfully,

JOHN H. RIGBY.

Reading, Pa., Feb. 1st, 1903.

Our car of New Era Paint just to hand and in the nick of time. The demand for New Era since the first of the year has been very large, and for the time of the year simply phenomenal. We are in receipt of letters every day, from customers who have handled the goods, speaking in the highest terms of same, and invariably the letter is accompanied with an order for a spring stock. We are also receiving letters every day from customers who have not handled New Era, stating that they hear so much about the general excellence of the goods and the general satisfaction they are giving that they find they have to get under cover and stock them.

BARD HARDWARE CO.

Mr. J. A. Miller, our agent at Vickeryville, Michigan, feels called upon to say, in consequence of the satisfaction his trade is experiencing with our pure paint, that "New Era" is a *comer*.

Members Acme Plug Hat Club.

Admitted	Contest
Alf R. Kelly ... March 1, 1902	Mich. Seal Lead
A. E. Barron ... June 25, 1902	Neal's Alum En.
I. D. Wilson ... Oct. 1, 1902	W. and I. Paint
H. L. Wilson ... Nov. 1, 1902	Liquid Wood Filler
W. C. Neal ... Dec. 1, 1902	New Era H. G.
H. F. Whitaker ... March 1, 1902	Davies' V. S.
S. A. Hunter ... April 1, 1902	Granite Floor Paint
H. P. Torrance ... June 1, 1902	N. C. P. and T. D.
H. C. Cater ... June 1, 1902	Highest number of points for six months.
F. B. Sangster ... July 1, 1902	Utility Varnishes
W. P. Wiggins ... Sept. 1, 1902	Master P't's Col.
S. W. Newell ... Oct. 1, 1902	W. and I. Paint
A. D. Hoagg ... Dec. 1, 1902	New Era A. V.
C. Mehlig ... Dec. 1, 1902	Highest number of points for six months.
James Douglass ... Feb. 1, 1903	Household Paint
Wm. Galle ... March 1, 1903	Davies' V. S.

SECOND DEGREE MEMBERS.

Alf R. Kelly ... Sept. 1, 1902	Master P't's Col.
H. L. Wilson ... Feb. 1, 1903	Household Paint
I. D. Wilson ... May 1, 1902	Neal's Enamels
S. W. Newell ... Dec. 1, 1902	Neal's B-T Ens.
	New Era H. G.

THIRD DEGREE MEMBERS

Alf R. Kelly ... Nov. 1, 1902	Davies' I. F.
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FOURTH DEGREE MEMBERS

Alf R. Kelly ... April 1, 1903	Granite Floor Paint
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Competition for April
is on Neal's Enamels
and Neal's Bath-
Tub Enamels. . . .

Our General Distributors.

California	
W. E. Little Paint Co.,	Los Angeles
W. E. Little Paint Co.,	San Diego
Connecticut	
J. L. White,	Hartford
185 Asylum Street.	
Florida	
The S. B. Hubbard Co.,	Jacksonville
Tampa Hardware Co.,	Tampa

Georgia	
Bush Hardware Co.,	Columbus
Illinois	
Geo. E. Watson Co.,	Chicago
Colburn, Birks & Co.,	Peoria
Indiana	
Indianapolis Hardware Co.,	Indianapolis
Iowa	
Sickels, Preston & Nutting Co.,	Davenport
W. H. Torbert,	Dubuque
J. W. Edgerly & Co.,	Ottumwa
Hornick, Hess & More,	Sioux City
Kansas	
A. B. Whiting Paint & Glass Co.,	Topeka
Kentucky	
R. M. McFarland	Henderson
Robinson Bros. & Co.,	Louisville
Louisiana	
Parker-Blake Co., Ltd.	New Orleans
Maryland	
Carlin & Fulton,	Baltimore
Massachusetts	
E. & F. King & Co.,	Boston
Minnesota	
Hickett, Walther, Gates Hdw Co.,	St. Paul
New York	
Buffalo Glass Co.,	Buffalo
Sickles & Nutting Co.,	New York City
Burbans & Black Co.,	Syracuse
Jno. L. Thompson, Sons & Co.,	Troy
North Carolina	
Burwell & Dunn Co.	Charlotte
Hart-Ward Hdw. Co.,	Raleigh
Ohio	
Smith Bros. Hdw. Co.,	Columbus
Norton Paint & Hardware Co.,	T Toledo
Oklahoma Territory	
Alexander Drug Co.,	Oklahoma City
Oregon	
F. E. Beach & Co.,	Portland
Pennsylvania	
H. B. Seiple & Sons,	Easton
Moyer Bros.,	Bloomburg
C. T. ... Co.,	Hanover
... Hardware Co.,	Pittsburg
... Co.,	Reading
Phelps-Straw & Co.,	Wilkesbarre
South Carolina	
Murray Drug Co.,	Columbia
Tennessee	
Fritts & Wiedl	Chattanooga
Benedict, Warren & Davidson Co.,	Memphis
Strother Drug Co.,	Bristol
Texas	
Houston Drug Co.,	Houston
Greiner-Kelly Drug Co.,	Sherman
Utah	
G. F. Culmer & Bro.,	Salt Lake City
Virginia	
Barker-Jennings Hdw Co.,	Lynchburg
Washington	
Baum & Co.,	Spokane
A. S. Johnson & Co.,	Tacoma
West Virginia	
The Kanawha Drug Co.,	Charleston
The Williams & Davidson Co.,	Clarksburg
W. H. Chapman & Sons,	Wheeling

Take Hold and Lift.

Thoughts

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

Devoted to Matters of Interest to Our Representatives.

VOL. IV.

DETROIT, MICHIGAN, APRIL 25, 1903.

NO. 28

Spring Sellers.

While our line of Rapid Sellers are fast sellers all the year round, they are especially so at this season, and for this reason our representatives should concentrate upon them more strongly, if possible, than at any other time.

Warm, pleasant weather means good roads, and good roads always mean an active demand for Carriage Paint and Top Dressing. Impress the dealers upon whom you call with this fact, and convince them, if they are not already convinced, that Neal's Carriage Paint is absolutely the best article of its kind upon the market. Explain that we make the goods from the ground up, including colors and varnishes, and are in position to give better value than can be offered in any competing brand; that we are the originators of this line of goods in colors and have made a special study of their manufacture. Tell them that there is no chance for complaints arising from the use of Neal's Carriage Paints; that they are the kind that will win and maintain the confidence of the consumer. Don't forget, also, to state that the varnish used in Neal's Carriage Paints is made specially to stand the exposure to which it must be subjected, that the black is the blackest that can be made; that the colors are the richest, clearest and handsomest offered. There is only one "Old Original" line of carriage paint, and to-day it holds its position in the van of the procession as it always has done.

Neal's Carriage Top Dressing is adapted for either leather or rubber tops. The goods are elastic, will stand the hardest exposure, and lend life, softness and elasticity to surfaces upon which they are applied. It isn't a question now-a-days of a consumer being unable, on account of expense, to have a fine appearing vehicle. Anybody can apply Neal's Carriage Paint and Neal's Carriage Top Dressing, and the young man who drives his best girl to church every Sunday is in position to sport a rig that will do him credit, and at a cost that he can well afford.

It is house-cleaning time particularly, however, that brings on the demand for our goods with a rush. When the housewife makes up her mind to drive away the dirt

and smoke stains of winter, she immediately discovers, after the washing and scrubbing have been done, that the floors are in bad shape, some of the furniture needs touching up, that the woodwork is marred and dingy, and a thousand-and-one things about the house fail to satisfy her critical eye. She cannot afford to go to the expense of contracting to have all these things properly fixed up. Naturally, therefore, our Neal's Enamels, Neal's Bath-Tub Enamel, Davies' Varnish Stains, Davies' Varnish Floor-Stains, Mazolene, Varnotile, Screen Enamel, Acme



Household Paint, Granite Floor Paint, etc., appeal to her, especially as she can apply them herself, or her husband will do it for her.

Get every argument on each line of our specialties "down pat" and urge them upon the dealer with redoubled energy. You yourself are absolutely convinced that he can make no mistake in placing our lines of goods upon his shelves. Impart your own enthusiasm, conviction and confidence in the line to him. Make him feel that it would be a mistake to fail to stock them in a sufficient quantity to meet the demands of his customers at house-cleaning time. Show him our line of advertising matter. Tell him how to display it and what it means in the way of bringing custom. Give him some pointers on the way to build business in goods of this description.

You must have plenty of them at your command. If you didn't originate the ideas, you certainly have studied the results obtained by enterprising dealers, and are therefore in position to give good advice to that dealer who may not have fully appreciated possibilities in the way of building business if it was done in the right way.

There is really no excuse for not selling the Rapid Seller line of specialties. We don't mean by this just one or two of the lines that you may think are the easiest to sell, but the *entire* line. They all have distinct uses, and there is a place for the majority of them in every dealer's stock. Don't confine yourselves principally to pushing New Era. Get after our Specialties and get after them hard. You have quality, good advertising, and an active demand to assist you in making sales. What more can you ask for? We feel it is up to our representatives to make a record on these Specialties that will make the sales of previous years look decidedly small in comparison. "Take Hold and Lift."

Spatters.

The current issue of *Spatters* is being mailed to-day. Look it over carefully. If you don't find anything there that pertains particularly to the trade in your territory, such as, for instance, an illustration of an especially good window display of one of your customers, don't blame the editors for leaving you out in the cold. Recall the fact that we asked you to act as a reporter and to send us items that would be of interest to readers of *Spatters*. We are glad to publish them, and invite all suggestions that will help make this publication of the greatest use to our customers and ourselves.

Discontinuing Sending Out Display Racks.

Replying to question as to whether we shall continue putting out metal display racks, I find my customers using them to good advantage, and think they are a first-class ad. One of my customers told me that he always calls attention to the high class of work the goods produce, by showing them the racks.

J. D.

THOROUGHNESS.

"Old Gorgon Graham," Pork Packer, Chicago, Writes to His Son Pierrepont.

You've got to believe that the Lord made the first hog with the Graham brand burned in the skin, and that the drove which rushed down a steep place was packed by a competitor. You've got to know your goods from A to Izzard, from snout to tail, on the hoof and in the can. You've got to know 'em like a young mother knows baby talk, and to be as proud of 'em as the young father of a twelve-pound boy, without really thinking that you're stretching it four pounds. You've got to believe in yourself and make your buyers take stock in you at par and accrued interest. You've got to have the scent of a bloodhound for an order, and the grip of a bulldog on a customer. You've got to feel the same personal solicitude over a bill of goods that strays off to a competitor as a parson over a backslider, and hold special services to bring it back into the fold. You've got to get up every morning with determination if you're going to bed with satisfaction. You've got to eat hog, think hog, dream hog—in short, go the whole hog if you're going to win out in the pork-packing business.

That's a pretty liberal receipt. I know, but it's intended for a fellow who wants to make a good-sized pie. And the only thing you ever find in pastry that you don't put in yourself is flies.

[From "Letters from a Self-Made Merchant to His Son," by George Horace Lorimer. By permission of Small, Maynard & Co., Publishers, Boston, Mass.]

Points on Varnish.

We recently sent you a printed circular covering "Points on Varnish," which we would suggest your noting carefully, and fasten into your catalog where you can retain same conveniently for future reference. You will frequently find the suggestions and explanations contained in that circular of great assistance to you in adjusting complaints and giving advice to consumers. Do not throw it away but put it where you can find it when wanted.

Personal Letters.

There is a tendency on the part of our men to send letters under personal cover to various officers and heads of departments, and in many instances, those letters contain orders, expense books, or letters that are not of a personal nature in any sense of the word. We wish this practice discontinued, as it involves delays and other entanglements which are very annoying to us.

We believe our men understand what might be considered strictly private correspondence with the heads of the concern,

but they should not enlarge upon this feature to the extent that they have been doing. A half-dozen instances have occurred lately where ordinary business mail matter or expense books have been held up through the absence of some one from the office. This is decidedly unbusinesslike and should be stopped at once. If you want to take the precaution of putting someone's name at the head of your letter there is no objection to that. The clerk who opens and distributes the mail understands very well to which departments mail matter is to be referred.

Those Davies' Varno-Floor-Stain Sample Boards.

Our representatives report to us that these sample boards are the finest things imaginable for interesting the average dealer in our line. The board, which is a small piece of maple with the surface divided into sections, each section showing a different color, indicates clearly and beyond the possibility of dispute, the various finishes that can be obtained on one piece of wood by the use of Davies' Varno-Floor-Stain.

We feel that if our representatives and the trade knew as much about these goods as we do ourselves, the line would be accepted with the confidence and energy that its superior merit warrants. There is nothing left out in the making of these goods that will tend in any way to secure the very best results. The varnish is of a high-grade quality, extremely tough, elastic and durable. It will admit of being rubbed and polished. The colors are clear and correct, and will not fade. The goods are of the right consistency and work freely. We know that if each of our representatives carried one of those small sample cans with brush attached, and made it a point to demonstrate what the goods would actually do, that the sales would be very much enlarged. One of our salesmen tells us that this is the method he has adopted, and with nine out of every ten dealers to whom he has shown the line, he has succeeded in placing the goods. This should be sufficient evidence to warrant some of our other representatives requesting the cans so that they can do likewise. We strongly recommend that those who have not secured them, do so without delay.

Leaving Catalogs with Merchants.

I think this a move in the right direction. A catalog that can be hung up in a convenient place in the office of a merchant will give our goods the preference in many instances when they are ordering paints and varnishes from the jobber, and if you have one to hang up for them when you call, it is likely to do more good than when you mail it.

A. D. H.

Our General Distributors.

California	W. E. Little Paint Co., W. E. Little Paint Co.,	Los Angeles, San Diego
Connecticut	J. L. White, 183 Asylum Street,	Hartford
Florida	The S. B. Hubbard Co., Tampa Hardware Co.,	Jacksonville Tampa
Georgia	Bush Hardware Co.,	Columbus
Illinois	Geo. E. Watson Co., Colburn, Burke & Co.,	Chicago Peoria
Indiana	Indianapolis Hardware Co.,	Indianapolis
Iowa	Sickles, Preston & Nething Co., W. H. Torbert, J. W. Edgerly & Co., Hornick, Hess & More,	Davenport Dubuque Ottumwa Sioux City
Kansas	A. B. Whiting Paint & Glass Co.,	Topeka
Kentucky	R. M. McFarland Robinson Bros. & Co.,	Henderson Louisville
Louisiana	Parker-Blake Co., Ltd.,	New Orleans
Maryland	Carlin & Fulton,	Baltimore
Massachusetts	E. & F. King & Co.,	Boston
Minnesota	Hackett, Walther, Gates, Hdwe Co.,	St. Paul
New York	Buffalo Glass Co., Sickles & Nutting Co., Burhans & Black Co., Jno. L. Thompson, Sons & Co.,	Buffalo New York City Syracuse Troy
North Carolina	Burwell & Dunn Co. Hart-Ward Hdwe Co.,	Charlotte Raleigh
Ohio	Smith Bros. Hdwe Co., Norton Paint & Hardware Co.,	Columbus Toledo
Oklahoma Territory	Alexander Drug Co.,	Oklahoma City
Oregon	F. E. Beach & Co.,	Portland
Pennsylvania	H. B. Semple & Sons Moyer Bros., Hdware Co., Phelps-Straw & Co.,	Easton Bloomsburg Hanover Pittsburg Reading Wilkesbarre
South Carolina	Murray Drug Co.,	Columbia
Tennessee	Fritts & Wight Benedict, Warren & Davidson Co., Strother Drug Co.,	Chattanooga Memphis Bristol
Texas	Houston Drug Co., Greener-Kelly Drug Co.,	Houston Sherman
Utah	G. F. Culmer & Bro.,	Salt Lake City
Virginia	Barker-Jennings Hdwe Co.,	Lynchburg
Washington	Baum & Co., A. S. Johnson & Co.,	Spokane Tacoma
West Virginia	The Kanawha Drug Co., The Williams & Davison Co., W. H. Chapman & Sons,	Charleston Clarksburg Wheeling

Take Hold and Lift.

Thoughts

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

Devoted to Matters of Interest to Our Representatives

VOL. IV.

DETROIT, MICHIGAN, MAY 2, 1903.

NO. 29

Advertising Helps For Acme Agents.

The building of business is only commenced when the representative secures an order from the dealer. His responsibility and the responsibility of the house does not cease at that stage of the game.

We believe that the most effective method of building business is to stand back of our agents, first of all with goods of good quality that they can recommend strongly, and that are adapted to gain the confidence of the consumer, with the resulting effect of having him continue to use the goods because he is perfectly satisfied.

A dealer may have the best goods it is possible to make, but, if he is the only one that knows it, business in the line is not apt to be built very rapidly.

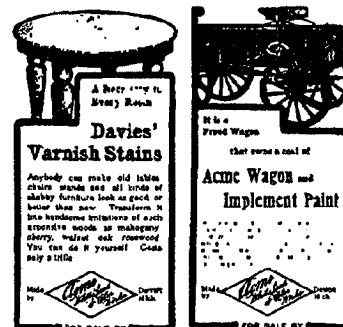
We have, as our representatives fully understand, provided quite a variety of advertising helps to direct consumers' attention to the virtues of our various lines of household specialties, but we particularly direct their attention to reproductions of newspaper advertisements shown herein, and which we consider an excellent method of assisting the dealer in stimulating the demand for our goods.

The average merchant contracts for a certain amount of space in one or more of his local papers. It is generally a difficult problem for him to write advertisements that he feels will bring the best returns, and a natural result is that his name and address, with a general statement that he handles hardware, drugs and paints, with, perhaps,

special attention called to some particular bargain that may be secured, is about all that usually appears. He can not afford, on account of the variety of items that he must advertise, to have special designs and expensive illustrations made with which to attract the attention of the readers of the papers in which he advertises.



The illustrations shown herewith represent a part only of the new series that we have prepared for "New Era" and our principal Specialties. These announcements are made to occupy four inches of space in a single



column. The designs are striking, and the reading matter embodies strong but brief and readable arguments in favor of our goods. It would cost a dealer quite a number of dollars to prepare any one of these announcements. In offering to furnish stereotype plates of these advertisements, we are pro-

viding him, *without charge*, with effective material for his advertising space, and saving him the trouble and annoyance of preparing his own ads.

There is a series of these announcements for each line. We are now preparing a little booklet showing all of these, which we shall be in position to send out in the course of the next week or ten days.

We are inclined to believe that all of our representatives do not make the most of this feature of our advertising work. Do not overlook the fact that the majority of dealers using advertising space are very glad to secure plates of this kind, and especially at this season of the year, particularly if they can get them without any expense. And do not forget either that the use of several of these advertisements during the season by your agents means that there is a force continually at work, promoting sales of your goods, introducing them into homes where they would not have otherwise been used, and of establishing customers who will request them regularly in the future. This means that the dealer will be well satisfied with the sales, less apt to listen to arguments on competing lines which he knows cannot be any better than ours, and makes it easier for you and for our jobbers' salesmen to secure orders.

Remember, however, that we cannot afford to pay for the space as well as to furnish the plates. We are willing to furnish as many advertising plates as a dealer can use to advantage, but this is as much as we feel we should be called upon to do.



Take Hold and Lift

Well Done, Mr. Cater.

"Things done by halves are never done right."

Concerning Howard & Morrow, Pittsfield, Mass. In regard to my giving them three days this week, will say, that I consider my time well spent.

They carry on an agricultural business, and at this time of the year they are very busy with their seeds, and have no time for anything else. In fact, I unpacked their goods, dressed their window, put the remainder of the goods on the shelves, all alone, and did not have a particle of assistance. I went right down there and put on overalls and sailed into it. It reminded me very much of my getting my first start in our factory six years ago, but I had not forgotten how to handle the goods. I sold for them, as you will note by order to King & Co.,

12 gallons of Varnotile,
Several small cans of Specialties, and
12 gallons of No. 12 New Era

during my three days there, and they were very much pleased.

Their clerks are all very anxious and will now "Take Hold and Lift," and Mr. Morrow thanked me for helping him out the way I did and assured me that he would sell lots of our paint.

I took Mr. Dean, of King & Co. down and introduced him, and he will see them every two weeks. They are on the main street, right in the centre of the business portion, and have an elegant show window, which I had photographed and will send to you as soon as I receive it, so that you can put it in either *THOUGHTS* or *Spallers*.

In regard to the list of names they sent you, you will note some for Lenox and other small towns around Pittsfield. They have a large trade in these towns on agricultural implements and seeds, and will also sell lots of paint in them.

Their window is attracting lots of attention and I must tell you of a little incident that occurred. I went out on the sidewalk to see how it looked, and there were two women looking in the window. One of them said to the other

"Oh! look, there is Neal's Enamels."

I consider the account the best one we have in New England, and time will prove it.

H. C. C.

Window Displays.

We are coming to the conclusion that our representatives are mighty poor reporters and editors, and unless we note an immediate and decided change for the better in the character of their work, we shall "fire the whole bunch" from the editorial staff of *Spallers*.

We want some photographs of first-class

window displays of Acme goods. We don't want them just for fun, but for an advertisement. We believe that the more practical suggestions of this kind that we can make to our dealers, the greater will be the sale of our goods. The publication of ideas of this kind is helpful to our dealers, to our representatives, and to ourselves.

We suppose that each of you have intended to secure photographs of these displays—but didn't do it. This is what several of our representatives have told us.

If a few of our representatives would stop *intending* and secure the services of a photographer and actually secure a picture of a particularly good window display, we will have something to show up in *Spallers*, of which we can be proud, and that will be of interest and assistance to its readers. "Take Hold and Lift."

Leaving Catalogs With Merchants.

I think this is a very good idea. Did not know we had catalogs to leave with the trade. I have been gathering all the Rapid-Seller Booklets I could get hold of at jobbers' stores and leaving them, with a supply of literature and sample cards, wherever I am able to interest a man at all, and on my return, in many cases, I find some of our goods ordered through the jobber. I can use at least one hundred. Send them to Topeka, care of A. B. Whiting.

G. W. J.

The article in *THOUGHTS* of April 18th, regarding leaving catalogs with the dealer whom the salesmen call on, is a good one. In my opinion, leaving these catalogs with a string so they can be hung up and leaving one with each dealer called on, would result to the Acme Co's. advantage. C. F. M.

Davies' Varno-Floor-Stain.

I quite agree with you that the sample boards you sent out to the traveling men are little beauties and I have managed to sell lots of Varno-Floor-Stain with it. I regret to note, however, that the show cards sent out with the goods are entirely different and I wish to state that in my opinion it is a mistake. Many of my trade have asked that I send them a board just like I carry, and if you had adopted it generally in place of the one you have gotten up, I think it would have been more effective.

A. D. H.

Discontinuing Sending Out Display Racks.

Never drop a good class of ads. like the Display Racks, that the merchants appreciate as they do by giving them a prominent place in their stores. They are ever present silent salesmen, and it is difficult to say what the loss would be if discontinued.

A. D. H.

Our General Distributors.

California	W. E. Little Paint Co., W. E. Little Paint Co.,	Los Angeles San Diego
Connecticut	J. L. White, 283 Asylum Street.	Hartford
Florida	The S. B. Hubbard Co., Tampa Hardware Co.	Jacksonville Tampa
Georgia	Bush Hardware Co.,	Columbus
Illinois	Geo. E. Watson Co., Colburn, Birks & Co.,	Chicago Peoria
Indiana	Indianapolis Hardware Co.,	Indianapolis
Iowa	Sickels, Preston & Nutting Co., W. H. Torbert, J. W. Edgerly & Co., Hornick, Hess & More,	Davenport Dubuque Ottumwa Sioux City
Kansas	A. B. Whiting Paint & Glass Co.,	Topeka
Kentucky	R. M. McFarland Robinson Bros. & Co.,	Henderson Louisville
Louisiana	Parker-Blake Co., L. d.	New Orleans
Maryland	Carlin & Fulton,	Baltimore
Massachusetts	E. & F. King & Co.,	Boston
Minnesota	Hackett, Walther, Gales & Hdw Co.,	St. Paul
New York	Buffalo Glass Co., Sickles & Nutting Co., Burhans & Black Co., Jno. L. Thompson, Sons & Co.,	Buffalo New York City Syracuse Troy
North Carolina	Burwell & Dunn Co., Hart-Ward Hdw Co.,	Charlotte Raleigh
Ohio	Smith Bros. Hdw Co., Norton Paint & Hardware Co.,	Columbus Toledo
Oklahoma Territory	Alexander Drug Co.,	Oklahoma City
Oregon	F. E. Beach & Co.,	Portland
Pennsylvania	H. B. Sample & Sons, Moyer Bros., Hardware Co., Phelps-Straw & Co.,	Easton Blomshurg Hanover Pittsburg Reading Wilkesbarre
South Carolina	Murray Drug Co.,	Columbia
Tennessee	Frits & Wiehl Benedict, Warten & Davidson Co., Strother Drug Co.,	Chattanooga Memphis Bristol
Texas	Houston Drug Co., Greener-Kelly Drug Co.,	Houston Sherman
Utah	G. F. Calmer & Bro.,	Salt Lake City
Virginia	Barker-Jennings Hdw Co.,	Lynchburg
Washington	Baum & Co., A. S. Johnson & Co.,	Spokane Tacoma
West Virginia	The Kanawha Drug Co., The Williams & Davison Co., W. H. Chapman & Sons,	Charleston Clarksburg Wheeling

Take Hold and Lift.

Thoughts

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

Devoted to Matters of Interest to Our Representatives

VOL. IV.

DETROIT, MICHIGAN, MAY 9, 1903.

NO. 30

MANAGING MEN.

"Old Gorgon Graham," Pork Packer, Chicago, Writes to His Son Pierrepont,

Consider carefully before you say a hard word to a man, but never let a chance to say a good one go by. Praise judiciously bestowed is money invested.

Never learn anything about your men except from themselves. A good manager needs no detectives, and the fellow who can't read human nature can't manage it. The phonograph records of a fellow's character are lined in his face, and a man's days tell the secrets of his nights.

Be slow to hire and quick to fire. The time to discover incompatibility of temper and curl-papers is before the marriage ceremony. But when you find that you've hired the wrong man, you can't get rid of him too quick. Pay him an extra month, but don't let him stay another day. A discharged clerk in the office is like a splinter in the thumb—a centre of soreness. There are no exceptions to this rule, because there are no exceptions to human nature.

Never threaten, because a threat is a promise to pay that it isn't always convenient to meet, but if you don't make it good it hurts your credit. Save a threat till you're ready to act, and then you won't need it. In all your dealing, remember that to-day is your opportunity, to-morrow some other fellow's.

Keep close to your men. When a fellow's sitting on the top of a mountain he's in a mighty dignified and exalted position, but if he's gazing at the clouds, he's missing a heap of interesting and important doings down in the valley. Never lose your dignity, of course, but tie it up in all the red tape you can find around the office, and tuck it away in the safe.

It's easy for a boss to awe his clerks, but

a man who is feared to his face is hated behind his back. A competent boss can move among his men without having to draw an imaginary line between them, because they will see the real one if it exists.

Besides keeping in touch with your office men, you want to feel your salesmen all the

to hustle for business to make his seventh letter interesting.

Right here I want to repeat that in keeping track of others and their faults it's very, very important that you shouldn't lose sight of your own. Authority swells up some fellows so that they can't see their corns; but a wise man tries to cure his own while remembering not to tread on his neighbor's.

(From "Letters from a Self-Made Merchant to His Son," by George Horace Lorimer. By permission of Small, Maynard & Co., Publishers, Boston, Mass.)

It would be a good idea if our representatives and our distributors' representatives would cut out the accompanying "New Era" colors and paste same in their catalog. These colors are winners every time. Keep them before the eyes of your customers and you will see them going like hot cakes. No. 131 is a dandy or store fronts, No. 130 makes a very popular trimming color, and for the porches of summer hotels, No. 132 can't be beat.

Arrangement of Paint Stock and Advertising Matter.

I stepped into the warehouse of W. H. Torbert, our distributor in Dubuque, Iowa, and wish to say that it is the best kept paint stock I have ever seen, especially the system of handling our advertising matter. Mr. F. Clark, the stock man, has had shelving made and partitioned off and has a pigeon hole for each hanger and sample card we have. All hangers are kept bottom side up to prevent their getting dusty, etc., all racks, hangers, sample cards, etc., are kept in the same rotation as we

list them. Mr. Clark seems to know that advertising costs money, and I guess he does know, as Mr. Torbert manufactured paints for a time and the old factory is now the Acme paint warehouse. Mr. Clark deserves credit for his system of keeping stock and advertising matter.

H. H. H.

New Era High-Grade Prepared Paint

IT IS PURE PAINT—EVERY ATOM OF IT

SUPPLEMENTAL COLORS



MEADOW
GREEN
130



OTTOMAN
RED
*131



SLATE
COLOR
132

X Higher in price than other colors shown

MADE BY THE



DETROIT, MICH.

Color, Paint and Varnish Manufacturers

time. Send each of them a letter every day so that they won't forget that we are making goods for which we need orders, and insist on their sending you a line every day, whether they have anything to say or not. When a fellow has to write in six times a week to the house, he uses up his explanations mighty fast, and he's pretty apt

Take Hold and Lift.

Mr. Dougall's Successor.



E. R. HOAG.

Mr E. R. Hoag has been chosen to take over the territory and duties lately handled by Mr. F. R. Dougall. All of our men and a great many of our distributor's salesmen know Ed. His friends always enjoy hearing him sing "Mr. Dooley" in his own inimitable way, and when it comes to singing the praises of New Era Paint and other products you bet he is a daisy. Ed. will make a record in his new territory to be proud of, and is just the man for the place. His friends will all be glad to hear of his success.

Davies' Varno-Floor-Stain.



It may not have been thoroughly understood that our Ground Color, put out in connection with our Davies' Varno-Floor-Stain, is offered by us as an under coat to be used in connection with the different Stains. The object is to have a uniform Priming Coat, that will cover up old paint or badly discolored floors, and will leave a surface in such a condition that upon applying the Davies' Varno-Floor-Stains you will get the effect desired. Be sure and get your dealer to put in a stock of Ground Color with every stock of Davies' Varno-Floor-Stain you sell.

A Very Gratifying Testimonial.

Bremen, Ohio, May 5, 1903.

Acme White Lead and Color Works,
Detroit, Mich.

Gentlemen—Just a little reminder to let you know that we are at the front with "New Era," and so far ahead that our competitors (well, we haven't any) will never catch us. Yes, there are four other brands of paint in our town, but "New Era" is in a class by

itself. It isn't to be compared with the other brands that have water and benzine in.

We put it on over twenty (20) houses last year, and eleven (11) so far this year. Say, we have them all talking about "New Era."

Smith Bros.' Hardware man was just in, and, of course, sells the hardware store here a good deal of hardware, and say, don't you know that the hardware merchant wanted to buy some "New Era," but, of course, he couldn't get it. Smith's man let him down just as easy as he could.

I received your valuable journal the other day and I saw that you had a very nice road sign. Now, there are four (4) roads leading into our town, and I would like to have one for each road. I will plant two posts and put them on. It will do you good, and myself also.

You might send me some books "How to Paint Your House" and anything else that will help sell "New Era."

Yours for business,

GEO. A. STAKER.

Competition for May.



Competition for May is now on, and Neal's Carriage Paint and Neal's Carriage Top Dressing are the goods this month. This is the time of the year for a ready sale on these lines. "Take Hold and Lift."



Woodruff, S. C., April 16, 1903

Verifying your claims, the undersigned wishes to frankly say that "New Era" goes farther, and is the best paint I ever used. I expect to have a prosperous year and wish you good luck.

Very respectfully,

O. E. WESTMORELAND.

Take Hold and Lift.

A Second Degree Member.



H. C. CATER

Mr. H. C. Cater is a second degree member of the Acme Plug Hat Club, having won the competition for April on Neal's Enamel and Neal's Bath-Tub Enamel, with 52 points to his credit. He will undoubtedly wear his watch fob with the same dignity he now wears his silk hat. Congratulations Mr. Cater.

Danbury, Conn., May 4, 1903.

Gentlemen:—Would like to say in regard to your paint, that it goes ahead of any paint that I have ever used. The house I painted with it looks fine and everybody is praising it. I would like to take the agency for the town of Danbury, Conn. Will you kindly send color cards, price list, catalog, etc., etc. Hoping to hear from you in the near future, I remain,

Respectfully yours,

CHAS. J. STONE.

Members Acme Plug Hat Club.

	Admitted	Contest
Alf R. Kelly	March 1, 1901	Mich Seal Lead
A. E. Barron	June 15, 1901	Neal's Alum En.
I. D. Wilson	Oct 1, 1901	W. and I Paint
H. L. Wilson	Nov 1, 1901	Liquid Wood Filler
W. C. Neal	Dec 1, 1901	New Era H. G.
H. F. Whitaker	March 1, 1902	Davies' V. S.
S. A. Hunter	April 1, 1902	Granite Floor Paint
H. P. Torrance	June 1, 1902	N. C. P. and T. D.
H. C. Cater	June 1, 1902	Highest number of points for six months
F. B. Sangster	July 1, 1902	Utility Varnishes.
W. P. Wiggins	Sept 1, 1902	Master P't's Col.
S. W. Newell	Oct 1, 1902	W. and I Paint
A. D. Hoagg	Dec 1, 1902	New Era A. V.
C. Mehlig	Dec 1, 1902	Highest number of points for six months
James Dougall	Feb 1, 1903	Household Paint
Wm. Galhe	March 1, 1903	Davies' V. S.

SECOND DEGREE MEMBERS.

Alf R. Kelly	Sept 1, 1901	Master P't's Col.
H. L. Wilson	Feb 1, 1902	Household Paint
I. D. Wilson	May 1, 1902	Neal's Enamels
S. W. Newell	Dec 1, 1902	New Era H. G.
H. C. Cater	May 1, 1903	Neal's Enamels
		Neal's B-T Ens.

THIRD DEGREE MEMBERS.

Alf R. Kelly	Nov. 1, 1902	Davies' L. F.
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FOURTH DEGREE MEMBERS

Alf R. Kelly	April 1, 1903	Granite Floor Paint
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Thoughts

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

Devoted to Matters of Interest to Our Representatives.

VOL. IV.

DETROIT, MICHIGAN, MAY 16, 1903.

NO. 31

A Lesson In Humility

I never see one of these fellows swelling around with their petty larceny pride that I don't think of a little experience of mine when I was a boy. An old fellow caught me lifting a watermelon in his patch, one afternoon, and instead of cuffing me and letting me go, as I had expected if I got caught, he led me home by the ear to my ma, and told her what I had been up to.

Your grandma had been raised on the old fashioned plan, and she had never heard of these new-fangled theories of reasoning gently with a child till its under lip begins to stick out and its eyes to fill with tears as it sees the error of its ways. She fetched the tears all right, but she did it with a trunk strap or a slipper. And your grandma was a pretty substantial woman. Nothing of the tootsey-wootsey about her foot, and nothing of the airy-fairy trifle about her slipper. When she was through I knew that I'd been licked—polished right off to a point and then she sent me to my room and told me not to poke my nose out of it till I could recite the Ten Commandments and the Sunday School lesson by heart.

There was a whole chapter of it, and an Old Testament chapter at that, but I laid right into it because I knew ma and supper was only two hours off. I can repeat that chapter still, forward and backward, without missing a word or stopping to catch my breath.

Every now and then old Doc Hoover used to come into the Sunday School room and scare the scholars into fits by going around from class to class and asking questions. That next Sunday, for the first time, I was glad to see him happen in, and I didn't try

to escape attention when he worked around to our class. For ten minutes I'd been busting for him to ask me to recite a verse of the lesson, and when he did, I simply cut loose and recited the whole chapter and threw in the Ten Commandments for good measure. It sort of dazed the Doc, because he had come to me for information about the Old Testament before, and we'd never

feeling mighty proud and scored, but at that I couldn't help glancing up to see the other boys admire me. But the first person my eye lit on was your grandma, standing in the back of the room, where she had stopped for a moment on her way up to church, and glaring at me in a mighty unpleasant way.

"Tell 'em, John," she said right out loud, before everybody.

There was no way to run, for the Elder had hold of my hand, and there was no place to hide, though I reckon I could have crawled into a rat hole. So, to gain time, I blurted out:

"Tell 'em what, mam?"

"Tell 'em how you come to have your lesson so nice."

I learned to hate notoriety right then and there, but I knew there was no switching her off on to the weather when she wanted to talk religion. So I shut my eyes and let it come, though it caught on my palate once or twice on the way out.

"Hooked a watermelon, mam."

There wasn't any need for further particulars with that crowd, and they simply howled. Ma led me up to our pew, allowing that she'd tend to me Monday for disgracing her in public that way—and she did.

That was a twelve-grain dose, without any sugar coat, but it sweat more cant and false pride out of my system than I could

Push Davies' Varno-Floor-Stain.



We are sending to each of our representatives a sample can of Davies' Varno-Floor-Stain. Give your dealer and painters a practical illustration of



the beautiful tone of our goods, of the exceptionally fine flowing qualities, good body and altogether desirability of our goods as compared to other makes. One of our salesmen has been very successful in placing Davies' Varno-Floor-Stain; carries one of these sample cans, and shows our goods up, right on other manufacturers sample



boards of same class of goods. Whenever he has had the opportunity of doing this he has never failed to make a customer. The goods speak for themselves.



got much beyond, And Ahab begat Jahab, or words to that effect. But when he got over the shock he made me stand right up before the whole school and do it again. Patted me on the head and said I was "an honor to my parents and an example to my playmates."

I had been looking down all the time

get back into it for the next twenty years. I learned right there how to be humble, which is a heap more important than knowing how to be proud. There are mighty few men that need any lessons in that.

(From "Letters from a Self-Made Merchant to His Son," by George Horace Lorimer. By permission of Small, Maynard & Co., Publishers, Boston, Mass.)

Ought to be Higher.

In giving talking points on New Era why do you figure 100 lbs. White Lead at \$5.25 when the price to-day to dealers is \$6.50 all over the United States? I think it ought to be figured at \$7.25. H. H. H.

Better Than Other Brands.

Mr. G. W. Wesley, Lapeer, Mich., put one coat of New Era Outside White on a house he is repairing, and he is very much pleased and says one coat looked better than two coats of another brand I sold him two years ago. W. W.

Special Varnish Offer.

I think this is one of the best thought out plans our Company has ever gotten out. It has done more for me to secure new varnish business, as I have been able to secure at least a hundredfold more trade than before, and I hope that our house will extend the offer during the remainder of the year, as there are a great many customers in my territory who are loaded with varnish, but I will be able to land them later. I would suggest that our Company think the matter over and extend the time, so we may make just as favorable a showing this fall as for the spring trade. C. M.

When a salesman establishes his line with a good hustling merchant in a thriving town, would it not be a good idea for him to advertise this fact to as great an extent as possible among his other customers and prospective customers? It does not always *pay to be too modest*.

A single sale or a large number of individual sales does not always prove the value of a piece of goods. It is the second sale or a continuance of business from the same source that makes real worth. It is the great number of repeat orders for the old original Neal's Carriage Paint and our New Era House Paint that are pouring in upon us from our friends all over the country that convince us of the real merit of our product.

When trying to land a retail dealer on our New Era Paint, you naturally make use of all the good inducements we offer him to take hold of our line. When going over these numerous inducements with him don't forget the very important one, namely, our offer to mail New Era letters to painters, contractors and property owners in his vicinity. Get a list of names with his stock order and send them in to us, and we will do the rest and help to build business for your dealer, thereby helping you.

He Sells Lots of Acme Goods.

FRANK F. SCHADE

The above cut is a very good photo of one of the Logan-Gregg Hardware Company's salesmen, who is selling large quantities of New Era Paint, New Era Varnishes and Acme Rapid Selling Specialties in Western Pennsylvania. The Logan-Gregg Hardware Company is our distributor for Western Pennsylvania and a portion of Eastern Ohio, and is handling large consignments of our products.

Davies' Varnish-Floor-Stain Samples.

I think the maple board showing samples a dandy, and I think they are what ought to be sent to all dealers. They show up to a better advantage than the hanger. Invariably when I am showing up Davies' Varnish-Floor-Stain and hand a customer the hanger to look at, and then show him the maple board, he drops the hanger and looks at the board showing all colors, and it also explains to customers that the goods can be applied on soft or hard wood. C. M.

The painter is receiving quite a good share of my time in towns where we haven't an agency for our paint, as the dealers have a line of paints they are running and won't drop them. Much good work can be accomplished in this direction and we must take advantage of the situation when we can get the painter interested in our paint. Then it is easy to secure a dealer or else a town is lost to us. For my part I intend to work the painters hard. In one town this week, after I had sold a dealer twelve gallons of our Outside White, I went out in the town and found a painter at work on a house. I sat down by him and gave him a talk on New Era paint: showed him my evidence of purity, weight of can, tag on can, certificate of analysis and impressed on his mind its quality and quantity, that he cannot mix by hand as well as by machinery and that his time is worth money to him, and got him to

promise to give the paint a fair trial and that I will see him on my return trip and in this way secure his co-operation and report to dealer. In this way I get painters to try our paint and overcome white lead and oil, then I will be able to land dealer and our success is assured. C. M.

Leaving Catalogs with Trade.

Regarding article in THOUGHTS on leaving catalogs with the trade, will beg to say:

First: Leaving catalogs with the trade who will ask for same and you feel they will keep same for reference, *it is a good thing*, but let me ask you, how many of the general run of the trade will consider the cost of same and keep it? Not very many I find. At least that has been my experience. As a rule I find catalogs left the trade by other salesmen, laying around on the counter where anyone can carry them away, as I myself have done time and time again, to send into the factory.

I, of course, do not know the cost of our catalog, but it looks to me like an expensive advertisement, for as a rule a salesman calls on, say, three customers a day, that would mean eighteen or twenty per week.

I think the only proper way is to have with you five or six, then when a *man asks* for same, give it to him, and as a rule he will keep it. D. D.

In regard to the paint inquiry from F. G. Hamlin of Colonsburg, Clarion County, Pa.:

I landed Elliott & Heeter, the big store of that place, so I think our interests will be well looked after. I am having a nice run on paint and have some very good agents. A large portion of my territory is in fine shape, and I am gaining agents along the line, and in course of a short time will have a *good* agent in every town.

Those paint letters are a great help. They teach one points, etc. Those big signs show up fine. My agents who have them, have them up on their store fronts. I. C. K.

It is absolutely necessary that we should have the result of your field experience in securing trade conditions. This is necessary because from these experiences is to come our policy, largely. What helps one salesman will help another if he has the knowledge of it. We want you to tell us what arguments you use in presenting our line.

A customer walked in the Hart-Ward Hardware Co.'s store, Raleigh, N. C., and asked a new clerk if he had any drop black ground in Japan. No, was the reply, ours was ground in Detroit by the Acme White Lead and Color Works, manufacturers of the best paints in the world.

Mr. Wilson Injured.



H. L. WILSON

Just as we are going to press we have received advices that Mr. H. L. Wilson was injured in a wreck on the B. & O. Southwestern Ry. near Washington C. H., Ohio. The advices would indicate that his injuries are not of a very serious nature. We know our representatives will all be very sorry to hear this, and will join us in wishing for his speedy recovery.

Thoughts

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

Devoted to Matters of Interest to Our Representatives.

VOL. IV.

DETROIT, MICHIGAN, MAY 23, 1903.

NO. 32

Modern Advertising.

The first college man I ever hired was old John Durham's son, Jim. That was a good many years ago, when the house was a much smaller affair. Jim's father had a lot of money till he started out to buck the universe and corner wheat. And the boy took all the fancy courses and trappings at college. The old man was mighty proud of Jim. Wanted him to be a literary fellow. But old Durham found out what every one learns who gets his ambitions mixed up with number two red—that there's a heap of it lying around loose in the country. The bears did quick work and kept the cash wheat coming in so lively that one settling day half a dozen of us had to get under the market to keep it from going to everlasting smash.

That day made young Jim a candidate for a job. It didn't take him long to decide that the Lord would attend to keeping up the visible supply of poetry, and that he had better turn his attention to the stocks of mess pork. Next morning he was laying for me with a letter of introduction when I got to the office, and when he found that I wouldn't have a private secretary at any price, he applied for every other position on the premises right down to office boy. I told him I was sorry, but I couldn't do anything for him then; that we were letting men go, but I'd keep him in mind, and so on. The fact was that I didn't think a fellow with Jim's training would be much good, anyhow. But Jim hung on—said he'd taken a fancy to the house, and wanted to work for it. Used to call by about twice a week to find out if anything had turned up.

Finally, after about a month of this, he wore me down so that I stopped him one day as he was passing me on the street. I thought I'd find out if he really was so red-hot to work as he pretended to be; besides, I felt that perhaps I hadn't treated the boy just right, as I had delivered quite a jag of that wheat to his father myself.

"Hello, Jim," I called; "do you still want that job?"

"Yes, sir," he answered, quick as lightning.

"Well, I tell you how it is, Jim," I said, looking up at him—he was one of those husky, lazy-moving six-footers—"I don't

see any chance in the office, but I understand they can use another good, strong man in one of the loading gangs."

I thought that would settle Jim and let me out, for it's no joke lugging beef, or rolling barrels and tierces a hundred yards or so to

The Old Original Neal's Carriage Paint.



We wish our men would "Take Hold and Lift" on this line of our goods this month. Now is the time when these goods should be used rather freely and you should try and take advantage of dealers stocks being low to try hard to get Neal's Carriage Paint and Neal's Carriage Top Dressing in with a lot of new customers as well as having your regular customers buy freely to fill up their stock. We will watch our representatives record on these lines with a great deal of interest.

the cars. But Jim came right back at me with, "Done: Who'll I report to?"

The sporty way of answering, as if he was closing a bet, made me surer than ever that he was not out out for a butcher. But I told him, and off he started hot-foot to find the foreman. I sent word by another route to see that he got plenty to do.

I forgot all about Jim until about three

months later, when his name was handed up to me for a new place and a raise in pay. It seemed that he had sort of abolished his job. After he had been rolling barrels a while, and the sport had ground down one of his shoulders a couple of inches lower than the other, he got to scheming around for a way to make the work easier, and he hit on an idea for a sort of overhead railroad system by which the barrels could be swung out of the storerooms and run right along into the cars, and two or three men do the work of a gang. It was just as I thought. Jim was lazy, but he had put the house in the way of saving so much money that I couldn't fire him. So I raised his salary, and made him an assistant timekeeper and checker.

Jim kept at this for three or four months until his feet began to hurt him, I guess, and then he was out of a job again. It seems he had heard something of a new machine for registering the men that did away with most of the timekeepers, except the fellows who watched the machines, and he kept after the superintendent until he got him to put them in. Of course he claimed a raise again for effecting such a saving, and we just had to allow it.

I was beginning to take an interest in Jim, so I brought him up into the office and set him to copying circular letters. We used to send out a raft of them to the trade. That was just before the general adoption of typewriters, when they were still in the experimental stage. But Jim hadn't been in the office plugging away at the letters for a month before he had the writer's cramp, and began nosing around again. The first thing I knew he was sicking the agents for the new typewriter machine on to me, and he kept them pounding away until they made me give them a trial. Then it was all up with Mister Jim's job again. I raised his salary without his asking for it this time, and put him out on the road to introduce a new product that we were making—beef extract.

Jim made two trips without selling enough to keep them working overtime at the factory, and then he came unto my office with a long story about how we were doing it all wrong. Said we ought to go for the consumer by advertising, and make the trade come to us, instead of chasing it up.

(Continued on next page)

That was so like Jim that I just laughed at first, besides, that sort of advertising was a pretty new thing then, and I was one of the old-timers who didn't take any stock in it. But Jim just kept plugging away at me between trips, and finally I took him off the road and told him to go ahead and try in a small way.

Jim pretty nearly scared me to death that first year. At last he had got into something that he took an interest in—spending money—and he just fairly wallowed in it. Used to lay awake nights, thinking up new ways of getting rid of the old man's profits. And he found them. Seemed as if I couldn't get away from Graham's Extract, and whenever I saw it I gagged, for I knew it was costing me money that wasn't coming back, but every time I started to draw in my horns Jim talked to me where there was a fortune waiting for me just around the corner.

Graham's Extract started out by being something that you could make beef-tea out of—that was all. But before Jim had been fooling with it a month he had got his girl to think up a hundred different ways in which it could be used, and had advertised them all. It seemed there was nothing you could cook that didn't need a dash of it. He kept me between a chill and a sweat all the time. Sometimes, but not often, I just *had* to grin at his foolishness. I remember one picture he got out showing sixteen cows standing between something that looked like a letter-press, and telling how every pound or so of Graham's Extract contained the juice squeezed from a herd of steers. If an explorer started for the North Pole, Jim would send him a case of Extract and then advertise that it was the great heat-maker for cold climates, and if some other fellow started across Africa he sent *him* a case, too, and advertised what a bully drink it was served up with a little ice.

He broke out in a new place every day, and every time he broke out it cost the house money. Finally, I made up my mind to swallow the loss, and Mister Jim was about to lose his job sure enough, when the orders for extract began to look up, and he got a reprieve, then he began to make expenses, and he got a pardon, and finally a rush came that left him high and dry in a permanent place.

Jim was all right in his way, but it was a new way, and I hadn't been broad-gauged enough to see that it was a better way.

That was where I caught the connection between a college education and business. I've always made it a rule to buy brains, and I've learned now that the better trained they are the faster they find reasons for getting their salaries raised. The fellow who hasn't

had the training may be just as smart, but he's apt to paw the air when he's reaching for ideas.

[From "Letters from a Self-Made Merchant to His Son," by George Horace Lorimer. By permission of Small, Maynard & Co., Publishers, Boston, Mass.]

Transferred.



H. C. CATER

Mr. Cater has recently been transferred from the Store Trade Department to the Manufacturing Trade Department. Mr. Cater will hereafter look after the general manufacturing trades in New England, New York City, Jersey City and Brooklyn. Change to take effect as soon as suitable arrangements are made to have his present work looked after by some one else.

Dipping System.



P. W. ALLISON

Mr. P. W. Allison of the Manufacturing Trade Department is making a short trip in the East with the objective point of installing a complete dipping system for the Taylor Wagon Works of Lynchburg, Va., which we recently shipped them. Incidentally, Mr. Allison is looking over some of the manufacturing trade propositions in the East, in iron bed, toy and other lines, and from the reception accorded him thus far the Editor of Thoughts is pleased to predict a pleasant and profitable trip for him.

Some of our men are not putting the amounts on their orders. It would be of great assistance to us if you would comply with our frequent requests in this respect.

We Want More of Them.



DAN DAVIES

We are just in receipt of an order from Dan for a large carload shipment of our products, to be consigned to The A. B. Whiting Paint and Glass Co., Kansas City, Mo. "Come on, boys."

SPECIAL BULLETIN.

Consolidation of Departments.



T. W. CONNOR

We have decided to combine the General Manufacturing Trade Sales Department and the Varnish Sales Department.

This department will hereafter be known as the *Manufacturing Trade Sales Department*. Mr. T. W. Connor assumes the office of manager immediately. This means added responsibilities for Mr. Connor, but we have implicit faith in his ability to successfully handle the proposition. Mr. Connor will, therefore, be responsible for building business in the varnish line with all the classes of trade in the manufacturing line that he has looked after in the past, and, in addition thereto, the furniture and kindred lines of trade. In fact, all manufacturing trade, except carriage and automobile makers and railroad trade.

Our varnish plant is ready to support Mr. Connor in good shape, and, no doubt, with his ability for organization and systematic work, it will not be long before noticeable progress will be made in the process of building varnish business with the classes of trade under his supervision.

THOMAS NEAL,
Sec'y and Gen'l Mgr.