

Take Hold and Lift**Hoagg's Convention.**

The banquet is over and the boys have just left me, all feeling fine as silk. Dr. E. T. Edgerly and Mr. W. T. Harper, Jr., were much pleased with the enthusiasm of all the boys, and I am feeling satisfied for I feel that it was a grand success, as one of the boys expressed himself. It was enough to put ginger into the life of any traveling man. Every man expressed himself and asked me many questions, and went away feeling he could sell more New Era and specialties the coming year. I was not here in time to have the menu and program as I would have liked, but it answered the purpose. I enclose same for your perusal and criticism. If I am as successful in Davenport as I have been in Ottumwa I shall feel much pleased. I hold the banquet there in Col. J. R. Nutting's residence January 4th, 1902. Wishing you a Happy New Year and promising you more on the subject a little later.

A. D. H.

Paints in the Hardware Store.

The following letter from a well-known house manufacturing paints and varnishes, is of interest as indicating the extent to which this line of goods is being handled by hardware merchants. It will doubtless suggest to some of our readers the desirability of considering the question as to the propriety of adding a department for the sale of paints, oils, etc., to their business.

A very large percentage of the hardware dealers handle paints, white lead, varnishes, oil colors, etc. Aside from the profit that there is to them in this line, this is largely due to the fact that the hardware dealers furnish nails, hardware, etc., for building purposes, and naturally have a demand for paint on this account.

In some localities the drug stores carry paint, but this is gradually changing from the drug stores to the hardware stores, as it is more properly in line with the business of the latter.

Hardware jobbers also find it to their interest to add some of the paint line to their list, more particularly white lead, as same can be sold without any trouble in connection with their own line.

We have a number of hardware jobbers whom we supply with white lead, wagon paints, carriage paints, and also receive orders from them for mixed paints and some other goods in our line. Nearly all of them carry a stock of white lead, and some of them carry a stock of paints.

There is no question but that eventually every up-to-date hardware dealer will carry a stock of paints, white lead and varnishes.

—Iron Age.

Take Hold and Lift

**January Plug Hat Club
Competition is on Acme
Household Paints. . .**

I wish to express my appreciation for the sympathy which you extended to me while sick, and also to thank the "boys" for thinking of me at the Convention. I very much regret not having been there and know everyone had a good time and learned a great many things that will be to the advantage of each one in the work of the coming year. I want to say that I will try to make up by hard hustling for what I have missed, and if work and lots of it will make a record, that I expect to go after it to win. Am going to "break" into the Acme Plug Hat Club myself one of these days, and hope every one of the other boys will do the same.

R. R. B.

In the matter of paying rebates on coupon mileage, early in the year, the attention of our representatives was directed to the necessity of ascertaining the exact rebate value of each ticket at the time of purchasing it. In other words, when you get the ticket from the agent, you should immediately ask him how many miles were charged for, and then make a notation on the back of the coupon, which is retained by you and upon which you expect to get rebate. By doing this you will readily see that the coupons on hand always represent the *actual* rebate you are entitled to. Whereas, if you fail to get this information at the time of purchase, there is always a chance of your not knowing about bridge tolls and other arbitraries that are charged for extra, consequently, when you ask for rebate you do not get the amount you claim.

We had an instance recently where there was a difference of \$10. In our judgment that is too much of a difference, and must result from carelessness in computing the value of the coupons sent in for rebate.

In future please determine the actual value of your coupons when you buy the tickets, and then see that your rebate corresponds to the claim you make.

In future we shall question and ask an explanation covering any differences charged to us when you receive your refund on mileage sent in for rebate.

Take Hold and Lift

Hartford, Conn., Jan. 5th, 1902

Gentlemen.—At the last regular meeting held by the Painters and Decorators Union of this city, the "Souvenir Flag" so kindly sent by you to this Union through our delegates, Messrs C. B. Leonard and E. F. Newton, was presented by them to the Union in your behalf. Please accept the thanks of our Union, and also the wish that your Company may have a prosperous New Year.

Yours respectfully,

CHAS. B. LEONARD, R. S.

Our General Distributors.

California	Bohan Paint Co.	Los Angeles
	Domestic Oil Co.	San Diego
Colorado	Humphrey-Jones Merc. Co.	Denver
Florida	The S. B. Hubbard Co.	Jacksonville
	Tampa Hardware Co.	Tampa
Georgia	Columbus Hardware Co.	Columbus
Illinois	Geo. E. Watson Co.	Chicago
	Colburn, Birks & Co.	Peoria
Indiana	Johnson-Woodbridge Co.	Indianapolis
Iowa	Sickels, Preston & Nutting Co.	Davenport
	J. W. Edgerly & Co.	Ottumwa
	Hornick, Hess & More.	Sioux City
Kansas	A. B. Whiting Paint & Glass Co.	Topeka
Kentucky	R. H. McFarland	Henderson
Louisiana	L. N. Brunswick & Co.	New Orleans
Maryland	Stanley & Brown Drug Co.	Baltimore
Massachusetts	E. & F. King & Co.	Boston
Minnesota	C. W. Hackett Hardware Co.	St. Paul
Mississippi	Lee Richardson & Co.	Vicksburg
Montana	Ellis Paint Co.	Butte
New York	Buffalo Glass Co.	Buffalo
	Burbans & Black Co.	Syracuse
	Jno. L. Thompson, Sons & Co.	Troy
North Carolina	Hart-Ward Hdw. Co.	Raleigh
	Burwell & Dunn Co.	Charlotte
Ohio		Cleveland
		Cincinnati
		Toledo
Oklahoma Territory	Alexander Drug Co.	Oklahoma City
Pennsylvania	H. B. Semple & Son.	Easton
	Logan-Gregg Hardware Co.	Pittsburg
	Bard, Schlott & Co.	Reading
	Phelps-Straw & Co.	Wilkes Barre
Tennessee	Fritts & Wiehl	Chattanooga
	Van Vleet-Mansfield Drug Co.	Memphis
Texas	Greiner-Kelly Drug Co.	Sherman
	Houston Drug Co.	Houston
Utah	G. F. Culmer & Bro.	Salt Lake City
Virginia	Barker-Jennings Hdw. Co.	Lynchburg
Washington	Baum & Co.	Spokane
West		
Th		Charleston
Th		Clarksburg
	W. H. Chapman & Sons,	Wheeling

Thoughts

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

Devoted to Matters of Interest to Our Representatives.

VOL. III.

DETROIT, MICHIGAN, JANUARY 18, 1902.

NO. 13

Talk Hold and Lift

Visit From Representatives of the Art Stove Company.

The gentlemen named below are representatives of the Art Stove Company, of Detroit, and recently paid us the compliment of a visit to our plant, and very much enjoyed the trip through our factories. They pledged us their co-operation, and were in turn assured of ours. We wrote them on the 14th inst., sending you copies of our letters. They expressed a wish to meet you personally whenever possible. Write the representative traveling in your territory a nice letter. Tell him where to address you, and suggest his consulting hotel registers with a view of getting together and comparing notes as frequently as possible. We hope you will take the same interest in this most excellent co-operative plan that their salesmen manifest.

We note below name, home address and territory covered by representatives of the Art Stove Company:

Name and Address	Territory
T. C. Read, Salem, Ohio.	Ohio.
C. H. Shepard, West Troy, N. Y., 216 Sixteenth street	New York State.
E. J. Hahn, Detroit, Mich., care of Art Stove Company.	Wisconsin.
M. E. Heath, Ithaca, Mich.	Michigan
Geo. A. Mann, Detroit, Mich., 257 Hancock avenue	Michigan
Geo. H. Fowler, Detroit, Mich., care of Art Stove Company.	Illinois
Chas. L. Smith, Toledo, Ohio, 662 Federal street	Indiana
Alfred G. Henriques, Chicago, Ill., 545 Jackson Boulevard	Upper Minnesota and North Dakota
B. W. Cavell, Detroit, Mich., care of Art Stove Company.	Southern Minnesota.
Miles M. Foott, Waterloo, Ia., care of Post Office.	Iowa.
W. H. Kirk, Minneapolis, Minn., 426 Hennepin avenue.	Minneapolis and St Paul.
M. J. Reilly, Detroit, Mich., care of Art Stove Company.	Detroit, Cleveland Toledo, etc
T. A. Bowman, Chicago, Ill., care of Art Stove Company, 79-83 South Jefferson	Chicago
W. W. Sitter, Denver, Colo., 1100 South 14th street	Colorado and North Dakota.

Members Acme Plug Hat Club.

Admitted	Contributed
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.

Talk Hold and Lift



MR. F. R. DOUGALL.

The Proper Method of Covering a Territory.

[We started in to underline the good points in this article, so that they would be printed in *italic*, but found that this would mean that the entire article would be in *italic*. It is all good—every word of it. It's pure—every atom of it.—ED.]

The representative who is given a territory to look after by a large and progressive manufacturing concern holds a very responsible position, and to take care of this territory properly, so that he will get the best results for his house, requires hard work and careful study. The first duty of a representative is to get business. But his duties do not end there by any manner or means. In order to get the most out of a territory he should know it thoroughly, and he has to make a constant study of the map to arrive at this end. He should also know the trade thoroughly, their requirements in his line, also the possibilities of increasing these requirements. On his first trip over his territory, starting January 1st, he should make an effort to close up as large a volume of business in as short a space of time as he can. There are two ends gained by doing this. The first is: He has kept the other fellow from having a chance to get his line in for some time to come, and he also is taking care of both his house and his customer. He is taking care of his house to the extent that he is giving them a chance to ship out a large part of the goods required by his trade before the rush, when everybody who orders expects their goods in a very short space of time. He is taking care

of his customers because he is seeing to it that these customers will have a good supply of his goods on hand when the demand for same comes. A representative who is out for results must educate his trade to carry a sufficient stock of his line to supply the demand for same, and to get them to anticipate their requirements long enough ahead so that they will always have a sufficient stock on hand. This point alone requires careful study. Did you ever stop to think what a difference there would be in your volume of trade at the end of the year if your trade never lost the sale of a can of paint by being out of same when it was called for? I will venture to say that each and every one of us loses 20 per cent of our total business this year through this one feature. On his second trip over his territory he should take more time and should make all the points he can possibly make that he has failed to make on the first trip. This is the trip when it will pay him to do a lot of missionary work in the interest of his customers, calling upon the contractors, painters, property owners, etc., in the various towns he makes and giving as much time as he can spare to each, always having his eye open for the greatest possibilities. He should be a careful reader of the daily newspapers, as he can always pick up valuable pointers from this source. I am a great believer in constant work. I believe that under conditions such as we are enjoying at the present time, that no salesman who has the best interests of his territory at heart can afford to take more than two weeks vacation in the summer. Of course this has a good deal to do with the conditions that exist in his particular territory. But I firmly believe that a salesman should be able to get more results when his competitors are resting than when they are just as active as he is, and when they do not do so I think it is because they have been educated to think that there was no business to get in off seasons, and that it is not expected of them. A salesman should always cover his territory at least three times a year, and of course there will always be points where it will be desirable for him to visit six or

Take Hold and Lift

seven. There is nothing in my mind like asking questions, keep in touch with the situation, find out what is going on in your territory. If there is a growing town that you hear about and have never made, go to it and look the ground over, it is a paying proposition. Don't get into a rut and stick there, branch out, reach out, and keep continually hustling. Use your think tank as well as your hands and feet and the railroads, and this in my humble opinion is the proper way to cover a territory.

F. R. D.

A Comparison.

One of our Mr. H. C. Cater's customers made the assertion that N. C. P. was not equal to Devoe's brand of carriage paint in quality, body or gloss. Mr. Cater did not have an opportunity of making a comparative test, and we arranged to do so—note the result.

Their Vermilion holds in suspension about the same as ours, is about equal in body and gloss, but inferior in drying properly, and does not work as freely as ours.

Jockey Club Red as compared with Carmine Red. Theirs is about equal in body, drying properly and gloss, but does not work as freely and has a greater tendency to settle.

Chrome Yellow as compared with Citron Yellow. Theirs covers a trifle better, due to depth of color, gloss, drying and working property about the same. We have increased body of our Citron Yellow and same is now fully equal in this particular.

Body Green as compared with Brewster Green. Body and working property about the same, but theirs is inferior in drying and gloss.

Gear Green as compared with Coach Green. Body, gloss and working property about the same, theirs is inferior in drying.

Ivory Black as compared with Raven Coach Black. Body, gloss and working property about the same, theirs has a tendency to settle, and dries more quickly than it should to obtain durable results.

Cobalt Blue as compared with Brilliant Blue. Body and gloss about the same, theirs is livered, necessitating reducing with Turpentine, did not work freely, and same objection covering drying as in the case of Ivory Black applies.

Wine Color as compared with Acme Wine. Theirs was so badly livered that in adding turpentine to make the goods of proper working consistency, body and gloss were destroyed. Our color was proper consistency, worked freely, dried properly, and had good body and gloss.

You can draw your own conclusions, but from our knowledge of the goods after examining same, we should say that Rosin is base of the Varnish used, whereas ours is Kauri Gum,—a great difference as you will appreciate. We know from experience that our N. C. P. will stand the weather test much better than any carriage paint on the market at the present time.

Take Hold and Lift**TI-KI CLUB No. 3.****Organized at Banquet Held in Residence of Col. J. R. Nutting, on January 4th.**

The following gentlemen are anxious to get on top: Col. J. R. Nutting, President; Grant Hosford Nutting, Ralph E. Nutting, L. H. Nutting, H. Harbeck, Wm. R. Turner, Theo. W. Neuhaus, D. L. Mariman, C. G. Reguet, E. Wilckens, Frank Harrison.

Ti-Ki.

Detroit, Mich., Jan. 10, 1902.

Col. J. R. Nutting, President Ti-Ki Club No. 3.
Davenport, Iowa.

Dear Sir—We extend congratulations to you as the first president of the recently organized Ti-Ki Club No. 3.

We believe that the "getting together" of the officers of your Company and representatives, will not only be mutually pleasant, but profitable. This has been the experience in the case of our own Ti-Ki Club.

We wish to be permitted to furnish all of your members with Ti-Ki pins similar to those used by the members of our organization, and assuming that you can have no objection to this, have placed an order for eleven, which, we think, is the requisite number.

Express to the members of your Club our congratulations and best wishes. Sincerely yours,

ACME WHITE LEAD AND COLOR WORKS.

Detroit, Mich., Jan. 10, 1902.

To the Officers and Members of Ti-Ki Club No. 3.

Gentlemen,—We extend our heartiest congratulations and welcome you most cordially as members of the "Ti-Ki" organization.

We are certain that the prime object of these clubs, which is the exchange of ideas, a closer relationship of each member in a business and social way, cannot fail to promote good will and cordiality, and result in benefit to all concerned. This has been our own experience.

We should like to hear from you as a Club, or from the individual members of your Club at any time, and can assure you of our deep interest in the welfare and success of your organization.

Cordially yours,

Ti-Ki Club No. 1.

A. M. WOODWARD,

President

Our Good Looking Representatives.

Philadelphia, Pa., Jan. 9th, 1902.

Acme White Lead and Color Works,

Detroit, Mich.

Gentlemen,—Your postal of the 6th instant, and also Convention program received, for which I thank you, as I appreciate not only Mr. Dougall's kindness, but also his thoughtfulness in having one sent me, as I shall prize it very highly. Especially do I wish to extend my compliments to you as a Company in having as representatives such fine and able bodied men taking care of your business. The success of your Company can readily be seen from the photographs of your representatives.

Wishing you all the compliments of the season, I am, believe me, Yours very truly,

F. W. SEITZ.

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

California	Bohan Paint Co., Domestic Oil Co.	Los Angeles San Diego
Colorado	Humphrey-Jones Merc. Co.,	Denver
Florida	The S. B. Hubbard Co. Tampa Hardware Co.	Jacksonville Tampa
Georgia	Columbus Hardware Co.,	Columbus
Illinois	Geo. E. Watson Co., Colburn, Birks & Co.	Chicago Peoria
Indiana	Johnson-Woodbridge Co.,	Indianapolis
Iowa	Sickels, Preston & Nutting Co., J. W. Edgerly & Co., Hornick, Hess & More,	Davenport Ottumwa Sioux City
Kansas	A. B. Whiting Paint & Glass Co.,	Topeka
Kentucky	R. H. McFarland	Henderson
Louisiana	L. N. Brunswick & Co.,	New Orleans
Maryland	Stanley & Brown Drug Co.,	Baltimore
Massachusetts	E. & F. King & Co.,	Boston
Minnesota	C. W. Hackett Hardware Co.,	St. Paul
Mississippi	Lee Richardson & Co.,	Vicksburg
Montana	Ellis Paint Co.,	Butte
New York	Buffalo Glass Co., Durhans & Black Co., Jno. L. Thompson, Sons & Co.,	Buffalo Syracuse Troy
North Carolina	Hart-Ward Hdwe. Co., Burwell & Dunn Co.	Raleigh Charlotte
Ohio	Loew Filter & Mfg. Co., Stein-Vogeler Drug Co., Smith Bros. Hdwe. Co., Norton Paint & Hardware Co.,	Cleveland Cincinnati Columbus Toledo
Oklahoma Territory	Alexander Drug Co.,	Oklahoma City
Pennsylvania	H. B. Semple & Son, Logan-Gregg Hardware Co., Bard, Schlott & Co., Phelps-Straw & Co.,	Easton Pittsburg Reading Wilkesbarre
Tennessee	Fritts & Wiehl Van Fleet-Mansfield Drug Co.,	Chattanooga Memphis
Texas	Greiner-Kelly Drug Co., Houston Drug Co.,	Sherman Houston
Utah	G. F. Culmer & Bro.,	Salt Lake City
Virginia	Barker-Jennings Hdwe. Co.,	Lynchburg
Washington	Baum & Co.,	Spokane
West Virginia	The Hubbard-Williams Co., The Williams & Davison Co., W. H. Chapman & Sons,	Charleston Clarksburg Wheeling

Please accept my thanks for the plug hat. I hope that all the boys may have the same pleasure.

W. C. N.

Thoughts

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

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VOL. III.

DETROIT, MICHIGAN, JANUARY 25, 1902.

NO. 14

GREAT BOOM IN FARM PRODUCTS

**The Past Year Beat all Previous Records—
Nine Staple Crops Show Increase
of \$700,000,000.**

Under the caption "Good Times for Farmers," the American Agriculturist presents the striking summary of agricultural conditions for the year 1901.

The wheat crop is worth more than last year by \$150,000,000.

Live stock represents a value of nearly \$250,000,000 more than that of last year.

Other grains than wheat represent as large a total value this year as last, the shortage in yield of corn being made up by advance in price.

Potatoes are so high that the short crop probably will return more money to the farmer than ever before.

Apples and other fruit are extraordinarily high.

The farm products of the United States this year are doubtless worth \$400,000,000 more than last year's out-turn.

The cereals—wheat, corn, oats rye and barley—raised in the United States during the last five years represent a value to the farmer of \$6,250,000,000, or an increase of nearly \$1,000,000,000 over the preceding five years.

Cotton growers have netted \$400,000,000 more for the last five crops (1901 crop estimated) than for the previous five.

Taking 1896 as a fair basis of values during the late agricultural depression, nine staple crops for this year represent an increase in value of more than \$700,000,000. Live stock is worth \$1,000,000,000 more now than then.

During the last five years agricultural exports have been \$938,000,000 greater than for the preceding five years, a gain of thirty per cent, while exports of manufactures have almost doubled in value.

The excess of exports over imports is nearly threefold that of 1896-1892.

With a keen foreign demand for our surplus, the American farmer certainly rejoices in a glorious prospect for profits, prosperity and happiness.

"The past season's wheat crop," says the Agriculturist, "represents a greater value

to the farmer than any previous crop. With a single exception, the same is true of oats, potatoes, cotton and hay. There has been an even greater increase in the value of a large number of other staple and special crops, even where the production has been of sizeable proportions.

"Great as are the farmers' profits through the healthy condition of supply, demand and prices for the crops he had to sell last season, quite as much can be said for all livestock and livestock produce. Butter, cheese and milk are worth so much money that cows command higher prices than ever before. The same is relatively true of cattle, hogs and sheep, while horses are also improving in value.

"Encouraging as was the agricultural situation for the past year, it is still more interesting when we reflect that 1901 was the fifth year of the successful upward trend to agricultural values.

"History affords no precedent for so remarkable a transformation since the preceding panic years. It is shown also by the degree to which farm mortgages have been paid up, and by the substantial improvements that have been made in farm buildings and equipment and by the strong upward tendency to the value of farm lands, especially in the central and western states. The west in these matters has certainly been vastly favored over the southern and middle states, where farms still sell away below their intrinsic value. But it is only a question of time before the price of farms in those sections will reflect the improvement that has been so emphatic throughout the west.

"Even billions of dollars can inadequately express the improvement in agricultural values and incomes compared to the depths of the late depression. And because farmers are in this prosperous condition, and because they are the greatest consumers of manufacturers, the industrial outlook is generally satisfactory and encouraging.

Copy of SPATTERS received. Same is certainly very "swell" and does great credit to the Acme. A generous distribution of SPATTERS will now be in line, and am sure it will help some "a heap." W. P. W.

A Wallpaper Salesman.

Please send out a bulletin to the boys and find out if they know of a first-class retail wallpaper salesman who is willing to work for \$75 a month for a start and every prospect of a rapid advance if he proves satisfactory. Have them apply to E. E. Thompson, Waco, Texas, at once. J. R. N.

A Victory for Master Painters' Colors.

The Buffalo Glass Company inform me that from now on they intend to handle and push Master Painters' Colors instead of Massury, which they are now handling. Have given instructions to their salesmen to push same.

M. J. R.

[We happen to know that the above house hesitated a long time before taking this step, so as to absolutely convince themselves that they were safe in doing so.]

New Distributors.

Messrs. Torrance, Wilson and Halladay are to be credited with the rounding up of a new distributor at Columbus, Ohio, and Messrs. Sangster and Halladay with locating a new distributor at Baltimore, Md. This is a pretty good start for 1902. Carloads are the initial shipments in each case. The representatives have laid plans to get back of these two new distributors in a way that will make them as well satisfied and successful accounts as any others on our list.

Ti-Ki Club, No. 3.

Davenport, Iowa, Jan. 13, 1902.

We did not have the necessary time to say and do all we wanted to say on the night of January 4th, consequently the Ti-Ki's of No. 3 will meet January 18th, 9 p. m. Have a little something to eat on their own account, smoke a little on the side, after which old Ti-Ki from No. 1 will continue his maiden speech of a solid hour and a half in the Colonel's house. The Colonel was evidently pleased, for he wants more for the special benefit of one who came not.

A. D. H.

I think Mr. C. F. Pulfer's suggestion in last edition of THOUGHTS is a very good one. I am at present carrying the panorama and find it rather heavy to pack around. Now if we could have those color plates in a roll I think every one of the boys would make good use of same. S. J. O.

Thoughts

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VOL. III.

DETROIT, MICHIGAN, FEBRUARY 1, 1902.

NO. 15

Take Hold and Lift.

As Regards Pushing the Varnish Business.

We recently advised you through the columns of THOUGHTS of certain prizes that would be offered for sales of varnishes.

We find that this has had the result of inciting our representatives to greater efforts than ever on varnishes. Ordinarily nothing could have pleased us better, but it so happens, just at this particular time, that we are not in position to handle a large bulk of varnish business.

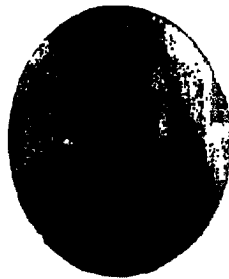
The changes in our new plant will not be completed for the next month, and after we have our tanks all in position the goods have to be made and aged. In the meantime we are perfecting the new line of varnish, a separate bulletin on which has been issued. The only item that we have at present on which you can push—and push as hard as you know how—is Neotene Dryer. Get after this piece of goods for all you are worth. The varnish prize proposition goes on just the same, but under no circumstances attempt to get new business on old brands of goods, or urge old customers on these old brands to place large orders. Let the varnish proposition, so far as it applies to our old brands, rest, simply taking such orders as customers give you voluntarily.

By March 1st we will have "Varnole," a floor finish that we have tested, and know to have no superior on the market—a piece of goods that you can push and urge consistently and conscientiously, feeling that everywhere you place it, it means a satisfied customer.

It is the toughest piece of goods for this class of work that has ever been offered. Mr. Hull knows this piece of goods like his A B C's. The man who makes this has been making the same article for a great many years. Mr. Hull has sold the goods, seen them tried and used so many times, and for such a long period, that there is no question as to their undoubted success.

Hold off on the old lines of varnishes and wait as patiently as possible for the new ones, and just as soon as they come to light TAKE HOLD AND LIFT for all you are worth.

Take Hold and Lift.



Barron's Married.

The following announcement is explanatory.

*Sheriff and Mrs R J Eitbeck
Announce the marriage of their daughter,
Munne Blanche
to
Mr Alfred E Barron,
On Monday, January twenty-seventh,
nineteen hundred and two,
Austin, Ill
At Home
110 N Central Ave*

We were not expecting anything of this sort quite so sudden. No doubt "Alf." will make as great a success of married life as he has of anything else he has ever seriously tackled. When Mr. Hunter told us at the Convention that "his friend Barron was going to be married," Alf seemed to regard the statement as such a good joke that we all laughed at Hunter. It's Hunter's turn now. We extend heartiest congratulations to Mr. and Mrs. Barron, and best wishes for a long married life, replete with happiness.

*O fortunate, O happy day,
When a new household finds its place
Among the myriad homes of earth.
Like a new star just sprung to birth,
And rolled on its harmonious way
Into the boundless realms of space.*

We have written the following postal letter to all 5 and 10 cent store trade whom we have sold for the last two years.

Detroit, Mich., Jan 25th, 1902.
We have discontinued the manufacture of "Wayne" and "Bristol" lines of paints, enamels, varnish stains, etc., and as we have no stock on hand will not be in position to execute orders in future.
ACME WHITE LEAD AND COLOR WORKS

Take Hold and Lift.

Glad You Like It, Mr. Billings

Convention number of SPATTERS at hand, and I have had numerous compliments upon it from parties who have received it. My idea is that the columns of SPATTERS, telling of the beauties of our co-operative plan and the harmony, esteem and regard existing between employer and employee, is the greatest advertising medium used by the Acme Company since my first acquaintance with them. I have compared SPATTERS with a booklet published by Sherwin-Williams & Co., of their convention, and could not fail to notice the difference (which every impartial reader would notice) in the proceedings of the two conventions. The Sherwin-Williams telling "the boys" what they must do, a command almost. The Acme with outstretched arms and open hearts, inviting suggestions to improve and offering assistance to "the boys" in every way, that they may become more conversant, more intelligent upon the line, and thereby increase their volume of business in their respective territories, and the larger the volume of business, as a natural consequence, the larger becomes your remuneration for services. So, after all, the Acme Company is annually spending thousands of dollars in their co-operative plan, to give to each of us an opportunity to improve ourselves, and I for one am going to make the best of it.

I wish, Mr. Editor, that you would send me about a dozen extra copies, if possible, as I find every once in a while where I could put one with, I think, advantage. With long life to SPATTERS, the Acme and Mr. Editor, I am respectfully. R M. B.

Convention Programs.

Some of our representatives were very anxious to have Convention programs sent to their customers. We printed a supply and invited each man to send in a list of about ten names. We still have on hand about two hundred. We would like to send out the balance promptly, and will, if the representatives furnish names.

St Louis, Mo., Jan 28th, 1902
Ship at once 200 pounds Ivory Black in Japan.
THE BANNER BUGGY CO
They kindly advise us that this order is "so much for SPATTERS."

Thoughts

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

Devoted to Matters of Interest to Our Representatives.

VOL. III.

DETROIT, MICHIGAN, FEBRUARY 8, 1902.

NO. 16

Take Hold and Lift.



MR. H. L. WILSON

Plug Hat Club Competition for January.

The result of points credited on sales of Household Paints as per schedule published in *THOUGHTS* of January 11th, indicates that Mr. H. L. Wilson is at the top of the list, being credited with 65 points in all. This makes Mr. Wilson a second degree member of the Plug Hat Club and entitled to wear a watch fob. We congratulate Mr. Wilson, and trust that you will all TAKE HOLD AND LIFT on the Davies' Varnish Stains competition of this month.

BANQUET AND SMOKER

To Officers and Representatives of Messrs. Colburn, Birks & Company and Ti-Ki Club No. 2.

The officers and representatives of Messrs. Colburn, Birks & Company are all members of Ti-Ki Club No. 2, and they are particularly interested in the club. Mr. R. S. Gebhart had the pleasure of entertaining them on Saturday evening, February 1st, at the Grant Hotel, Peoria, and he also worked A. M. Woodward to go to Peoria to help him out. If those entertained derived as much pleasure and benefit from the meeting as did Mr. Gebhart and Mr. Woodward, it was certainly a success, and we know that they did consider it successful, based on the kind comments and expression of thanks tendered the house for the entertainment. Messrs. Gebhart and Woodward never met more agreeable and progressive gentlemen than their guests of the evening, and the interest which they evinced in the methods of our

Take Hold and Lift.

house, and the goods, and the manner in which they expressed their determination to TAKE HOLD AND LIFT was particularly gratifying. We also know that there are orators as well as workers in Ti-Ki Club No. 2, who will make the members of No. 1 hustle. Mr. Colburn's toast to the Acme officers and representatives, and their hosts of the evening, as well as the hearty manner in which the boys responded to Mr. Reichardt's call for three cheers for the Acme, left no room for doubt that they were "with us."

The following bill of fare was arranged by "Geby" and does him credit, especially Ti-Ki cocktail, Devil Red claret, and Bull Frog Green punch, the two latter being printed in appropriate colors.

MENU

Blue Points	
Calery	Ti-Ki Cocktail
	Spanish Olives
Consomme De Volaille	
Midget Pickles	Salted Almonds
Boiled Jack Salmon, Drawn Butter	
New Potatoes	Florida Tomatoes
	Devil Red Claret
Tenderloin of Beef, Larded, au Jus	
Baked Grant Potatoes	French Peas
Bull Frog Green Punch	
Broiled Quail, Crabapple Jelly	
Duc de Montebello Champagne	
Chicken Salad	
Acme Ice Cream	Assorted Cakes
Cigars	Music
Cafe Noir	

"TAKE HOLD AND LIFT"

Following is the list of gentlemen whose names appear on the menu card, a few of whom, however, were unavoidably absent: W. P. Colburn, president, Henry Simoneau, vice-president, John Birks, secretary and treasurer, C. F. Reichardt, manager of order department, F. M. Birks, manager sundry department, S. C. Grant, pricing, A. Beseman, manager of city department, J. D. Carey, head book-keeper, and Salesmen F. W. Dudley, W. D. Chase, Herman Pelz, Albert Lemon, W. C. Wade, Chas. Juelg, John Brush, Jr., John W. Bowe, S. P. Fitzgerald, E. C. Pierce, John M. Thornton.

Take Hold and Lift.

Methods of Covering a Territory.

Selling paint on the road is so vastly different from almost any other line, that I have found it very bad policy to rush fast. What I mean by this is, where a representative makes a town, calls on all the dealers and is in too much of a hurry to get to the next town, that he cannot find time to look up some of the painters and let them know what New Era High-Grade Prepared Paint is made of.

A representative should not lose sight of the fact that where he interests a painter in his goods, that that very painter is talking his line many times when he is away. How much assistance this will give the representative if he has only one painter in each town talking New Era. They will talk it I know, if they only knew there was such a paint on the market. This is my experience, and my method of covering a territory has always been to work fast but sure. Always take your time at least in every new town you visit, size up all the dealers, select the one you think is the most desirable; open up a can of New Era High-Grade Prepared Paint and demonstrate to him that you have the best paint that it is possible to make. Call on all the painters and demonstrate to them also. Hunt up a few jobs and sell New Era to the consumers, and transfer this business to the dealer you have selected. Whatever you do, work a town thoroughly before you leave it. The chances are, where you have a new customer, and one who does not sell much paint, should be more often visited than in towns where you have a good customer. By making these towns more often and by the persistent work that you will do, you will succeed in getting a customer in the towns where you have not one, and you will also succeed in building up the dealer's trade who has the paint in stock and is not able to sell the quantity he should. A. E. B.

Replies to bulletin regarding coach color cans nearly all in. Ninety per cent of the replies are favorable to the discontinuance of the screw cap and the use of the gate, consequently the screw cap will be discontinued after our present stock is used up.

Take Hold and Lift.**Best Method of Covering a Territory.**

By Willie Wiggins

Concerning above was just congratulating myself on not having to speak or write on same when our worthy manager began pumping in letters, wanting to know when the big show was coming off.

I always make it a point when working in a territory tributary to a jobber, to first get acquainted with the jobber's salesman. Find out if he objects to you making a trip over the territory with him (some of them do), and if he don't, go out with him, and when he is through with his "spiel" get introduced and start in on yours. You will most always find the salesman will stand around and listen, and now is the time to get in your work with him, because he will listen when you tell someone else, but nine times out of ten will get all swelled up if you try and tell them what to do, especially if they are old men. Tell the prospective customer that "Bill" gets credit for all you sell, and that as long as he has known "Bill." How long did you say you had been peddling goods down here—twenty years? Why, of course, you will help him out on this deal. Here "Bill" generally gets "chesty" and "butts" in, and in almost every case you will find "Bill" is doing all the talking before you get through, and he don't know what started him. When he finds you are helping him out and swelling his sales, etc., he will (if the house is carrying two or more lines) always specify your goods on open orders. The only trouble is that you have to keep continually after the trade, because drug men and hardware men have so many items to keep in their mind that when you are not with them or continually helping them they are very apt to lose sight of the fact that their house carries paint, and never think of it unless same is brought to their notice by the dealer. Of course this is only one of the things a man has to do. You can't expect the business to come to you, and if you don't get out and hustle some up for the jobber, and yourself also, you will very soon find out that some other house has put in a line with the same jobber you have and is out to get the goods. About this time you think you should have an order from Mr. Jobber. You tell him so, and he says: How much have you sold for us? Well that isn't much. Smith & Co. have sold three times as much of their stuff and their goods seem to have the run, so I just gave their man an order yesterday. Now right there is where you want to be Smith & Co.'s man. If you are not, and can't get the biz back, especially if you are

with a first-class house, visions of walking and a snowball eating contest with yourself are not far off. In conclusion will say I don't consider this the only proper way of covering a territory (every man has a way of his own), but to sum it all up you have got to hustle all the time, and never think you can't get the biz because there are two or three men in front of you, because if you s'op a day or two and go back you will see there are about two or three hundred behind you and more starting out, so if you don't hustle some of them will catch up with you and then you have more in front again. So keep on "plugging" and "TAKE HOLD AND LIFT."

W. P. W.

This Is Important.

Hereafter, in addition to giving us on the regulation blank name and address of prospective purchasers of New Era High-Grade Prepared Paint, and filling out space allotted for "rating," to facilitate matters please provide us with references, unless you have reasons for knowing that same will not be required. Attach memorandum containing this information to each blank. Our credit department can then decide if we are willing to extend a line of credit, and if not, we will refrain from soliciting. We cannot very consistently ask for references in a general soliciting letter, but you can while on the ground, and without causing any friction, secure information which will be of assistance to us in deciding what to do. Kindly bear this in mind.

The "Opening Shot" in the New Era Varnish Campaign.

To Mr. R. S. Gebhart belongs the honor of sending in the first order for Neoteric Dryer, the first of the line of New Era varnishes ready to market. He is followed closely by Mr. F. R. Dougall.

Next!

"Errors in Cash Accounts."

Twenty of our men were exceedingly careless in making up their cash accounts last week. Some of the mistakes are almost inexcusable, as you have been advised of all charges made against your account, consequently upon receipt of these debits proper entries should have been made in your expense book and cash account.

It is necessary for these matters to be kept straight. We have written the men individually, who are at fault, and we hope they will kindly make special note of the fact, and try and have those cash accounts right in future.

Take Hold and Lift.**They Know Kelly.**

We quote the following clipping from the Official Bulletin Pacific Coast Commercial Travelers' Association, which indicates that that organ is familiar with Kelly's peculiarities.

Alf R. Kelly will be at the annual convention, after twelve months of hard work selling Michigan seal lead to every dealer on the Coast. We are always glad to meet Friend Kelly, as his ideas are good and his explanations logically explained by him. Alf is a very popular, genial gentleman.

Mileage Tickets.

Following newspaper clipping will be of interest to our representatives.

New York, Feb. 4.—The trunk line association has, it is understood, virtually decided upon the establishment of an interchangeable mileage bureau, to have charge of the preparation and accounting of 2,000 mile tickets interchangeable on any road in the association. This action is in response to a petition of more than 25,000 merchants in trunk line territory submitted to the association through the New York board of trade and transportation.

A New Friend, and a Painter.

On December 6th we entertained about 250 painters at our factory, who were in Detroit attending their annual convention. They came from every state in the Union, and were enthusiastic in their praise of our methods and facilities. Many had never seen a paint factory, although they had spread paint all their lives. Following is a letter just received from one of them.

Oswego, N. Y., January 20th, 1902
Acme White Lead and Color Works,

Detroit, Mich.

Gentlemen,—I received your favors of late date in due time, and it is with pleasure I read the copy of SPATTERS, for it brought back many pleasant memories of my visit to Detroit in December last, and more especially my visit to your works. That was the first time I ever had an opportunity of seeing how lead and colors were made, and I assure you it was very interesting to me.

I have never seen Acme lead used around here as yet, but hope to have the pleasure of putting it on "thick and rubbing it out thin, so as to give the man plenty of his own," as the saying goes, in the future. So with best wishes for your success, and thanking you for courtesies during my visit, I remain,

VINCENT MALONEY.

February Plug Hat Club
Competition is on Davies'
Varnish Stains.

Thoughts

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VOL. III.

DETROIT, MICHIGAN, FEBRUARY 15, 1902.

NO. 17

Take Hold and Lift.

Varnotile Floor Finish.

The Varnish department takes pleasure in announcing that Varnotile, our new floor finish, is now in a marketable condition, and ask that you make every possible effort to place this article with your trade. Varnotile is without question the toughest and most durable finish for floors ever offered the public. Don't be afraid of talking strong on this article, as it will stand as firmly behind you as the rocks of Gibraltar, as far as quality and durability goes.

The price on Varnotile will be as follows, in the following sized packages

5 gallon cans	\$2.50 per gallon
1 1/2 "	2.50 "
1/2 "	2.65 "
Quart "	2.75 "
Pint "	3.00 "
1/2 Pint "	3.30 "

Discount, 25 per cent to the trade and an additional 20 per cent to the jobber

Varnotile cannot be bought in bulk, but only in sealed cans, as designated above. In our bulletin No. 31, concerning Neoteric Liquid Dryer, we outlined to you the number of cans packed to a case for all of our new line of varnishes.

Do a Little Squeezing.

Try to squeeze in a few gallons of Neoteric Dryer with other goods, just as a starter. When you remember that these goods will go about twice as far as ordinary dryers sold at a little lower price per gallon, and think of all the other "good points" listed in the ten sent you, it will be evident that you have plenty to talk about. The goods, like New Era Paint, are built to make and retain friends, and build business. You cannot commence the building process any too soon. We should like to see a more liberal sprinkling of Neoteric Dryer in your orders to us and to our distributors. It's easy to get in a sample case or so of each size with your distributor, if you try, and just as easy to sell the goods to your distributors' customers.

Take Hold and Lift.



Neal's Interior Enamel.

The boys have just placed their shoulders to the wheels and the Neal's Interior Enamel vehicle is in the first "creaking" stage of the starting process. Shove it along! All together! It will be "easy moving" in a very short time, and you can jump in the wagon and "all take a ride". This line of goods is *all right*, and will do more to swell your sales on Neal's Enamels than you possibly realize just at the present time. Instead of pints, you are selling gallons, and instead of enameling chairs you are enameling walls. Competition is nothing to be afraid of. You have two talking points to every cubic inch of enamel, where the "other fellow" has nothing to say or imagine. His war cry is "Cheap! Cheap!! Cheap!!!" And our's is, "Quality, first, last and all the time!" The slight difference in price between ours and the other is not half what it ought to be, based on the *real value* of the goods. *There's more money for the dealer and jobber in this line than any similar line on the market.* Figure it for yourself. There's more satisfaction to the consumer than with any other similar line on the market. Any enamel with "Neal's" on the label *must be right*.

Certainly you ought to be able to sell it!

Your scheme for pushing the enamels is a dandy, and cannot but result in success. I have been writing the jobbers in the different territories from which inquiries are received, asking them to follow it up.

A. R. K.

Take Hold and Lift.

Mr. Kelly, Please Note.

I know a first-class paint man who is anxious to get a position managing a paint store in far west, or south. He knows our line thoroughly and will help us out if Messrs. Kelly, Newell or Elliott can find him an opening. The west preferred. Address me.

W. C. N.

Interolite.

The Varnish department are pleased to offer you for sale Interolite, for general work on interior decorations where an ideal finish is desired to withstand most extreme usage, as in bath-rooms, where soap and hot water, steam, etc., are constantly working devastation. Window casings and inside blinds are constantly exposed to ravages of frosted window panes, which, when the sun strikes them, causes the ice to melt and run down on the casings and window sills. Such exposure as this is intense, and must have an extra fine piece of goods, which you will find in Interolite. This varnish has superb working qualities, and if desired can be rubbed to a dead finish, leaving a tough, durable surface. It is also an exceptionally good article for manufacturers of mantels, bar fixtures, tops, etc.

We will soon have for you to offer the trade brands that will be cheaper in price, but not nearly as lasting in wearing qualities and durability. To all customers desiring an A 1 interior finish, offer them Interolite, with the conscientious feeling that you are selling an article of rare merit.

See if you cannot interest large contracting hardwood finishers on both Varnotile and Interolite, as they are both "winners"

Prices as follows in the various sized packages

5 gallon cans	\$2.50 per gallon
1 1/2 "	2.50 "
1/2 "	2.65 "
Quart "	2.75 "
Pint "	3.00 "
1/2 Pint "	3.30 "

Discount to the trade, 25 per cent, to the jobber, an additional 20 per cent. "TAKE HOLD AND LIFT" hard on this.

Neoteric Liquid Dryer.

The Varnish department is in receipt of an inquiry from our genial friend, Mr. Kelly, asking "What is the color of Neoteric Liquid Dryer?" and he also expresses his appreciation of the thorough manner in which we explained the good points of the dryer in the little price list we issued at the time we bulletined the dryer. Mr. Kelly says—"I think that new idea of yours, which I note on that little price list circular of Neoteric Liquid Dryer you sent us, of giving us talking points on the goods is an excellent one, and one that you should follow out on all the different lines of varnishes as you issue them. It gives us good talking points and we can then easily elaborate on them, and use our imagination for what further we need. I would advise that when you complete your line of varnishes, that you issue special catalogue of same, with talking points on the different lines, for the education of your salesmen and the representatives of jobbing houses."

Mr. Kelly's suggestion is just the way we intend to handle all of our new line, and you will receive full instructions on every article we send out, excepting some of the miscellaneous cheap varnishes, which you will find in our new catalogue, where descriptive matter is provided for every piece of goods we list.

In answering Mr. Kelly's question as to the color of Neoteric Liquid Dryer, (which by the way is a rich wine color) we think the briefest explanation we can make is to print our reply to Mr. Kelly, and we will say right here to those of our representatives who desire samples at any time of any of our goods, that we will be pleased to mail you a 2 oz. bottle, the same as in Mr. Kelly's case.

My dear Mr. Kelly.—In response to your inquiry relative to the color of Neoteric Liquid Dryer, will say, that the best way to answer that question will be to mail you a sample of the goods, which we are doing to-day, in one of our new standard 2 ounce bottles and mailing cases for varnishes.

There is no strength to white dryers, as they have to be made in such a manner as not to admit of proper ingredients to make a strong dryer. When enough of Neoteric is used to discolor any shade of any paint, too much is used for the benefit of the paint.

This dryer will do just exactly what we claim for it in the little card we sent out, stating its good points. We claim the dryer will go twice as far as any cheap dryer, and will not injure the paint, where cheap dryers will. A man may say to you, your dryer is high in price, but when he takes into consideration the quality and the effect on his paint, also the proportion he has to use, we claim that in the long run Neoteric is the cheapest and will give the best satisfaction. Don't be afraid to expatiate the efficient qualities of Neoteric.

We will soon have a number of cheaper dryers for you to offer, but you will be better pleased, your customers will be better pleased, and we will be better pleased to let this be your "leader" in dryers. We

are about to issue a bulletin announcing the good qualities of Varnotile, our new floor finish, which is now ready for the market.

This piece of goods is a "corker" and the ready sale you will obtain on it after you once introduce it, will be a great source of gratification to you. I will mail you a sample of this article next week, and I would like to have you give it a personal test, by pouring some on a piece of glass, let it get good and dry, and then try to pick it up with your nail. Don't pour it on too heavy, and let it stand four or five days.

We are tanking goods very fast now, and will have a large stock in process of maturity in the near future. It is our intention, as you suggest, to explicitly designate the good qualities and talking points on all of the goods as fast as they are marketable.

What "Neoteric" Means.

To those of our representatives who possibly may not be familiar with the word Neoteric, which we use in connection with our new dryer, we present herewith both Webster's and the Standard dictionaries definition of the word, which is defined as follows:

STANDARD.—*Ne-o-ter'ic*, recent in origin, new.

"In the neoteric fashion honeymoon on a railway"—G. the egotist, ch. 39, p. 172 (R. *Ne-o-ter'ic*, one of modern times, a modern.

"We have seen a landscape of a justly admired neoteric, in which he aimed at delineating a fiction, one of the most severely beautiful in antiquity—the of the Hesperides"—Lamb's Last of Ella, Productions of Mod. Art, p. & Co.) WEBSTER.—*Ne-o-ter'ic*, young, new, recent in origin, modern. One of modern times.

In choosing the word "Neoteric" for our dryer we thought it very appropriate, and think it will prove a winner, and we sincerely hope you will all have a *neoteric* fashion of burdening the railways with exceptionally heavy orders. Sharpen your pencils and get busy.

The Power of Advertising.

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

The following postal from a lady who has tried Neal's Enamels, as a result of our advertising, finds that they are unsatisfactory for reasons stated:

Dear Sirs.—So many of your advertisements came to the house by mail that I began to think that Neal's Enamels were just about what they were advertised, so I purchased one dollars' worth and followed directions to the letter—only let it stand six days before using. Well, it surely looked like a decided success, so I called in all my friends and neighbors, and they too were of the same opinion, and all who had zinc tubs decided to try the Enamel, but will have to call all my friends back again—entirely different scene. Since we bathed in the tub we have "foot-prints on the sands of time." Luke-warm water in the bottom of the tub softens it so you can push it all off, and I surely wish it was.

MRS.

Pittsburg, Pa.

We assume, as the lady only refers to foot-prints, she failed to complete her bath. But seriously, the trouble in this case is undoubtedly due to the fact that there was moisture in the bottom of the tub when the enamel was applied. It may be due to a leaky faucet, or the tub may not have been

thoroughly dried. We have sent her another can and asked her to try again, being careful to see that the surface is dry, and then invite her friends in once more.

Our General Distributors.

California	Bohan Paint Co., Domestic Oil Co.	Los Angeles San Diego
Colorado	Humphrey-Jones Merc. Co.,	Denver
Florida	The S B Hubbard Co Tampa Hardware Co	Jacksonville Tampa
Georgia	Columbus Hardware Co.,	Columbus
Illinois	Geo E Watson Co., Colburn, Birks & Co.,	Chicago Peoria
Indiana	Johnson-Woodbridge Co.,	Indianapolis
Iowa	Sickels, Preston & Nutting Co., J W Edgerly & Co., Hornick, Hess & More,	Davenport Ottumwa Sioux City
Kansas	A B Whiting Paint & Glass Co.,	Topeka
Kentucky	R H McFarland	Henderson
Louisiana	L N Brunswick & Co.,	New Orleans
Maryland	Carlyn & Fulton,	Baltimore
Massachusetts	E & F King & Co.,	Boston
Minnesota	C W Hackett Hardware Co.,	St Paul
Mississippi	Lee Richardson & Co.,	Vicksburg
Montana	Ellis Paint Co.,	Butte
New York	Buffalo Glass Co., Burhans & Black Co., Jno L Thompson, Sons & Co.,	Buffalo Syracuse Troy
North Carolina	Hurt-Ward Hdw. Co., Burwell & Dunn Co.	Raleigh Charlotte
Ohio	Loew Filter & Mfg Co., Stein-Vogeler Drug Co., Smith Bros Hdw Co., Norton Paint & Hardware Co.	Cleveland Cincinnati Columbus Toledo
Oklahoma Territory	Alexander Drug Co.,	Oklahoma City
Pennsylvania	H B Semple & Son, Logan-Gregg Hardware Co., Bard, Schlott & Co., Phelps-Straw & Co., Moyer Bros.,	Easton Pittsburg Reading Wilkesbarre Bloomsburg
Tennessee	Fritts & Wiesel Van Vleet-Mansfield Drug Co.,	Chattanooga Memphis
Texas	Greiner-Kelly Drug Co., Houston Drug Co.,	Sherman Houston
Utah	G F Culmer & Bro.,	Salt Lake City
Virginia	Barker-Jennings Hdw Co.,	Lynchburg
Washington	Baum & Co.,	Spokane
West Virginia	The Hubbard-Williams Co., The Williams & Dayisnon 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. III.

DETROIT, MICHIGAN, FEBRUARY 22, 1902.

NO. 18

Take Hold and Lift.

Kelly Was Quickest, If He Wasn't First.
I note in THOUGHTS, February 8th, that "Gebby" and Frank made first sales of Neoterio Dryer.

Now I received your bulletin on this line Sunday, Feb. 9th, and Monday, Feb. 10th, before noon. I made sale to Smythe, of Ogden, Utah. Couldn't well be quicker, could I?

Could have sold some of your new floor varnish, if I had had price, also white enamel varnish.
A. R. K.

"That's the Way We Like to Have Them Talk."

The following letter was received in response to our letters following up a sample of Neal's Enamel, sent in compliance with a request, due to our magazine advertising. We trust that all of our representatives will make good use of the original letters sent them, together with copies of our letters to the dealers

Davenport, Neb., Feb. 22, 1902
Acme White Lead and Color Works,
Detroit, Mich.

Gentlemen,—In reply to your favor of the 10th will say that the samples sent me for Mrs. Mathias were duly received and delivered to her.

I have stocked Neal's Enamel and in future will be able to supply any demand that your extensive advertising will create. With best wishes for your success, I am,
Yours very truly,
C. C. McLEESE.

I am in receipt of your letter of February 1st to our representatives. This certainly gives me much pleasure to note the increase of business and is inspiring. I trust that the coming months will show better results than the past, and speaking for myself, I shall put forth every effort within my judgment to bring about this result. Wishing you success, I am one who will LIFT all I can.

W. J. S.

Members Acme Plug Hat Club.

	Admitted	Content
Mr. Alf R. Kelly	March 2, 1901	Mich. Seal Lead
Mr. A. E. Barron	June 25, 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.

SECOND DEGREE MEMBERS

Alf R. Kelly	Sept. 1, 1901	Master P't's' Col
H. L. Wilson	Feb. 1, 1902	Household Paints

Take Hold and Lift.

Paste This In Your Hat.

Which way would you rather invest your money?

	Neal's Interior Enamel	Cheap (?) So-Called Enamel
Cost to jobber, per gal.	\$1.25	\$1.20
Price to dealer, per gal.	1.50	1.25
Jobbers' profit, per gal.	30	15
Jobbers' profit, per gal.	25	13 7-10
Cost to dealer, per gal.	1.50	1.25
Price to consumer, per gal.	2.00	1.50
Dealers' profit, per gal.	50	25
Dealers' profit, per gal.	31 2/3	20 1/2

On an investment of \$100 in Neal's Interior Enamel, jobber makes \$25.

On an investment of \$100 in Cheap (?) So-Called Enamel, jobber makes \$13.64.

On an investment of \$100 in Neal's Interior Enamel, dealer makes \$31 2/3.

On an investment of \$100 in Cheap (?) So-Called Enamel, dealer makes \$20 1/2.

An investment of \$54.56 in Neal's Interior Enamel will net the jobber the same profit as \$100.00 invested in the "Cheap (?) So-Called." An investment of \$60.00 in Neal's Interior Enamel will net the dealer the same profit as \$100.00 invested in the "Cheap (?) So-Called."

This is saying nothing about satisfactory goods that will build business that will stay and keep on growing.

Our General Distributors.

California	
Bohan Paint Co.	Los Angeles
Domestic Oil Co.	San Diego
Colorado	
Humphrey-Jones Merc. Co.	Denver
Florida	
The S. B. Hubbard Co.	Jacksonville
Tampa Hardware Co.	Tampa
Georgia	
Columbus Hardware Co.	Columbus
Illinois	
Geo. E. Watson Co.	Chicago
Colburn, Birks & Co.	Peoria
Indiana	
Johnson-Woodbridge Co.	Indianapolis

Take Hold and Lift.

Iowa	
Sickels, Preston & Nutting Co.	Davenport
J. W. Edgerly & Co.	Ottumwa
Hornick, Hess & More.	Sioux City
Kansas	
A. B. Whiting Paint & Glass Co.	Topeka
Kentucky	
R. H. McFarland	Henderson
Louisiana	
L. N. Brunswick & Co.	New Orleans
Maryland	
Carlin & Fulton	Baltimore
Massachusetts	
E. & F. King & Co.	Boston
Minnesota	
C. W. Hackett Hardware Co.	St. Paul
Mississippi	
Lee Richardson & Co.	Vicksburg
Montana	
Ellis Paint Co.	Butte
New York	
Buffalo Glass Co.	Buffalo
Burhans & Black Co.	Syracuse
Jno. L. Thompson, Sons & Co.	Troy
North Carolina	
Hart-Ward Hdwe. Co.	Raleigh
Burwell & Dunn Co.	Charlotte
Ohio	
Loew Filter & Mfg. Co.	Cleveland
Stein-Vogeler Drug Co.	Cincinnati
Smith Bros. Hdwe. Co.	Columbus
Norton Paint & Hardware Co.	Toledo
Oklahoma Territory	
Alexander Drug Co.	Oklahoma City
Pennsylvania	
H. B. Sample & Son	Easton
Logan-Gregg Hardware Co.	Pittsburg
Bard, Schiott & Co.	Reading
Phelps-Straw & Co.	Wilkes-Barre
Moyer Bros.	Bloomsburg
Tennessee	
Fritts & Wichl	Chattanooga
Van Vleet-Mansfield Drug Co.	Memphis
Texas	
Greiner-Kelly Drug Co.	Sherman
Houston Drug Co.	Houston
Utah	
G. F. Culmer & Bro.	Salt Lake City
Virginia	
Barker-Jennings Hdwe. Co.	Lynchburg
Washington	
Baum & Co.	Spokane
West Virginia	
The Hubbard-Williams Co.	Charleston
The Williams & Davisson Co.	Clarksburg
W. H. Chapman & Sons.	Wheeling

Thoughts

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

Devoted to Matters of Interest to Our Representatives.

VOL. III.

DETROIT, MICHIGAN, MARCH 1, 1902.

NO. 19

Take Hold and Lift.

"New Era" High-Grade Varnishes.

"A simple style forms the best vehicle of thought to a popular assembly"—*Wirt*.

The words "New Era," in connection with high class varnishes, should form a vehicle of thought to every thinking consumer of varnishes and dryers, and make "New Era" High-Grade Varnishes the most popular line in America.

They deserve to be popular. They are full of popular merits and every salesman should do his utmost to push these goods to the front. We can build a reputation on "New Era" Varnishes for superiority and durability that will make us envied by competition and sought after by the trade. Get after this architectural business with the determination that you are going to win out, and don't let anything stop you. Send for sample cans, of say a pint or quart, of our Ti-Ki Specialties, like our Interolite and Varnolite, whenever you think it will pay to test it beside any other. Don't be afraid of it, and don't send for samples unless it is absolutely necessary, for it means a tremendous expense with the army of men we have representing us.

Good judgment and "horse" sense should be exercised in giving away a sample. If you do give one, try and see it put on and follow it up. Don't give away a sample that will be thrown up on a shelf or kicked around indefinitely. It is better to let the buyer ask you to send a small sample than to suggest it yourself, for it is no trouble to give away samples of anything. When we send a sample we expect results from it, and if all our representatives would explicitly state, on any miscellaneous goods, just exactly what is required of the goods, drying, body, color, etc., also the price a consumer is paying whenever possible, we could then more intelligently get at the matter and submit a sample that will, nine times out of ten, bring proper results for you.

We now have mailing cases containing 2-oz. bottles, which we are prepared to send you for the purpose of obtaining samples of competitors' goods, which you can mail us with all necessary information. In these cans, wrapped around the bottles, you will

Take Hold and Lift.

find little paper labels, one for the bottle and one for the outside of the case. If you will let us know how many of these cases you want we will express them to your address as directed. These sample bottles are intended more for large manufacturing trade, and salesmen, travelling in territories where they see but little of this trade, will have very little use for sample bottles. In using sample bottles, see that no moisture gets into the bottle prior to filling it with varnish, as moisture spoils the sample.

We are receiving some very handsome orders on Varnolite, Interolite and Neoteric Dryer from some of the boys, and we sincerely hope we will hear in a substantial manner from all delinquents in the very near future on these goods. Let it be your constant aim to get people, wherever possible, to use good goods. Make it plain to them how foolish it is to put on cheap inferior products that only last a few weeks and leave the woodwork in terrible condition. A great many dealers are looking for the goods that there is the largest profit in, irrespective of results and quality, and expect us and other reputable houses to put our name on abominable cheap goods that will blow off if you look at them, and do our good name and reputation serious harm and injury.

Let us all "Take Hold and Lift" as one man to educate the trade as far as it lies in our power, to abstain from using cheap goods. If we all lift hard we can, and will be just as successful in marketing "New Era," Ti-Ki specialties and miscellaneous varnishes as we have been in placing the best paint there is on earth to-day, "New Era."

Read carefully bulletins sent
you this week on the two new
varnishes—Exterolite and Nep-
tolite.

Take Hold and Lift.

Travelers' Fair.

Mr. I. D. Wilson sends us the following report of exhibit made by our distributors, Messrs. John L. Thompson, Sons & Co., of Troy, N. Y., during the week of the Travelers' Fair recently held there:

Booth No. 10.

That of John L. Thompson, Sons & Co., wholesale druggists, occupied a large space in about the centre of east aisle. This booth with its decorations of orange and white, was a very busy part of the exposition. About a dozen people were on hand to answer questions and show the goods exhibited, which were numerous, including patent medicines, essences, perfumes, paints, oils and varnishes. The display of the Acme White Lead and Color Works, of Detroit, Mich., at this booth attracted considerable attention. This paint company manufactures varnishes, dry colors and in fact everything in the paint line. They are the manufacturers of the "New Era High-Grade Paint," and are also makers of the Neal's Enamels, Neal's Carriage Paints and Davies' Varnish Stains. The Acme is one of the largest paint works in the country. Mr. I. D. Wilson, the eastern representative, was on hand, and cheerfully showed and explained his goods. These paints and varnishes have a high reputation all over the country, giving the best satisfaction wherever used, either for indoor or outdoor work. On Saturday, 222 prizes were given away. Souvenir boxes of cough drops were given away daily to large numbers, also numerous other things.

The above closed Saturday, Feb. 22, and was a big success in every way, and I think it was one of the best ads for our line that we could possibly have. I had the best place in the booth to exhibit the goods, and had a very large display of them.

The only firms giving prizes were a furniture company and ourselves, and it made such a hit that we had to keep a policeman on hand to keep the crowd moving. After the doors had been open three hours it was impossible to get the names on the tickets, so am going to publish the numbers in the papers.

The enclosed stock order was result of the fair, and I have more on the string to go after now.

I. D. W.

John W. Masury & Son have sent out a postal notice to the trade, advancing prices as follows:

Oil colors		1/2¢ per lb
Liquid house paints		5¢ per
Floor paints		gallon
Barn and roof paints		

giving as their reason for such action the heavy advance in price of linseed oil.

VARNOTILE.

Episodes, taken separately, finish nothing!—Broome

Varnotile, the king of all floor finishes, taken in connection with hardwood floors, intelligent application and proper care thereafter, creates an almost indestructible, lustrous hard finish for the various woods nature provides with their beautiful soft, rich colorings and delicate shades, which Varnotile brings out to great advantage. Too much caution cannot be exercised when you contemplate building your house, or doing over floors you probably are having trouble with, from taking advice from parties not properly versed on so important a subject. Varnotile is an article of rare value for the purpose required of it, and has been prepared and is now offered as the best floor finish made by a strictly reliable company of experience, whose life-long work has been to diligently and studiously study the proper requisites for both exterior and interior wood finish.

How do we know this, you ask. We reply by asking you just three questions

- Did you ever use or hear of anyone using better Enamels than Neal's celebrated enamels?
- Did you ever use or hear of anyone using better Stains than Davies' Varnish Stains?
- Did you ever use or hear of anyone using better Paint than "New Era" High-Grade?

No, you never did.

The Acme Varnish Works and Acme White Lead and Color Works are both under one ownership and management, both under the careful supervision of talented experts in their respective lines, who, with a keen and intelligent appreciation of the scientific principles involved, with a thorough knowledge of every technical process, offer you in Varnotile, a floor finish, just as reliable, made in the same careful manner and consideration that placed the famous brands enumerated above on the highest pinnacle of fame, as recognized leaders in the manufacture of High-Grade varnishes, paints, enamels, etc.

Can we say more? Yes, we can, but we do not think it necessary, as a hint to the wise is sufficient.

"There's many a slip 'twixt the cup and the lip,"
Is a proverb of ancient style
There's many a slip on floors finished with wax,
But there's no slip on Varnotile.

We do not want to impress you as being manufacturers of rhyme, but we do want to impress you with the fact that Varnotile is far superior to wax finishes which are really dangerous to life and limb, owing to the slippery glaze imparted by these polished wax surfaces, which require constant attention by rubbing with cloths, heavy floor brushes, restorers, revivers, polishes, etc.

Varnotile does not require this constant care. It is elastic and durable, and does not mar or turn white when subjected to the most extreme usage. It is not affected by hot or cold water, dries with a hard, permanent gloss, that may be rubbed or polished as desired. It is also especially adapted for preserving the life of linoleum or oil cloth, giving them a fresh, glossy finish and adding to their durability.

How to Use Varnotile:

- 1st.—Be sure to buy thoroughly kiln dried flooring. If it is not properly cured, cracking will occur, thus making a badly disfigured surface.
- 2nd.—Be sure your flooring has a nice smooth surface before applying anything in the way of finishes.
- 3rd.—Be sure you use on open-grained woods a good paste filler, preferably Davies'. Color any filler you may use to match your wood, so it will not show white in the grains of the wood. Close-grained woods do not require fillers, two coats of Varnotile being sufficient.
- 4th.—Be sure to allow your filler to thoroughly harden, wipe off clean and apply two coats of Varnotile, taking care that the first coat is thoroughly hard before applying the second. Rub the first coat with curled hair or pumice stone and water (preferably the latter, as a smooth and more even surface results). The second coat may be left in the gloss, or can be rubbed with pulverized pumice stone and water or oil. If oil is used, care should be taken to wipe off every trace of it, as dirt and dust readily adhere to it.
- 5th.—Be sure not to use shellac for floors, as it is non-elastic and cracks and mars easily. Neither should liquid wood filler be used, as the prices custom has established on this article will not admit of proper materials suitable for the wear and tear floors are subjected to.

Waxed Floors.

Where occasions require the refinishing of floors that have been waxed (which is a frequent occurrence) it will be strictly necessary to remove every trace of wax by using benzine and a stiff brush. After the floor has had a good scrubbing with the brush and benzine, wipe up dry and clean, and proceed to finish with Varnotile as previously directed.

Notice.

Do not scrub a finished floor with soap or water or any compound of a lye or ammonia nature, as such treatment will destroy your finish. Wipe off with a damp cloth or sponge and clean water. For sweeping a finished floor a hair broom will be found the most suitable and convenient.

After floors have been properly finished with Varnotile and require freshening up, a mixture of equal parts of raw linseed oil and turpentine may be used to good advantage—the turpentine cuts the dirt and grease, and the oil brightens and creates a polish. Rub thoroughly and dry well.

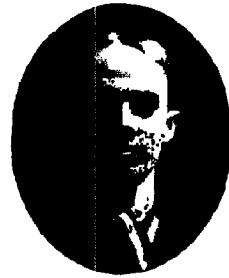
Varnotile, with very little care, as herein before mentioned, will give you splendid service for a year without renewing, which, of course, is somewhat governed by the use it is subjected to.

As a stone or iron will wear out by constant traffic on it, it could not be expected that anything of a varnish nature would withstand heavy traffic, unless some protection is afforded by rugs, etc., in places exposed to extreme and constant usage.

Hardwood floors are, without question, the essence of perfection, and are far preferable to stuffy germ-breeding carpets. Rugs can be readily taken out and beaten, your floors wiped up, your decorations dusted, and your house is sweet and clean, with very little time and labor, to say nothing of the beautiful condition and appearance of your floors.

Samples of the various woods grown, finished with Varnotile, will be mailed to you on application and all necessary information relative to the proper treatment and finishing of any class of work will be cheerfully given to interested and prospective buyers. Our line of special interior finishes are unexcelled. If you contemplate building, write us and we will mail you special instructions and literature relative to this matter. We are the originators and sole manufacturers of Varnotile, and it is our most earnest desire that you obtain the genuine article. Varnotile can only be purchased in sealed cans up to five gallons, each can bearing our label and trade mark.

Good For You, "Wixie."



To Mr. I. D. Wilson belongs the glory of sending in the first order for an assortment of the new varnishes, comprising all the lines we have ready for the market. The order was from our distributor at Troy, N. Y., and was for all sizes of Varnotile, Interolite and Neoteric. We wish all our distributors had their orders in, and that the boys were getting back of the stocks.

Permit me to compliment the Varnish department on the new varnish label. It's a dandy, and looks as though their might be some "good stuff" inside the can. I'll try and place a gallon or two wherever I can. H. H. H.



Thoughts

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

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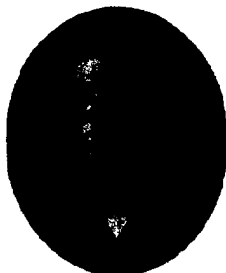
VOL. III.

DETROIT, MICHIGAN, MARCH 8, 1902.

NO. 20

Take Hold and Lift

Contest For February.



H. F. WHITAKER.

We take pleasure in announcing the fact that Mr. H. F. Whitaker is now a member of the Acme Plug Hat Club, winning the contest on sales of Davies' Varnish-Stains by nearly double the number of points of his closest competitor. Mr. Whitaker must have buckled down to business in good shape, and with the firm determination of winning out. We congratulate him, and know that other members of the Plug Hat Club will receive him as a member most cordially. Total number of points credited Mr. Whitaker was 53.

Regarding Credit.

The representative who carefully and conscientiously investigates the credit and local standing of new customers, and sends us full detailed information in connection with the order, is the man who is going to make the best showing in this business at the end of the year. We appreciate what is being done by you, and fully realize how much more you can do, if you will satisfy yourself fully before you mail in the order that the party is all right, then put your credit information in writing, in such a complete and emphatic way that the credit department will feel confident that you have conscientiously and carefully considered the matter. This is good advice, good for you, good for the house and good for your customers.

Our men are doing much better than formerly in this direction. Some of them are very lax. It is not necessary to mention the names. You know how you stand.

Take Hold and Lift

On the other hand, there are a number of the men who are almost passing on their customers' credit, that is, we bank heavy on their reports. Why? Because we have found by investigation that they are reliable.

Now Is the Time.

If you wish our assistance in backing up your work with "New Era" High-Grade prospective purchasers, advise us promptly who they are. Use our regulation blank in giving us name and address, and do not forget to attach to each blank memorandum covering references, if you think same are required.

Ti-Ki Club No. 4.

Messrs. H. L. Wilson, H. P. Torrance, E. R. Hoagg and A. M. Woodward organized Ti-Ki Club No. 4, composed of officers, representatives and heads of departments of Messrs. Smith Bros. Hardware Co., of Columbus, Ohio, on Friday evening, Feb. 28th. An extract from the column notice received in the Ohio State Journal regarding the affair will serve to indicate the pleasant auspices under which the new club was formed.

The banquet, which was served in the ordinary of the Chittenden hotel, was elegant in all its appointments, the table being decorated with pink roses and other flowers. Mr. A. M. Woodward, superintendent of the traveling men's department of the Acme White Lead and Color Works, was toastmaster, and by his clever hits contributed no small amount to the jollity of the occasion. Next to Mr. Woodward sat Mr. J. H. Smith, general manager of the Smith Brothers, and Mr. W. C. Jones, secretary. Other members of the firm and traveling men to occupy seats at the table were Mr. D. E. Mooney, vice president, Mr. O. L. Davis, treasurer, Messrs. H. C. Laurimore, John Gordon, Charles Wachter, Fred Hamilton, Charles Robinson, Owen Jones, Charles Fravel and Charles Schoenberger. The representatives of the Acme White Lead and Color Works present, besides Mr. Woodward, were Messrs. H. L. Wilson, H. P. Torrance and E. R. Hoagg.

We congratulate Ti-Ki No. 1 and other Ti-Ki's upon the very desirable acquisition to their ranks in the form of Ti-Ki No. 4.

The watch fob received O. K. Many thanks. It will always be a pleasure to the writer to wear so unique and handsome a gift.

H. L. W.

Take Hold and Lift

Ti-Ki Club No. 5.



S. A. HUNTER.

The following communication just received from Mr. Hunter indicates that he has formed a Ti-Ki Club in St. Paul:

"Ti-Ki Club No. 4 was formed Saturday afternoon, March 1st, in the office of the C. W. Hackett Hardware Co., with twenty-five members in line. Full particulars later.

Mr. Hunter was just a day too late to properly designate the new organization as Ti-Ki No. 4, as the new club at Columbus had been formed the evening before.

We congratulate Mr. Hunter and the C. W. Hackett Hardware Company upon the formation of the new club, and shall await with considerable interest Mr. Hunter's further report.

A Word For "New Era."

Mr. Ben Weil, of Ralston, Okl. Ter., writes us in part as follows.

"Am using lots of 'New Era'. Have been in the paint business in Kansas City and St. Louis for twenty years, and have never found its equal in covering surface and durability. I expect to use five hundred gallons, or more, this season."

I landed a customer on Neal's Enamels clear down the line, because of our magazine advertising and the scheme we work with it. This scheme is bound to be a big winner. The dealer can't get away from it, if the representative does his part. I carry two or three of these ads that appear in the different magazines to show them that we are doing all we claim. Most of the dealers are beginning to know that the goods are well advertised.

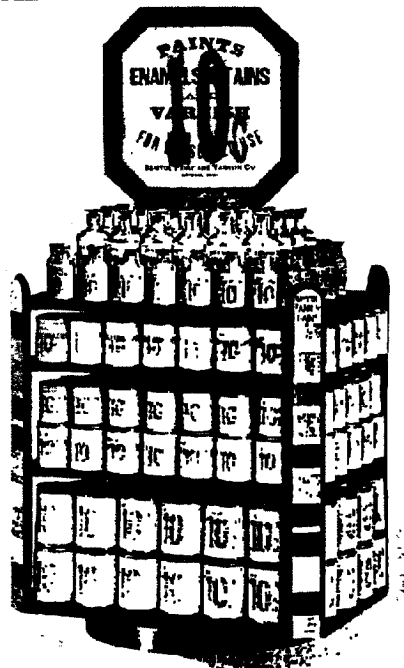
H. H. H.

Sell Varnish By Discount to Dealers and Jobbers—Not By Cut Net Prices.

We do not want to assume an independent manner in the marketing of our varnishes, but we have outlined a policy on discounts to the dealer and jobber, which we shall strictly adhere to, and no order will be accepted from any of our representatives at a net cut price. One of our representatives recently sent an order for Neoteric at the net price of \$1.00 per gallon. This is a cut. The net price at 25 per cent would be \$1.01 $\frac{1}{4}$. We wish the goods sold at the proper discount and not on the basis of net prices, whether they represent a cut or not. You have received instructions on our new discounts as fast as an article has been in marketable condition, and it is absolutely impossible for us to deviate from the terms you are already familiar with through our bulletins. We have started with this new line of "New Era" varnishes with the idea that they are going to win out on quality and merit, but we cannot do this by accepting orders at cut prices and maintain our quality. We have carefully figured our goods, and have put all the value that is possible into them and make a living profit.

A successful firm is not produced by chance, but by intelligence persistently applied, and this successful firm has made its success fully as much by orders which it has not accepted, as by orders it has accepted. We endeavor to figure out where profit ends, and where loss begins, we prefer to let the other manufacturers have the privilege of paying a customer to do his business. The competition hardest to meet is not usually that of successful firms who know what they are doing, but from unintelligent competition who do not know what they are doing. The manufacturer's endeavor is to reduce the cost of production, but there are two mighty forces at work all the time to reduce the price just a little faster than the manufacturer can reduce the cost. They are the buyer and the traveling salesman.

The manufacturer who is ignorant of cost will usually be ignorant of other conditions connected with his business, and both he and his salesman will be at the mercy of the unscrupulous buyer. All buyers are not unscrupulous, and there is something to be said in behalf of the salesman. The representative's burden is anything but an easy one to bear. From one week's end to another he hears the same story from the buyer, "you are not in it at all, your prices are off, what are you giving us?" "We have received quotations from so-and-so that leave you way in the shade, and so-and-so has agreed to deliver and give three



BRISTOL DISPLAY STANDS.

Following we again produce an illustration of your old-time friend—the Bristol display stand. We have been trying to relegate him among the things of the past for a long while, and really believe that it is your fault that he is not buried long before this time. We have 95 in stock, just about two each for our representatives. We make it as easy as possible for you to dispose of them. Give them as an inducement to make the order five or ten dollars greater than the dealer has given you. Offer them with orders for five dollars' worth of specialties of any kind that the dealer may not have in stock. But don't forget that we have the stands and want to place them where they will do the most good.

months' dating," but everything being equal they prefer to give you their business. This may be true and it may not. A great many buyers are "out and out bluffers," who claim to have quotations and special terms, which exist only in their foxy brain, and the manufacturer who accepts business on the basis of these monumental bluffs are generally the concerns who, sooner or later, go to the wall or make poor inferior goods.

The demands of the present century will not permit of guesswork. The management of the future must have a definite knowledge of the cost of production, not in a vague and general way, but in a technical and specific way. Success by "rule and thumb" has gone forever, and in the years to come success will be only through exact and definite knowledge. When a buyer tells you how much better he can do, ask him if quality cuts no figure, or if he wants to "saddle" his customer with a cheap inferior article in order to reap a trifle more profit. Remember that a customer pleased is a customer gained, and it is our constant aim to please.

We have just completed a test of a varnish which a certain manufacturer has been making big claims for—larger claims than we thought could be met, with the price the

goods are offered for. After testing this article well, we find that it will not meet the requirements claimed for it, and we are wondering what the trade will say and do when they find out what we have. You can very readily guess what they will do. They will throw the line down, and it will be hard for Mr. Manufacturer to gain the confidence of his trade again.

There is another point where cutting prices makes it possible, and leaves an opening for great injury to us in this way. You sell A. P. & G. Co. a bill of goods at our regular discount, which is satisfactory to them, then you go to the next town and sell the C. P. & G. Co. a bill at a cut rate price. Now let us further suppose that the buyers for each of these concerns met by chance (which is not at all unlikely) and talk over business, and should possibly talk over prices, and one of them finds out that he was not in it on prices. Here is where the injury comes to you and to us. The buyer, who has been paying long prices, feels sore at us, and we lose his business, and receive the name of cutters and selling goods at "any old" price.

Gentlemen, "Take Hold and Lift" with us and lend us your hearty co-operation in maintaining quality and price on our new standard line, which will soon be ready.

Thoughts

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

Devoted to Matters of Interest to Our Representatives.

VOL. III.

DETROIT, MICHIGAN, MARCH 15, 1902.

NO. 21

Take Hold and Lift.

The Proper Method of Covering a Territory.



ALF R. KELLY

The proper method of covering a territory is probably one of the most important of all the problems the traveling man has to contend with, and one requiring the most careful consideration, as, if we cover our territory in a careless, slipshod manner, our competitors, who are always on the alert, are apt to step in and "do us up."

As to what is the proper or best method of covering our territory is one that will depend very largely upon circumstances; the nature of the country itself, its topography, its industries, its agricultural or other resources, and last but not least, its climates, its seasons.

The oftener a territory is covered the better. This again will depend largely upon the scope or extent of country covered. In my case, for example, it is a physical impossibility to get over the ground more than twice a year, but I would advise those that are in a position to do so to cover their territory every sixty days.

Regularity is an essential feature. train your customers to expect you at a certain time or period; they will soon learn that you have a habit of visiting them about a certain season of the year, and will await your coming, but if you vary the time of your visits they will not know what to do, and will either give their order to your competitor or mail it in to the house, and we all know that a mail order is only for their absolute needs, that a dealer is not apt to include any new line in same.

Take Hold and Lift.

I strongly advocate the sending out of advance postal cards, notifying your customers about when you will call upon them, they then cannot have the excuse of saying: "Oh, well, I did not know you were coming, so I mailed my order into the house," or "I gave it to Sam Jones' man."

My plan in regard to advance notices is to mail same shortly before I start upon a trip, and then to give them a second dose about two weeks before I make the town.

I am perfectly well aware of the fact that a large number of the traveling fraternity are opposed to advance notices, arguing that their competitors are apt to see same, or that no notice is taken of them; that they are thrown in the waste basket, but I am positive that the advantages accruing from their use far and away offset the disadvantages.

Many towns located in my territory I find it impossible (not being ubiquitous) to make, but I try and find out, generally through traveling friends of mine, the names of the dealers located in these towns carrying paints. I make a memorandum of their names, and whenever I have a little spare time upon my hands drop them a line, quoting them a few prices, and I find that it has resulted in great good, and I have to-day the names of a number of customers whom I have never met.

I keep an exact list of all the dealers in my territory, whether they are trading with us or not, and I find same very handy and convenient for reference. If they are customers I have a list of exactly what they are buying, and once in a while drop them a line upon some specialty or another which they are not handling, and which method very often assists me upon my next trip.

A. R. K.

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. J. 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.

SECOND DEGREE MEMBERS.

Alf R. Kelly	Sept. 1, 1901	Master P't's' Col.
H. L. Wilson	Feb. 1, 1902	Household Paints

Take Hold and Lift.

The Unfortunate.



The above is a correct illustration of B. E. Brown, referred to as "the unfortunate" in the story of the outing of the Ti-Ki Club of last summer. This is a correct picture of Ben at his best. It was taken in mid lake while becalmed. He had just crawled out of the cubby hole under the bow of the boat, and Frank Pulfer is administering chastisement for the purpose of waking him up. Ben always wore white gloves, a Stanley hat and a silk cravat, so as to save his hair and complexion.

Screen Enamels.



Now is the time to commence to think about pushing sale of Neal's Screen Enamel. The fly season is not so very far off, and you should commence to urge the goods upon the jobber and distributor in anticipation of the demand that will exist a little later on. The consumer will enamel his window and door screens the latter part of this month or during next month, and it is none too early to order stock.

Lay special stress, also, upon Screen Green and Screen Black in the Household line

Details Regarding Organization of Ti-Ki Club No. 5.



S. A. HUNTER

Through the efforts of Mr. S. A. Hunter, who represents the Acme White Lead and Color Works in this territory, Ti-Ki Club No. 4, St. Paul, Minn., was formed Saturday p. m., March 1st, 1902. Mr. Hunter circulated the following petition:

"We, the undersigned officers, heads of departments and traveling salesmen of the C. W. Hackett Hardware Co., believing in

The dissemination of knowledge pertaining to business matters of mutual interest and the promotion of good fellowship and cordiality among its members;

And the advancement of the interests of the C. W. Hackett Hardware Co. and the members of this club, resulting from interchange of ideas on business topics,

Do hereby agree to form Ti-Ki Club No. 4, at St. Paul, Minn."

It being Saturday afternoon and very few of our salesmen being in the house, we could not get as many members as we will have later on, but thirty-one signed the circular, and of these twenty attended the first meeting.

Mr. Hunter called the meeting to order. Mr. Frank Maley was chosen temporary chairman, and Mr. B. F. Miller temporary secretary. Mr. Hunter stated the objects of the club and gave full details as carried out in Detroit, Mich., in a very nice manner.

The election of officers followed and resulted as follows: Mr. H. B. Gates, secretary and treasurer of the C. W. Hackett Hardware Co., was elected honorary president, Mr. Frank Maley, president, Mr. E. A. Learned, vice-president, Mr. B. F. Miller, secretary-treasurer.

The chairman appointed Messrs. G. W. Wolbert, Geo. King and B. F. Miller as a committee to draw up and submit rules and by-laws for the club, to provide a place for meeting, also to provide refreshments for next meeting. The last Friday in each month was chosen for the time of meeting. The topic chosen for discussion for our next meeting was, "What constitutes a good and valuable employee?" It was also voted that all salesmen not present be sent a copy of these minutes and asked to become a member of the club.

Mr. Hunter is deserving of great credit for the manner in which he carried this through, as he was very enthusiastic and met with hearty response and enthusiasm. We expect our membership to run into the fifties by the next meeting, and expect much enthusiasm and very good results from the club.

B. F. MILLER,

Secretary-Treasurer Ti-Ki No. 4.

Detroit, Mich., March 12th, 1902.

Mr. B. F. Miller, Secretary-Treasurer Ti-Ki Club No. 5, St. Paul, Minn.

Dear Sir,—This will acknowledge your communication advising us in detail of the manner in which your club was formed on the evening of March 1st. We congratulate you upon the forma-

tion of the club, and the evident enthusiasm and interest evinced. We are certain that if the aims and objects of the club are followed out in the same way that they are at Detroit with No. 1 your members will be pleased and benefitted with results.

There can be nothing more beneficial than the getting together of a number engaged in a similar calling, for the purpose of discussing topics relative to same. It strengthens every member taking part, and creates a more cordial feeling. Your interests are all identical—what is good for one is good for another. You can undoubtedly all teach and learn. We shall watch proceedings with great interest, and from time to time send you reports of what we ourselves accomplish, advising you topics that have been discussed, etc., etc.

You will note we refer to you as Ti-Ki Club No. 5. On the evening of Feb. 28th, just the night before your club was formed, a Ti-Ki Club was formed at Columbus, Ohio, consisting of the officers and representatives of Smith Bros. Hardware Co., and in the order of precedence they are entitled to be called No. 4.

We are glad to note that you were pleased with the manner in which Mr. Hunter explained the aims and objects of our organization, and will state that he is just as much pleased at being able to interest you to the extent of forming the club.

With best wishes for your future success, we are Fraternally yours,

Ti-Ki Club No. 1.

Per A. M. WOODWARD, President.

Little Things.

Referring to the matter of increased expense for representation, which was covered particularly in last monthly bulletin, it must be apparent to all our representatives that great care should be exercised so as to decrease this item of expense in our business as much as possible. We know that none of our men mean to be careless about these matters, but at the same time we believe there are many instances where little things in the way of expense are not considered as seriously as they might be. For instance, take the item of copper plate cards alone. These will cost several hundred dollars a year. They make a very handsome card and produce a right impression upon certain classes of trade, but there is other trade with whom printed cards could be used just as well. Incidentals, such as tips, cigars, etc., etc., do not perhaps in each instance aggregate a large amount, but we believe that all our representatives might be able to save quite a few dollars each year by thinking twice before making such expenses, and the aggregate would be quite a large sum. It is the little things of this kind about which we are all apt to be somewhat careless, and we wish you would all bear this in mind carefully. We know that all of you wish to make your expense account as reasonable as possible, but it is very easy to let nickels, dimes and quarters slip through our fingers, and while they are going they seem very trifling, but really represent a big volume in the end.

Our General Distributors.

California	Bohan Paint Co., Domestic Oil Co.	Los Angeles San Diego
Colorado	Humphrey-Jones Merc. Co.	Denver
Florida	The S. B. Hubbard Co., Tampa Hardware Co.	Jacksonville Tampa
Georgia	Columbus Hardware Co.	Columbus
Illinois	Geo. E. Watson Co., Colburn, Birks & Co.	Chicago Peoria
Indiana	Johnson-Woodbridge Co.	Indianapolis
Iowa	Sickels, Preston & Nutting Co., J. W. Edgerly & Co., Hornick, Hess & More,	Davenport Ottumwa Sioux City
Kansas	A. B. Whiting Paint & Glass Co.	Topeka
Kentucky	R. H. McFarland	Henderson
Louisiana	L. N. Brunswick & Co.	New Orleans
Maryland	Carlin & Fulton,	Baltimore
Massachusetts	E. & F. King & Co.	Boston
Minnesota	C. W. Hackett Hardware Co.	St. Paul
Mississippi	Lee Richardson & Co.	Vicksburg
Montana	Ellis Paint Co.	Butte
New York	Buffalo Glass Co., Burhans & Black Co., Jno. L. Thompson, Sons & Co.	Buffalo Syracuse Troy
North Carolina	Hart-Ward Hdwe. Co., Burwell & Dunn Co.	Raleigh Charlotte
Ohio	Co., Co., Co., Norton Paint & Hardware Co.	Cleveland Cincinnati Columbus Toledo
Oklahoma Territory	Alexander Drug Co.	Oklahoma City
Oregon	F. E. Beach & Co.	Portland
Pennsylvania	H. B. Semple & Son, Logan-Gregg Hardware Co., Bard, Schlot & Co., Phelps-Straw & Co., Moyer Bros.	Easton Pittsburg Reading Wilkesbarre Bloomsburg
Tennessee	Fritts & Wiehl, Van Fleet-Mansfield Drug Co.	Chattanooga Memphis
Texas	Greiner-Kelly Drug Co., Houston Drug Co.	Sherman Houston
Utah	G. F. Culmer & Bro.	Salt Lake City
Virginia	Barker-Jennings Hdwe. Co.	Lynchburg
Washington	Baum & Co.	Spokane
West Virginia	The Hubbard-Williams 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. III.

DETROIT, MICHIGAN, MARCH 22, 1902.

NO. 22

Take Hold and Lift.

How to Sell New Era High-Grade Prepared Paint.



Mr. A. J. Barron's prize article embraces so many good points that we again produce it, and shall prepare it in booklet form and send to all of our own representatives and those of our distributors.

In order to sell mixed paint successfully, a salesman should take plenty of time to make the first sale at least, that is, when he has a line of paint like the New Era High-Grade.

I believe in carrying a gallon can of O. W. and a few half pints of same, and make it a point to never be without them. By doing this you are in position to prove any claim you make, and can show up the package to the best possible advantage, as well as compare the size of same with that of the "other fellow." You are also in a position to compare the weight of same, and note the difference by simply placing each package on the scales. You may say "Is it not possible to gain the same results without being bothered with carrying the can of paint?" My answer is "No!" It is not possible, for the simple reason that there is not one out of fifty that will grasp your meaning as quickly as they do if you have the can to demonstrate with, as you are in a position to prove what you claim then and there. If you did not have the can your prospective customer perhaps would not fully realize the difference in the weight, and even if he did, it would not have the same effect on him, in fact the difference is far more striking when you have the can and can make a practical illustration. You will find occasionally other paints that will weigh as much, and sometimes even more than New Era High-Grade, but as you have

Take Hold and Lift.

the analysis of all the different brands in your territory, you are in a position to know at once of what they are composed, and to quote the weight, etc. With this information it will take but a few minutes to explain to your customer the reason why the other paint weighs as much as yours. Now is the time to open up one of your half-pint cans. Open it and also open a can of the other paint. Have your customer examine them together. Secure boards and demonstrate to him the vast difference in your favor by applying each paint on an unpainted board, and also on one that has been painted. You will come out ahead every time. *Do not be afraid to show up your goods.*

When you strike a town pick out the best dealer in the place, show him what you have and give him a good paint talk. Talk the quality of your goods, the amount of advertising matter your house sends and how nicely it is gotten up, how you solicit trade and sell the paint for him, and what a large paint business you will work up, etc. Remember while you are talking in this way to always be dignified, gentlemanly, and courteous, and never take any discourteous treatment from anyone. You will demand respect and more than your share of attention if you dress nicely and make a good appearance. Keep your shoes polished nicely and a nice clean collar on all the time. Do not dress loud, but modestly and with good taste. Do not approach a customer with tobacco in your mouth, or even smoking a cigar, unless you are well acquainted with your man. It is impossible to tell when you will be turned down without a hearing, and you may go away wondering why it is, and saying to yourself that "he is no gentleman, anyway," when it is all your own fault, for had you called without the tobacco, cigar, pipe or cigarette in your mouth, your reception might have been altogether different, and perhaps by doing so you have lost a good customer.

Now, after you have selected the customer you want, and have "sung your little song," just say to him that you will call on him again in a short time, that you wish to give him plenty of time to think the matter over. Find out from him the names of the

Take Hold and Lift.

best painters in town and the ones that deal with him, then hunt them up, tell them what you have in your paint. You will find at first they may not believe you, and then, to convince them open a half-pint can, have the painter examine it, have him apply it on bare wood and a surface that has been painted. After he has done this, ask him honestly if he ever saw a better paint, or if he could mix a better article from lead and oil or zinc, lead and oil. When you call on a painter always remember that he can do you more good and do more for your paint than anyone else. He can assist you and will assist you if he is handled in the proper manner. Bring yourself right down to his position, treat him well, always have a cigar with you to give him, not one for him only, but one for all his men that may happen to be around at the time, in fact make yourself a "good fellow" in his eyes and also in the eyes of his men. Have him give you a list of all the houses he knows of in the town that are going to be painted. Get him to go along with you, if possible, pay him for his trouble, do not have him do anything for you for nothing. Then call on all the names you have and sell the paint yourself. You will find it an easy matter to interest people in paint when they intend to paint their homes.

After this return to Mr. Customer. Tell him you have sold so many gallons of New Era High-Grade and you wish to have it come through him. I never saw the man that would not accept this business. This will start your paint and perhaps land your customer right there. If you should not land him then, just wait until there are a few more houses to paint. You will know this if you keep in close touch with the painters. When conditions are right run back to that town again and sell some more paint for your customer. Keep this up and you will secure a dealer all right. If you do not get the man you started after first, you will get someone else that will be glad to have your paint when he sees what work you are doing.

After you get your customer do not stop there, for you know there is "no rest for the wicked" (no, not wicked) paint sales-

Take Hold and Lift.

man. Just keep on working your trade in the same way every time you make a town, hunt up all the houses that are to be painted, call on them yourself and sell your paint, and you will find that it will not be long before you are selling the most paint that is sold in the town, and you will find in place of the town being a "lead and oil" town it will be a "mixed paint town."

It is not the number of mixed paint customers you have, but the number of gallons they sell. Is it not better to have one customer that will sell one thousand gallons a year than to have ten customers that will sell about fifty gallons a year each?

Make it a point to call on all architects. Make them your friends and they will assist you by specifying your paint.

Do not be afraid to try to knock out any brand of paint. It does not make any difference how long it has been handled in the town. Do not be afraid because it is one of the best known on the market and bears the best reputation, and has invariably given satisfaction. Go after it just as energetically as if it was the poorest paint made.

I honestly believe there is not a town in the United States you cannot put in New Era High-Grade Prepared Paint, if the town is worked properly. It depends on the salesman at first and then upon the Acme White Lead and Color Works to back him up with good goods.

I am aware that the duties of your representatives do not call for weather reports, but the conditions are such this winter that one can hardly refrain from making a few remarks on the subject. Every railroad in New York, Pennsylvania, New Jersey and New England are out of business to a greater or less extent. We have had blizzards, cloud bursts, thunder storms and floods to beat the band, and just when the poor suffering traveling man had commenced to think that his troubles were over, along comes the worst blizzard of the year. It is not doing a thing at the present time but snowing. One cannot see a foot in front of him. When you leave one town you are never sure you will ever be able to reach the next, and taking everything into consideration he who travels by land or otherwise certainly has his troubles these days.

F. R. D.

Take Hold and Lift.**Regarding Approximate Amount of Orders.**

Salesmen will greatly oblige the credit department if they will remember to put the approximate amount of orders in the place provided for that purpose in the upper left hand corner of the order sheet. A few of the salesmen neglect to do this.

Mr. R. A. Irvin ceased to be in our employ on March 6th. The Accounting department is desirous of learning his present address, or for whom he may be working. We would like our representatives to keep this in mind. Our last letter from him was from Cincinnati.

Portland, Ore. March 10th, 1902

Acme White Lead and Color Works.

Detroit, Mich

Gentlemen,—We are in receipt of price list and catalogue which you kindly sent us for Mr. Coffey. He is out on the road, but as soon as he returns will see that he receives it. All our men are very much pleased with these catalogues and are making constant use of them. We think it is one of the cleverest advertising ideas we have seen. It certainly works that way with our men. By working in loose leaves they have been able to make it a general price list for nearly everything in the paint line.

Very truly yours,

F. E. BEACH & CO.

Members Acme Plug Hat Club.

	Admitted	Content
Mr. Alf R. Kelly	March 1, 1901	Mich Seal Lead
Mr. A. E. Barron	June 15, 1901	Neal's Altum 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.

SECOND DEGREE MEMBERS

Alf R. Kelly	Sept 1, 1901	Master P't's' Col
H. L. Wilson	Feb 1, 1902	Household Paints

March Plug Hat Club**Competition is on Granite****Floor Paints.****Take Hold and Lift.****Our General Distributors.**

California	
Bohan Paint Co.,	Los Angeles
Domestic Oil Co.,	San Diego
Colorado	
Humphrey-Jones Merc. Co.,	Denver
Florida	
The S. B. Hubbard Co.	Jacksonville
Tampa Hardware Co.	Tampa
Georgia	
Columbus Hardware Co.,	Columbus
Illinois	
Geo. E. Watson Co.,	Chicago
Colburn, Birks & Co.,	Peoria
Indiana	
Johnson-Woodbridge Co.,	Indianapolis
Iowa	
Sickels, Preston & Nutting Co.,	Davenport
J. W. Edgerly & Co.,	Osaka
Hornick, Hess & More,	Sioux City
W. H. Torbert,	Dubuque
Kansas	
A. B. Whiting Paint & Glass Co.,	Topeka
Kentucky	
R. H. McFarland	Henderson
Louisiana	
L. N. Brunswick & Co.,	New Orleans
Maryland	
Carlin & Fulton,	Baltimore
Massachusetts	
E. & F. King & Co.,	Boston
Minnesota	
C. W. Hackett Hardware Co.,	St. Paul
Mississippi	
Lee Richardson & Co.,	Vicksburg
Montana	
Ellis Paint Co.,	Butte
New York	
Buffalo Glass Co.,	Buffalo
Burbans & Black Co.,	Syracuse
Jno. L. Thompson, Sons & Co.,	Troy
North Carolina	
Hart-Ward Hdw. Co.,	Raleigh
Burwell & Dunn Co.,	Charlotte
Ohio	
Low Filter & Mfg. Co.,	Cleveland
Stein-Vogeler Drug Co.,	Cincinnati
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. Seraple & Son	Easton
Logan-Gregg Hardware Co.,	Pittsburg
Bard, Schlott & Co.,	Reading
Phelps-Straw & Co.,	Wilkes-Barre
Moyer Bros.,	Blomensburg
Tennessee	
Fritts & Wiehl	Chattanooga
Van Vleet-Mansfield Drug Co.,	Memphis
Texas	
Greiner-Kelly Drug Co.,	Sherman
Houston Drug Co.,	Houston
Utah	
G. F. Culmer & Bro.,	Salt Lake City
Virginia	
Barker-Jennings Hdw. Co.,	Lynchburg
Washington	
Baum & Co.,	Spokane
West Virginia	
The Hubbard-Williams Co.,	Charleston
The Williams & Davison Co.,	Clarksburg
W. H. Chapman & Sons,	Wheeling

Thoughts

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

Devoted to Matters of Interest to Our Representatives.

VOL. III.

DETROIT, MICHIGAN, MARCH 29, 1902.

NO. 23

Patton's Master Painters' Sun-Proof Finishing White.

Executive Committee

Gentlemen.—As per your instructions of the 1st, I have secured 100 lb. keg of Patton's Master Painters' Sun-Proof Finishing White and reduced same to proper working consistency. Following is my finding relative to the above mentioned article:

100 lb. keg, weighed 105 lbs. gross
Tare, 10 lbs.
Net weight, 95 lbs.

This was reduced with 4 gallons of boiled oil and $\frac{1}{2}$ gallon of turpentine, and the paint was then about the proper body and consistency for finishing coat. I then added 1 gallon more of oil, with the result that the opacity or covering capacity of the paint was decidedly wanting.

The lead, when thinned in this proportion ($\frac{1}{2}$ gallons oil and turpentine), gives a yield of exactly 9 gallons of paint.

Following is copy of directions from their label, which was taken from the keg:

This paint contains only pure Oxide of Zinc and Carbonate of Lead, ground in pure Linseed Oil, with a small per cent of Silica to obtain porosity and for a filler, and is guaranteed to out-wear any pure White Lead.

Patton's Sun-Proof Lead is not like pure lead, which only requires 5 or 6 gallons of oil to 100 lbs. (as you all know, pure lead will only take about 4 gallons of thinning, Acme), as Patton's Sun-Proof Lead must be reduced for priming coat on new work with 5 gallons of pure raw and 5 gallons of pure boiled linseed oil, and 2 gallons of turpentine. We recommend three-coat work on new houses.

For two-coat work on old houses, or for second and third coats after priming as above, Patton's Sun-Proof Lead must be reduced with 8 gallons of pure boiled linseed oil and 1 gallon of turpentine for each coat. Be sure one coat is hard before next is applied.

WARNING—If less oil is used than the above, you do it at your risk.

Measure your oil and turpentine

Yours,

FRANK NEAL.

Inasmuch as we found, through a fair and impartial test, that this White would only stand $4\frac{1}{2}$ gallons of thinners and make a paint of proper body and consistency for finishing coat work, and that the use of 5 $\frac{1}{2}$ gallons of thinners made a paint unsatisfactory as regards opacity or covering capacity, the "Patton" claim, as set forth in their literature and directions in respect to amount of thinning this White will stand, is simply ridiculous. It should be also noted that after the White had been thinned down with 5 $\frac{1}{2}$ gallons of thinners, with the result that the paint would not cover properly, that the quantity obtained was only 9 gallons, instead of about 11 gallons of paint, as they claim. To make a paint of proper body, opacity or covering capacity, this White should not be thinned with more than 4 $\frac{1}{2}$ gallons of oil and turps., making, say, 8 gallons of paint. Our "Michigan Seal" Lead will make 7 $\frac{1}{2}$ gallons of better paint.

The Tendency of the Times in Regard to Ready-Mixed Paint.

The following article indicates very clearly the "tendency of the times" as regards manufactured, or ready-for-use paints. The ideas expressed on this subject only go to confirm our own opinion that "honesty is the best policy," and that good goods must appeal to both painter and consumer from the standpoints of economy and results, and to the extent that we can make it to their advantage to use our product, they are bound to support us more and more, as they realize by experiment and experience that our claims are well founded and honestly carried out:

Large Sales of Pure Paints.

All indications point to a big year in 1902 for mixed paints. The sales thus far have been larger than last year. We are told that painters are becoming educated to the use of mixed goods, that they are losing their distrust, and are finding it both easy and profitable to use the best grades of the ready-mixed article. Large orders are cited as evidence of the growing popularity of mixed paints.

Emphasis must be placed, however, on the importance of using nothing but the best in this line of goods. There never was nor ever will be any excuse for a cheap line of mixed paints. No one has any use for such an article. The property owner does not want it on his house, the painter can not afford the reputation of using it, the dealer can not long stand the dissatisfaction of the painter and houseowner, and the manufacturer would not make it were he not compelled to do so. We venture to say that there is no satisfaction to any manufacturer who values his reputation in sending out a paint that contains a large percentage of water and naphtha, and the only reason that such a paint is ever sent out is that the trade demands it.

Right here is the secret of the distrust of mixed paints. The dealer demands a cheap article, so that he can compete with his neighbor, who is also selling a cheap article. The manufacturer produces the lower grades of paints to meet this demand. He finds that while an intelligent portion of the trade appreciates his best goods and buys them at the higher price because of their genuine value, yet there are many dealers who want something cheap, and to meet this demand he makes a cheap paint—not because he wants to lower his standards a particle, but because he finds it necessary to give the dealer what he wants or lose his trade. And so, cheap, cheaper, cheapest—worthless paints have been put on the market, to the damage of the entire mixed paint business, for a single instance of dissatisfaction caused by poor paint has resulted in the loss of many sales of the better goods.

The remedy lies with the dealers very largely. If they will buy and sell only a mixed paint of standard quality and known reputation, there will be no cause for complaint by consumers and no further prejudice

against mixed paints. What this means to the trade at large we have not space to detail here. It means, however, a distinct gain to all concerned, for the interests of all are bound up in the integrity of all, which requires the best goods at fair prices.—*Paint, Oil and Drug Review*

Davies' Paste Wood Filler.

Our representatives will note that the price for Davies' Paste Wood Filler is higher than for our old line of "Perfection." This is rendered necessary owing to the greatly improved quality of the goods and the largely increased cost. The line is well worth the difference that we ask, and is now the equal of anything on the market.

We feel that it is better to offer the best that can be made in this line and maintain a fair price, rather than to present only a fair quality that will not give satisfaction to the most critical trade, as in the end we believe the policy of good goods and right price will be the winning one.

Sell the New Line of New Era Varnishes.

You have all been provided with bulletins advising you that the new line of architectural varnishes are ready, and have also been posted regarding brands on the new line that correspond to the old, as nearly as possible. We wish in future to replace the old brands entirely with the new, and ask you to take orders accordingly, making the necessary explanation to customers. We are now engaged in shaping up new lines for the general manufacturing, carriage, furniture and railroad trades, and will notify you as soon as ready to present. In the meantime offer the old lines. It will not be long, however, before the new lines are completed.

Make use of the blanks upon which dealers send us the names of prospective customers. You have, or should have, a supply of these. We are always willing to write to prospects to help back up the dealer in making sales of "New Era."

I have just received a letter from my little girl, who is attending the Ursuline Academy, Santa Rosa, Cal., in which she writes: "Mother is delighted with the paint, the buildings look beautiful, and only the second coat is on," also "Mr. Wilson told her (the mother) he never used a better paint, and will try to get the agency of it in this town."

A. R. K.

Thoughts

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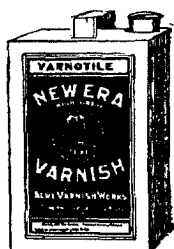
VOL. III.

DETROIT, MICHIGAN, APRIL 5, 1902.

NO. 24

Take Hold and Lift.

New Era Varnishes.



We are now ready to push the above line of goods that has been prepared for architectural purposes. This week we commence sending letters to all our distributors asking them to permit us to furnish envelopes and advertising matter bearing their business card, also to supply them with catalogs, and assuring them that our representatives will co-operate with them in every way in building up business in their respective territories. Following is copy of the letter that we are writing:

We send you herewith catalog showing our line of New Era Varnishes, and also samples of mailing slips pertaining to these goods that we are ready to supply you in such quantity as you believe you can use to advantage.

We should like the privilege of supplying you with envelopes, as per enclosure, with your name printed upon same, and will enclose a set of mailing slips, or as many of the set as you may select, each slip bearing your name.

We should also like to send you a number of our Varnish catalogs, with your name printed upon same. Will you kindly fill out attached blank and return to us promptly, so that we may know just what you can use to advantage, and prepare and forward promptly.

The line of New Era varnish is the product of our new Varnish Works. This department of our business has been thoroughly reorganized for the purpose of enabling us to cater to the trade on a much larger scale than has been possible heretofore.

We have had with us since last fall, a complete corps of expert varnish makers, under the management of a thoroughly experienced and skilled superintendent.

The plant itself is perfect in every detail, the latest appliances and facilities being provided for the manufacture and thorough testing of every article listed in our catalog. The goods we are now offering you have been tanked for some time, and we are in a position to assert positively, are of a quality that cannot fail to please your most critical trade. We propose to push the line vigorously, and in addition to results

Take Hold and Lift.

that can be secured by the distribution of advertising matter such as we referred to above, have instructed our representatives, when in your vicinity, to turn in all business that you can secure.

We trust that you will join issue with us in placing these goods before the trade, and feel assured that we in turn will do everything in our power to assist you in building business in your territory upon same. We should very much appreciate a small stock order for such specialties in the line as you feel that you can start with. A uniform discount of 25 per cent will be allowed to the regular trade, from list prices, and we name you a discount of 25 and 20 per cent.

We attach hereto a half-tone cut made from photo of west aisle in our main tank room, which has a capacity of about 250,000 gallons of varnish, and is, without question, one of the finest equipped, and most perfect in every detail of any varnish plant up to date, and represents the character upon which the entire plant has been organized and equipped.

Yours truly,
ACME WHITE LEAD AND COLOR WORKS.

It is perhaps unnecessary to state that in accordance with our well established policy no deviation from prices of these goods will be permitted, with the possible exception of such territories in which extremely high freight rates prevail. This, however, is confined to the intermediate points and the far west.

We are offering a line of high-grade goods that we know must give satisfaction to distributor, dealer and consumer, and the policy of strictly maintaining prices on same is one that is mutually beneficial.

We certainly do not propose to permit any of our representatives to make exceptional figures that would set a bad example to our jobbers who would feel it necessary to follow.

Get back of this line good and hard, and let us see how quickly we can build up a good, clean business in varnishes on the basis of quality, and push same along the same lines we are working "New Era" Prepared Paint.

It is an undisputed fact that consumers want good goods and are willing to pay the right price for the right article.

We are not attempting, in this line, to compete with everything that everybody else offers, but we are giving better value, we believe, than can be obtained elsewhere.

TAKE HOLD AND LIFT.

Take Hold and Lift.

Contest For March.



S. A. HUNTER

S. A. Hunter, our Minnesota representative, has the honor of winning in the March contest for membership in the Acme Plug Hat Club. He has a total of 33 points to his credit on sales of Granite Floor Paint. We think Mr. Hunter ought to make a creditable appearance beneath the insignia of his membership in the Plug Hat organization, and congratulate him upon the energy displayed and the successful issue of his efforts.

Competition For April.

Competition for April will be upon Neal's Enamels and Neal's Bath-Tub Enamels. We hope that our representatives will TAKE HOLD AND LIFT with vigor that will outdo any previous attempt in this direction. Through the medium of our magazine advertising and follow-up system, and the inquiries that we are sending you so constantly, there is an opportunity to make a better record in this line, perhaps, than any other in our list. In any event, we should like to see this month test the ability of the advertising to help the representative and the representative to help the advertising. We shall watch returns with the greatest possible interest, and hope that you will "buckle to" and make a special attempt to prove to your own and to our satisfaction that the expense which we are bearing to afford the advertising help is well invested.

Take Hold and Lift.**Neal's Enamel Assortment.**

Quite a number of our representatives have acted upon a suggestion conveyed in circular we are sending dealers, suggesting assortments of Enamels of the various kinds as sample orders. This is a good idea, as when you can represent to the dealer in a definite manner the exact number of packages of each size and each shade, the exact cost to him, and the exact profit that he makes, it places the matter in such tangible shape that if followed up with the representation regarding the general advertising we are doing for the goods, the advertising material we furnish the dealer, it will bring an order in many instances, where one could not be secured simply by representations of a general character.

We have sent each of our representatives this week a supply of these "Sample Orders" circulars, and would suggest that in addition to talking along the lines represented in same, they leave one with each prospective customer who seems to be interested.

Please note carefully name of jobber whose assistance we have requested in following up mail order inquiries on Neal's Enamels.

We give you this jobber's name on the bottom of carbon copy of our letter to dealer, which we send you with the original inquiry. This jobber is not always our distributor for that particular section.

A representative recently sent in an order for five barrels of goods to be shipped to a concern at a certain address. We did not find them rated, and after holding the order six or seven days accidentally discovered that the place was a suburb of a large city, and the concern was well rated in the city.

We mention this to emphasize the necessity of being careful as to address, and whenever possible attach printed matter to the order when you send it in, also report for Credit department in every instance. We are not mind-readers, and in this instance did not know that the address on the order was a little suburb of the large city, but discovered it purely by accident.

The salesman in this case was directly to blame, as he had ignored our instructions in two respects, viz., printed matter and report for Credit department. Delays of this kind with good customers are liable to cause cancellation of order.

Take Hold and Lift.**Noting Points in Your Expense Book.**

Some of our representatives seem to have gained the impression that it is unnecessary to note in their expense books the names of places that they have made by livery. This is a mistake. Names of all points should be invariably written, in order that we can keep our records properly.

The Effect of Advertising.

This letter tells our magazine advertising story briefly, but to the point.

St Albans, Vt., March 17, 1902

Acme White Lead and Color Works.

Detroit, Mich

Gentlemen,—Please find enclosed New York draft for \$1.20, for which send me to Swanton, Vermont
 1 Gallon Snow White, Neal's Interior Enamel \$2.00
 1 Pint Pure White, Neal's Bath-Tub Enamel 1.00
 1 " Light Drab, Neal's Radiator Enamel .00
 1 " Neal's Forefront Black Enamel .60

\$4.20

I have looked for your enamels in the stores in this town and some other towns in this vicinity, but cannot find them. The answer to my inquiry has been something like this "They are too high price, have something just as good, etc." Hoping that I am getting what is best in the market, I remain,

Yours, very truly,

K D HOLCOMB

New Era High-Grade Varnishes.

I am much pleased with the new descriptive price list of Tri-Ki Specialties. It looks as though what I have long desired has been accomplished, namely, the production of a line of high class varnishes with names distinctively our own, and of such quality as to enable us to present them as the equal of, if not superior, to any other goods of like character in this country. Goods upon which we can place our price without stopping to find out what price other makers are giving on similar goods. The sooner the words New Era come to mean to others as they do to us, *superiority in quality*, the sooner shall we see in varnish and other lines, as we are seeing in house paint, the fruits of earnest, persistent endeavor to educate the consuming public up to better things, and be glad we took hold and lifted.

S. H. H.

Members Acme Plug Hat Club.

	Admitted	Cost
Mr Alf R Kelly	March 1, 1902	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

SECOND DEGREE MEMBERS

Alf R Kelly	Sept 1, 1902	Master P't's' Col
H L Wilson	Feb 1, 1902	Household Pairts

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

California	Bohan Paint Co., Domestic Oil Co.	Los Angeles San Diego
Colorado	Humphrey-Jones Merc Co.,	Denver
Florida	The S B Hubbard Co Tampa Hardware Co	Jacksonville Tampa
Georgia	Columbus Hardware Co.,	Columbus
Illinois	Geo E Watson Co., Colburn, Birks & Co.,	Chicago Peoria
Indiana	Johnson-Woodbridge Co.,	Indianapolis
Iowa	Sickels, Preston & Nutting Co., J W Edgerly & Co., Hornick, Hess & More, W H Torbert,	Davenport Ottumwa Sioux City Dubuque
Kansas	A B Whiting Paint & Glass Co.,	Topeka
Kentucky	R H McFarland	Henderson
Louisiana	L N Brunswick & Co.,	New Orleans
Maryland	Carlin & Fulton.	Baltimore
Massachusetts	E & F King & Co.,	Boston
Minnesota	C W Hackett Hardware Co.,	St Paul
Mississippi	Lee Richardson & Co.,	Vicksburg
Montana	Ellis Paint Co.,	Butte
New York	Buffalo Glass Co., Burhans & Black Co., Jno L Thompson, Sons & Co.,	Buffalo Syracuse Troy
North Carolina	Hart-Ward Hdwe. Co., Burwell & Dunn Co.	Raleigh Charlotte
Ohio	Co., Co., Co.,	Cleveland Cincinnati Columbus Toledo
Oklahoma Territory	Norton Paint & Hardware Co., Alexander Drug Co.,	Oklahoma City
Oregon	F. E. Beach & Co.,	Portland
Pennsylvania	H B Semple & Son Logan-Gregg Hardware Co., Bard, Schlott & Co., Phelps-Straw & Co., Moyer Bros.,	Easton Pittsburg Reading Wilkesbarre Bloomsburg
Tennessee	Fritts & Wiehl Van Vleet-Mansfield Drug Co.,	Chattanooga Memphis
Texas	Greiner-Kelly Drug Co., Houston Drug Co.,	Sherman Houston
Utah	G F Culmer & Bro.,	Salt Lake City
Virginia	Barker-Jennings Hdwe Co.,	Lynchburg
Washington	Baum & Co.,	Spokane
West Virginia	The Hubbard-Williams 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. III.

DETROIT, MICHIGAN, APRIL 12, 1902.

NO. 25



MR. C. F. MCCAULEY.



MR. H. H. HALLADAY.

Two New Distributers.

On Saturday, the 5th instant, the following poetical telegram was received:

"Six competitors knocked out; he,
Murray has joined the great Ti-Ki!"

—McCauley and Halladay.

It is evident that Messrs. McCauley and Halladay were feeling very jubilant at the time wire was forwarded, and we certainly congratulate them upon their success in securing the co-operation of the Murray Drug Company, of Columbia, S. C., to act as our distributers.

We are not sure as yet whether they really mean that the new distributer has decided to form a Ti-Ki Club or not. This may have been poetic license easily forgiven, in view of the exuberant spirits resulting from the successful issue of their efforts.

On Thursday, the 10th, we received the following telegram:

"Ti-Ki wins Neal-Millard, of Savannah, Ga."

The above is not exactly the way telegram read, but it means the same thing.

This means two distributers in one week to the credit of Messrs. McCauley and Halladay. There is not much territory left now in which we have not secured the co-operation of the best house in the section to assist us in distributing "New Era" and our specialties.

Good Points for Those Looking for "Points" in April Contest.

Last week I put in ten stocks of Neal's Enamels to new retail trade for Buffalo Glass Company in \$10 assortments. I worked it in this way. Upon going in I first showed the dealer our advertising in the different magazines, spread it all out and told them I was there to interest some dealer in his town on a sample order of Neal's Enamels. I explained our system of giving away the samples, and that his name would more than likely be given to us if he had our advertising matter displayed, etc. Then they generally ask how much do we

want to send? This is where I get in my work. I replied a \$10 assortment—nothing more, nothing less, all white—12 pints, 24 ½ pints and 24 ¼ pints. Total, \$10. Absolutely staple. I found that by stating a definite amount and having some apparent system that it counted, and made the dealer think that we really were making our play on a \$10 assortment to start on. I believe that it pays to go in with some definite proposition to present, and I think you can get in a \$10 shot in nearly every town. Try it and see. Mr. Woodward asked me how I happened to sell so many exactly \$10 assortments. This is my reply. H. H. H.



The letters which the members of No. 1 have written to the new Ti-Ki Clubs have been very much appreciated. We have received acknowledgments from No. 4 at Columbus, O., and No. 5 at St. Paul, Minn., which will be read at the next meeting of No. 1, which occurs on April 19. These letters will be embodied in next issue of Ti-Ki Tidings. By-the-way, how do you like the new Ti-Ki organ? Don't forget that any Ti-Ki is eligible as a contributor to its columns. The various clubs have taken up Ti-Ki work in dead earnest, and we will have to mind our P's and Q's if we expect to set the pace in future. A quartet at St. Paul, and Ti-Ki Bowling Clubs at Peoria will materialize before we realize what has happened.

"The Maintenance of Prices" is the topic for discussion at the next meeting of No. 1. This is a subject upon which all members have ideas. If you cannot be on hand to contribute these ideas orally, don't fail to send us a paper.

No. 4, of Columbus, O., have just added five of the young ladies in the office to their membership list. They are entitled to congratulations.

No. 5 at St. Paul accepted eleven applications for membership. Their total membership now numbers 42.

When you start a new customer on lines upon which competition is based this month, don't forget to write the words "new customer" on your order sheet in connection with the goods. Otherwise you may not be credited with the correct number of points.

Thoughts

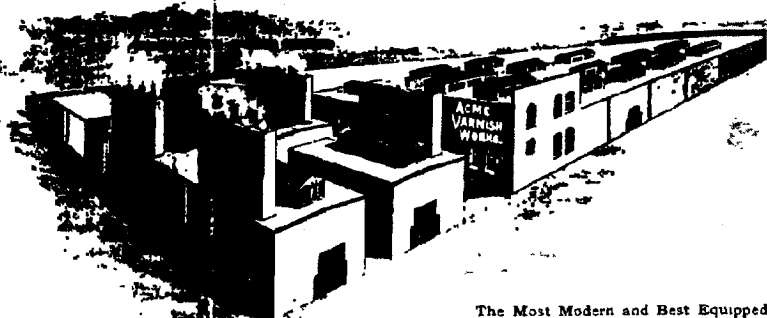
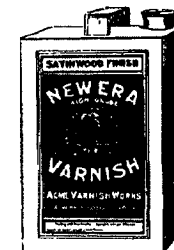
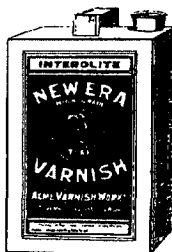
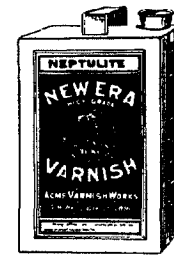
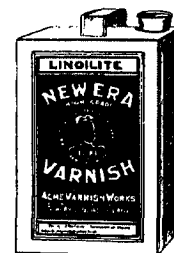
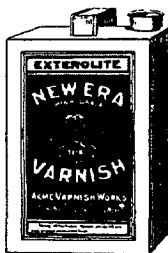
PUBLISHED WEEKLY BY THE ACME WHITE LEAD AND COLOR WORKS, DETROIT, MICH

Devoted to Matters of Interest to Our Representatives.

VOL. III.

DETROIT, MICHIGAN, APRIL 19, 1902.

NO. 26



The Most Modern and Best Equipped Varnish Works in America.

THE campaign on New Era Varnishes is now on in dead earnest. For a long time our representatives were handicapped in the sale of this class of goods, owing to our facilities being inadequate to take care of our own requirements, and also permit us to make an earnest effort to place the line with the trade. You are all familiar with the history of the building and the equipment of the new varnish plant, and understand that we are now in position to care for all the business in architectural varnishes that you can send us, and when you couple with this the fact that as regards quality and actual value for the prices asked by us, there is not a single line upon the market that possesses any advantage over New Era, it should give you the confidence and incentive necessary to build business in the goods to the very best of your ability. What better running mate to New Era Paint could you secure than New Era Varnish. That latter line in its sphere is equal to the former in every respect. It is used by the same class of trade. The prestige of the former should enable you to place the latter quickly. They go hand in hand. We know that a trial of the goods is all that is necessary to inspire absolute confidence on the part of the trade, and establish a business that is bound to grow from the standpoint of merit alone. Get after the trade yourself, urge your jobbers and distributors to do so, and help them by setting a good example. Study the line and present your arguments as carefully, thoroughly and conscientiously as you do for New Era Paint. Get after the painter and consumer as often as you are able. We don't object to furnishing half-pint samples to good painters to test against anything in the market. We are sure of their approval. Ask your distributors and jobbers to distribute the catalogs and mailing slips, and to use the envelopes we are furnishing. Take hold and lift quickly and altogether, and the line has *got* to go. The sales department has been told that the new line would start off *slowly*, and has taken exception to the statement. Will you help prove that it was erroneous? Mr. Hull has put his shoulder to the wheel by starting on a trip to meet and thoroughly post some of the boys traveling nearest to Detroit, and to call upon the larger distributors and jobbers. He stands ready to give you any assistance you may need in the way of information. Keep him busy, and keep us busy filling your orders.

THOUGHTS

April 19, 1902

Take Hold and Lift.

Cater Has Developed Into An Orator.



H. C. CATER

"I made an address before the Painters' Union, of Lowell, last night. There were about 150 present. I talked to them on the lines on which our factory is run, occasionally bringing in a point on 'New Era' and Oil Colors, and wound up by telling them a little about Detroit."

[Any man who can stand up before 150 painters, without being phased, should be down for at least a three-quarter-of-an-hour talk at our annual Ti-Ki meeting—Ed.]

I have received the catalogs containing our line of New Era Varnish and Ti Ki Specialties, and I am much pleased with them, besides I am making a special effort to push the goods. I have also the bulletins noting the discontinuance of the old line of varnish, but I find that our distributors' salesmen are still selling the old line, for the reason they still have them in their general catalogs, which they use daily, therefore, in my judgment, it is very important that the Acme Company print leaves with list prices of our New Era line of varnishes the same size as our general catalogs and send them to distributors, requesting them to insert the new for the old, also give them the retail discounts.

Yours very truly,

C. F. MCCAULEY

We are now printing leaves covering the new line to be sent to distributors' and jobbers' salesmen to replace the old pages. It will naturally take a little while to obliterate the old line and replace with the new goods. We wish all our representatives to work in conjunction with distributors in disposing of the old goods. Do not send them back to us. Ascertain exactly what the distributors or jobbers may have on hand of the old line, and make it a point to place them as quickly as possible. Otherwise, some time in the future the distributor is apt to write in stating that there is no demand for the goods which he has on his shelves, and expect us to believe him of same. We cannot blame distributors for taking this position, and what we should do is to help him out at the start before the new line becomes thoroughly established.

Take Hold and Lift.

Hunter's Thanks.

I thank you for the honor of electing me a member of the Plug Hat Club. I will endeavor to take the second degree at an early date. Please see that it has ear laps on it. S. A. H.

Carnegie Library Painted With New Era.

I beg to advise you that the new Carnegie library building at Charlotte, N. C., is being painted with New Era. They looked all over for the best paint they could buy and decided on New Era. This is a big ad. for us in this city. Mr. McCauley is guilty of having them do this. H. H. H.

Please note that the April competition is on Neal's Enamels and Neal's Bath-Tub Enamels *only*. This does *not* include the other lines of enamels, such as Neal's Interior Enamels, etc.

Our Coach Color department complains, and rather emphatically too, and we do not blame them, about samples of color sent in to be matched, that are simply spread out on a piece of cardboard. These samples become soiled and dirty from fingering and exposure, and it is absolutely impossible to get at the accurate shades.

It is very easy, it seems to us, when our representatives are on the ground, to secure a bottle or vehicle of some sort that will hold say an ounce of the color itself, and send it in to us in proper shape, so that we can examine it and know exactly what we have to duplicate, and leave out any element of guess work that would result in discontent on the part of the customer.

"Push Chloride of Lime
and Push it Hard."

Members Acme Plug Hat Club.

	Admitted	Conest
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

SECOND DEGREE MEMBERS

Alf R Kelly	Sept 1, 1901	Master P't's Col
H L Wilson	Feb 1, 1902	Household Paints

Take Hold and Lift.

Our General Distributors.

California	Bohan Paint Co.	Los Angeles
	Domestic Oil Co.	San Diego
Colorado	Humphrey-Jones Merc Co.	Denver
Florida	The S B Hubbard Co	Jacksonville
	Tampa Hardware Co.	Tampa
Georgia	Columbus Hardware Co.	Columbus
	Neal-Millard Co.	Savannah
Illinois	Geo. E Watson Co.	Chicago
	Colburn, Birks & Co.	Peoria
Indiana	Johnson-Woodbridge Co.	Indianapolis
Iowa	Sickels, Preston & Nutting Co.	Davenport
	J W Edgerly & Co.	Ottumwa
	Hornick, Hess & More,	Sioux City
	W H Torbert,	Dubuque
Kansas	A B Whitling Paint & Glass Co.	Topeka
Kentucky	R H McFarland	Henderson
Louisiana	L N Brunswick & Co.	New Orleans
Maryland	Carim & Fulton,	Baltimore
Massachusetts	E & F King & Co.	Boston
Minnesota	C. W. Hackett Hardware Co.	St. Paul
Mississippi	Lee Richardson & Co.	Vicksburg
Montana	Ellis Paint Co.	Butte
New York	Buffalo Glass Co.	Buffalo
	Burbans & Black Co.	Syracuse
	Jno L. Thompson, Sons & Co.	Troy
North Carolina	Hart-Ward Hdwe. Co.	Raleigh
	Burwell & Dunn Co.	Charlotte
Ohio	Loew Filer & Mfg Co.	Cleveland
	Stien-Vogeler Drug Co.	Cincinnati
	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 & Son	Easton
	Logan-Gregg Hardware Co	Pittsburg
	Bard, Schlott & Co.	Reading
	Phelps-Straw & Co.	Wilkesbarre
	Moyer Bros.	Bloomsburg
South Carolina	Murray Drug Co.	Columbia
Tennessee	Fritts & Wiehl	Chattanooga
	Van Vleet-Mansfield Drug Co.	Memphis
Texas	Gresner-Kelly Drug Co.	Sherman
	Houston Drug Co.	Houston
Utah	G F Culmer & Bro.	Salt Lake City
Virginia	Barker-Jennings Hdwe Co.	Lynchburg
Washington	Baum & Co.,	Spokane
West Virginia	The Hubbard-Williams Co.	Charleston
	The Williams & Davisson Co.	Clarksburg
	W H Chapman & Sons,	Wheeling

Thoughts

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

Devoted to Matters of Interest to Our Representatives.

VOL. III.

DETROIT, MICHIGAN, APRIL 26, 1902.

NO. 27

'Nother Distributer.



C. F. ELLIOTT

The following telegram startled us about four o'clock on Saturday the 19th

"Robinson Bros have joined the Ti-Ki. What is wrong with Old Kentucky?" C. F. ELLIOTT

Since then we have received details from Mr. Elliott and the fact has developed that he has made an arrangement with Robinson Bros. & Co. of Louisville, to act as our distributors for "New Era" and specialties.

"Ti-Ki" seems to figure quite prominently in the recent telegrams concerning distributors, and we assume that the representatives who are responsible for making the arrangements will also see that their work is completed by organizing Ti-Ki Clubs among the representatives, officers, and heads of departments of the various houses with whom we are co-operating

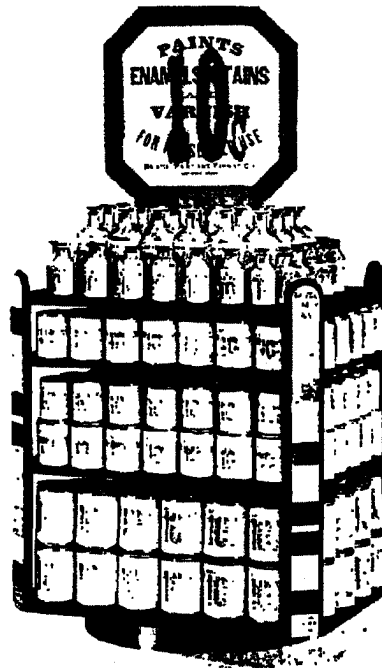
Interolite is Even Better.

Mr. McCauley took me around Charlotte, N. C., to view the city. We walked into the new mammoth buildings of the D. A. Tompkins Engineering Co., the interior being finished with our *Interior Finish*. They first bought fifty gallons Berry Bros. Hard Oil and six gallons of our goods for one room, but after using up the six gallons took Berry Bros. goods back and exchanged them for ours. H. H. H.

Everett and Monte Christo Railway.

Mr. Whitmarsh, superintendent Everett and Monte Christo Railway, Everett Wash., says that your goods are the best he has ever met with, and that he will continue to use same altogether. A. R. K.

Bristol Display Stands.



We still have about fifty of these on hand. We made it "awfully easy" for you to place them, but note that your efforts in this direction seem to have lagged recently. Try it again. We trust that you will respond promptly and effectively to this request and then it will be a case of " 'nough said."

A Chance for Thought and Action.

The sales department, and that means every representative on the road, has been told that the line of New Era Varnishes would *move slowly* at the start. *What do you think of that?* Mr. Hull, himself, has sent in orders during the past week amounting to over twelve hundred gallons. This is something to think about, too. Let us see if we cannot have that "move slowly" statement retracted.

Members Acme Plug Hat Club.

Admitted	Contest
Mr Alf R Kelly	March 1, 1901 Mich Seal Lead
Mr A E Barron	June 15, 1901, Neat's Alum En
Mr. I D. Wilson	Oct. 1, 1901 W and I Paint
Mr H E 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

SECOND DEGREE MEMBERS

Alf R Kelly	Sept 1, 1901 Master P't's Col
H I Wilson	Feb. 1, 1902 Household Paints

Thoughts

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

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VOL. III.

DETROIT, MICHIGAN, MAY 3, 1902.

NO. 28

Take Hold and Lift.

Don't Leave our Rapid-Sellers to Take Care of Themselves.

It has occasionally occurred to us that our representatives feel that our line of Rapid-Seller Specialties are so well established that they need no attention, or very little. This is not the right position to assume. They need constant attention.

We recognize the fact that "New Era" is the basis of a paint stock with the dealer, and that our specialties are very apt to follow where "New Era" leads, but at the same time you must not overlook the fact that the other fellow has specialties and is pushing them actively. You cannot depend entirely upon the belief that specialties are always bound to follow "New Era." It is only consistent that the dealer with whom we establish a first class line of goods like "New Era" should have specialties that are its equal in quality and general popularity, but don't leave him to assume that our specialties embody these qualifications. Tell him so. Impress the fact upon his mind.

It is comparatively easy to place the Rapid-Seller line after you have initiated a dealer into handling our "New Era." It doesn't require one-half the amount of talk at this stage of the game that it would if your house paint was not in, and this is another reason why you should give Rapid-Sellers careful attention whenever establishing "New Era." Don't assume that the specialties should be left to take care of themselves.

The first order I got in 1902 was from Geo. D. Cook, Covington, Ind., for an assortment of specialties. He had handled Heath & Milligan's best paint for a great many years and when I talked "New Era" it was a case of "Oh, the H. & M. is good paint; as good as yours. But this is a lead town and painters won't use anything else." However, by a long argument and a good deal of persuasion he consented to take twelve gallons of Outside White. Mr. Selvaage was there during the week and reports painters stuck on "New Era." Mr. Cook delighted and is closing out H. & M. and

replacing the stock with the "best paint on earth, *New Era*," and is going to push it hard, something he never did before. This is one of a number of such cases in Indiana this year, and stick a pin in it there are more to follow. This is a cheap paint state, as a rule, and has been in the past, but is waking up gradually, and in another year is going to be one of our banner states on not only "New Era" but the full line. It's hard work to get them, but we are doing the hard work, and are bound to win. W. C. N.

Another Second Degree Member of the Acme Plug Hat Club.



I. D. WILSON

"Wixie" is now entitled to wear, in addition to the shiny plug hat that he won last October, as a result of contest on Wagon and Implement Paint, a glittering watch fob—insignia of second degree membership in the Plug Hat Club, and bearing our well known legend, "Take Hold and Lift." He did this in good shape during April, evidently making up his mind that there were plenty of dealers who needed Neal's Enamels, and had not been provided for.

He had one competitor in the way of starting new customers on these goods, whose name, of course, we shall not divulge, who gave him a very close call, but as points are what determine these contests "Wixie" is entitled to the fob. We congratulate him, and hope that he will be able to add many bars to it in the future. Following is his record: One hundred and thirty-seven points.

Take Hold and Lift.

Master Painters' Colors in Oil.

Some time since you informed me through bulletin that the Superfine would be discontinued as fast as possible. In accordance with this information, I have placed special effort on these lines with the result that I have sold to the small trade about 850 pounds. In placing this line I have tried to convince my trade that the quality was so superior to superfine that the cost was not increased, but on the contrary. I have covered the part of the state assigned to me and am now going over same for the second time, and I am glad to inform you that the trade who purchased on my first visit are more than pleased with the high-grade of Master Painters' Colors in Oil. Now don't all get scared and sell so many of these goods that the factory will be compelled to double the capacity of the department. Just for fun let's see how many of these goods we can sell in May, 1902. W. J. S.

Members Acme Plug Hat Club.

Arbuted	Contact
Mr. Alf R. Kelly	March 1, 1902 Mich Seal Lead
Mr. A. E. Barron	June 15, 1902 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

SECOND DEGREE MEMBERS.

Alf R. Kelly	Sept. 1, 1902 Master P'ters' Col.
H. L. Wilson	Feb. 1, 1902 Household Paints
I. D. Wilson	May 1, 1902 Neal's Enamels
	Neal's B-T Ens.

"Push Chloride of Lime

and Push it Hard."

NOW'S YOUR CHANCE

Competition is on Neal's Carriage
Paints (The Old Original) and
Neal's Carriage Top Dressing this
month.

Thoughts

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

Devoted to Matters of Interest to Our Representatives.

VOL. III.

DETROIT, MICHIGAN, MAY 10, 1902.

NO. 29

Take Hold and Lift.

Cincinnati Northern.

Mr. Williams, chief engineer, is well pleased with our New Era Depot Paint and in future it will be used entirely on all their depots and buildings. He has fourteen new bridges to paint and will use our Karbonet Black Paint on them, at \$1.25. This is the result of quality. He said, "I have gone into the matter of bridge painting very thoroughly and have settled on a special mixture of graphite and red lead made by Lowe Bros. Your New Era is all right, and I believe you can make as good a bridge paint as you can a depot paint. I will order paint for our fourteen new bridges of you, when we reach them. The bridge company gives the bridges a coat of oil and we give them two coats of paint, and we want the best that can be made, regardless of cost."

B. E. B.

A well known corroding concern received the following from a disgruntled consumer:

"DEAR SIR—I read in one of your advertisements that pure white lead and pure linseed oil make the most durable paint that can be put on a building. I painted my house with the only genuine last year, but it is chalking off very badly. I think you ought to furnish the stuff for repainting, don't you?"

To which response was made as follows:

"The fact that lead chalks off is its chief virtue, it makes repainting so easy. Suppose your paint came off in a solid sheet all at once, where would you be if you should happen to be standing under it. You should be thankful that you did not use one of these adulterated paints that require nailing to be safe. You might have overlooked the nails. Paint again with pure lead and be happy."

Moral. Use "New Era."

GENTLEMEN—I used your Neal's Enamel on an iron bed and like it very much.

MRS. E. L. DOROUGH,
May 2, 1902. Grand Saline, Texas

Take Hold and Lift.

Some of our representatives seem to fail to realize that we have discontinued making the old line of "New Era" tinting colors. This line is obsolete and we will not accept or fill orders for same.

Members Acme Plug Hat Club.

	Admitted	Contest
Mr. Alf R. Kelly	March 1, 1902	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

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
		Neal's B-T Ens.

Our General Distributors.

California	Boban Paint Co.	Los Angeles
	Domestic Oil Co.	San Diego
Colorado	W. A. Hover & Co.	Denver
Florida	The S. B. Hubbard Co.	Jacksonville
	Tampa Hardware Co.	Tampa
Georgia	Columbus Hardware Co.	Columbus
	Neal-Millard Co.	Savannah
Illinois	Geo. E. Watson Co.	Chicago
	Colburn, Birks & Co.	Peoria
Indiana	Johnson-Woodbridge Co.	Indianapolis
Iowa	Sickels, Preston & Nutting Co.	Davenport
	J. W. Edgerly & Co.	Ottumwa
	Hornick, Hess & More.	Sioux City
	W. H. Torbert.	Dubuque
Kansas	A. B. Whiting Paint & Glass Co.	Topeka
Kentucky	R. H. McFarland	Henderson
Louisiana	L. N. Brunswick & Co.	New Orleans
Maryland	Carlin & Fulton.	Baltimore
Massachusetts	E. & F. King & Co.	Boston

Take Hold and Lift.

Minnesota	C. W. Hackett Hardware Co.	St. Paul
Mississippi	Lee Richardson & Co.	Vicksburg
Montana	Ellis Paint Co.	Butte
New York	Buffalo Glass Co.	Buffalo
	Burhans & Black Co.	Syracuse
	Jno. L. Thompson, Sons & Co.	Troy
North Carolina	Hart-Ward Hdwe. Co.	Raleigh
	Burwell & Dunn Co.	Charlotte
Ohio	Loew Filter & Mfg. Co.	Cleveland
	Alfred-Vogeler Drug Co.	Cincinnati
	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 & Son.	Easton
	Lugan-Gregg Hardware Co.	Pittsburg
	Rand, Schlot & Co.	Reading
	Phelps-Straw & Co.	Wilkesbarre
	Moyer Bros.	Bloomsburg
South Carolina	Murray Drug Co.	Columbia
Tennessee	Fritts & Wiehl.	Chattanooga
	Van Vleet-Mansfield Drug Co.	Memphis
Texas	Greiner-Kelly Drug Co.	Sherman
	Houston Drug Co.	Houston
Utah	G. F. Culmer & Bro.	Salt Lake City
Virginia	Barker-Jennings Hdwe. Co.	Lynchburg
Washington	Baum & Co.	Spokane
West Virginia	The Hubbard-Williams Co.	Charleston
	The Williams & Davisson Co.	Clarksburg
	W. H. Chapman & Sons.	Wheeling

Competition is on Neal's Carriage
Paints (The Old Original) and
Neal's Carriage Top Dressing this
month.

Thoughts

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

Devoted to Matters of Interest to Our Representatives

VOL. III.

DETROIT, MICHIGAN, MAY 17, 1902.

NO. 30

"Push Chloride of Lime,
and push it hard."

Good For You, Mr. Salvage.

I made two new customers for New Era High-Grade this week. Two nice new houses that will take probably 25 gallons. I painted my own home "prime and first coat," early this spring and she is a dandy. I took these people out and showed them my home, and they were very much pleased, so much so that they gave me their orders. I will have more of this kind before I leave this burg.

W. J. S.

Willie Wiggins, Press Agent.

The following item from Shawnee Herald, of Shawnee, Okla., explains why we call Willie a press agent.

"Mr. W. P. Wiggins, representing the Acme White Lead and Color Works, Detroit, Mich., was a caller at the HERALD office in company with Druggist Remington. Mr. Wiggins is a wide-awake young man who looks well to the interest of his employers."

Members Acme Plug Hat Club.

	Admitted	Contrib.
Mr. Alf R. Kelly	March 1, 1901	Mich Seal Lead
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SECOND DEGREE MEMBERS

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H. L. Wilson	Feb. 1, 1902	Household Paints
I. D. Wilson	May 1, 1902	Neal's Enamels
		Neal's B-T En

Competition is on Neal's Carriage
Paints (The Old Original) and
Neal's Carriage Top Dressing this
month.

Seasonable Goods.

NEW ERA

PREPARED PAINT.

This is the time these goods are being used, and every dealer handling them should be thoroughly equipped with information as to their quality, so as to be able to talk intelligently and enthusiastically to prospective purchasers. People who intend to paint their houses are asking questions about paint. Fortify your dealers with information that will help them sell the goods. Tell them why they are so much better and more economical than white lead paint both for consumer and painter. If you fill them up with points on the goods, it would give them greater confidence and cause their arguments to have more weight with the consumer.

NEAL'S CAR-

RIAGE TOP DRESSING.

This goes hand in hand with Carriage Paint. The top has to be made to look as good as the body and gear. One line sells the other. There is not a better Carriage Top Dressing on the market, and our goods never fail to give satisfaction.

NEAL'S

ENAMELS.

House-cleaning season always brings a heavy demand for these goods. They were never more advertised or better known than they are to-day. Our sales are rapidly increasing, and consumers everywhere are expressing the highest satisfaction with results secured. Keep after the dealers, jobbers and distributors, urging each to join hands with you in keeping the goods before the dealer and consumer. See that advertising matter and goods are displayed.

NEAL'S

CARRIAGE PAINTS.

The most active demand for Neal's Carriage Paint exists from this time until about July. As condition of the roads improves and fair weather makes driving a pleasure, it is the most natural thing in the world to make the old buggy look as presentable as possible. This means thousands upon thousands of cans of Neal's Carriage Paint, and the more emphatically you call this fact to the attention of the dealer the better for our goods. Urge every dealer to replenish his stock. See that his advertising matter is displayed and also that stock of goods is brought to the front. Don't fail to notify your jobbers of their customers who are interested in the line. Don't fail to let the dealer fully understand that Neal's Carriage Paint is not alone useful for vehicles, but is the best kind of a finish that can be procured for outdoor exposure, particularly for such articles as porch and lawn chairs and settees, iron fences, boats, and a thousand-and-one other articles that need fixing up each season. It is very important that you should fully educate the dealer and consumer to the fact that Neal's Carriage Paint is not alone for use on carriages, buggies, etc.

NEAL'S

SCREEN ENAMELS.

It is time now to push these goods hard with the trade. Fly time is here, or nearly so.

DAVIES'

VARNISH STAINS.

These goods are forging ahead rapidly, and the great increase in sales we attribute almost solely to the superior quality of the goods themselves. There is not a Varnish Stain on the market, which, in our opinion, compares in quality with Davies' Varnish Stains in the way of producing correct imitations of expensive woods, ease of application and durability. If the dealer is thoroughly posted on the line so that he can talk it intelligently to his trade, it would increase sales wonderfully. See that he does not lack the information that it is in your power to impart.

ACME

HOUSEHOLD PAINT.

These goods should sell like hot cakes for the next month and a half. Every housewife has use for a can or two of the different shades, resulting from the desire to fix up the old things about the house which all receive attention at house-cleaning time.

Thoughts

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

Devoted to Matters of Interest to Our Representatives.

VOL. III.

DETROIT, MICHIGAN, MAY 24, 1902.

NO. 31

Take Hold and Lift.

New Era Varnishes—The Standard of Excellence.

The Varnish Department is receiving daily, from all parts of the country, very satisfactory reports on our new line of varnishes, and we are fully satisfied that we have one of the strongest and best lines of varnishes ever offered the trade. We have placed some handsome stock orders with our various distributors and jobbers, and we want every one of our men to get behind these goods with a will and determination that will surprise our competitors, especially strictly varnish houses, who are of the opinion that paint makers do not amount to anything as varnish makers. Let's open their eyes and make them talk, for there is no better advertising on earth than having competitors and their representatives talk about you.

Our department has just received a letter from Mr. W. C. Patterson whom all our "boys" will remember meeting at the Convention. We think a good deal of this letter and report from Mr. Patterson, as he is a first-class finisher by trade, having learned his trade with the Vose Piano Company, Boston, makers of high-grade pianos, and the writer wishes to say right here, that there is no better schooling for a prospective hard wood finisher than learning the art of hard wood finishing, as Mr. Patterson did, in a first-class piano works. The following is a copy of Mr. Patterson's letter.

Mr. FREDERICK C. HULL,
DETROIT, MICH.

Dear Sir—I wish to state that the varnishes you sent to me last February have received my attention. When last in Denver, I put them through a tough examination. The Exterolite and the Neptulite are *excellent*, possessing exceptional heavy body, *lustre* and good quality. I found that the Varnolite, although a little slow in drying, is very elastic, a good quality for floor goods. Interolite is a little light in body, although of a fine lustre, and very free working and durable. As far as my knowledge will permit, I am fully satisfied in my own mind that the varnishes you sent me are as good as any I have ever tested. No one should have any trouble in selling these goods, where good varnish is wanted.

Wishing you all the success in the world, I beg to remain,
Very truly yours,

W. C. PATTERSON

Take Hold and Lift.

We are very proud of our varnishes for one particular reason, they dry reasonably fast and still are very durable, but should be made from good hard gum, properly manipulated, and should have sufficient hardness to rub well without crumbling to pieces, as varnishes will that are made where the product of our Southern yellow pine forest predominates as the principal ingredient in their make-up.

If a man will and must have a cheap varnish to finish the hard wood work of a house, or piece of furniture, his wishes must, of course, be gratified, as he pays the "fiddler", but such an economy comes very high priced in the end. The cost of taking it off and refinishing remains within him the rest of his days as an object lesson. Many finishers, knowing that certain quick-drying varnishes are unfit to use for certain exposures, at least, will use them simply because they are advantageous to them in time-saving. When these cheap varnishes are used, when there is no necessity for doing so, as when they are not specified, there is no excuse whatever for it. This greed for saving a few cents has caused architects to take the matter into their own hands, and to specify the kinds of varnishes, which in their practice and experience, they have found worthy and reliable.

Dishonest finishers are partially the cause of this, but honest ones (and they are by far in the majority) have much to gain from it in that it relieves their responsibility, and the same is "saddled" on the architects. Dishonest men will always bear watching, and as honest ones can lose nothing by it, they should encourage the practice rather than discountenance it. They have everything to gain in having a dishonest contractor detected in the crime (for it is nothing less) of substituting a poor grade of varnish for one that has been specified. The practice is too frequent and it should be stopped. It is not receiving the scorn and abhorrence that it should. Even high-toned supply stores "wink" at it, afraid to say anything when some of these "wormy" customers of theirs openly come to their places to buy some cheap

Take Hold and Lift.

hard oil, and have their labeled cans of high grade varnish filled up with cheap *stuff*. Sometimes their customers make no "bones" of it, and tell them right out, usually laying the blame upon having had to take the work too cheap, and of course that they must come out ahead somehow. If what has been said in this instance is true, it is our duty to do everything in our power in order to stop this nefarious practice. It is not just to the honest bidder or home builder, nor is it just to the varnish manufacturer, whose reputation is made to suffer unjustly by this substitution practice.

Gentlemen, when some man tells you how much cheaper he can buy something than the fair prices which we offer our new line, wake up and give him a rousing good argument on quality at a fair price. Sell them our New Era Tri-Ki Specialties and Extra Pale Hard Oil Finish, if you want to work up a permanent varnish trade.

Special Notice.

Again we remind our representatives that *all* orders for direct shipment, to be charged to a distributor or jobber's account, *must* be approved by distributor or jobber before it is sent in to us, otherwise the order will not be shipped until that written approval is obtained.

Within the past month three of our oldest men have ignored these instructions and in each case their orders were held-up. We have called your attention to this so often that it is surprising to us that our representatives find fault with us when we delay the shipment of those orders. One of the comments on a delay of this character was as follows: "They wanted their goods *quick*," —'s traveler said they were O. K. and discounted their bills." The O. K. of a traveling man for any distributor or jobber is not satisfactory to us.

Send your orders to the distributor or jobber, ask them to put their O. K. on it in writing and send the order on to us, and you can rest assured there will be no delay on our part.

We sincerely hope that it will be unnecessary to again complain about this matter.

Take Hold and Lift.

The G. R. & I. R. R. advised me that they have just completed tests made of our Solvene and "find it the best for the purpose they ever used." This might interest the boys.

H. N. T.

We would like our representatives to keep on the lookout for M. J. Engle, formerly in our employ as a salesman of Confectioners' Colors, which line we only offered for a short time. He is probably representing some Eastern concern and traveling in the East.

MONTGOMERY, ALA., MAY 13TH, 1902.
ACME WHITE LEAD & COLOR WORKS.

Gentlemen:—I am most pleased to state that your "New Era" Paint is all that you claim for it. I am proud of it as well as you.

JAMES R. WADE.

Noting that some of the salesmen have been paying exchange on the New York checks we are sending them, we desire to say that they are practically the same as the New York drafts we used to send. It is possible that some of the banks at which you cash those checks do not look at it in that way but that argument might be used by you when required to pay exchange.

HERNDON, KANS., MAY 15TH, 1902
ACME WHITE LEAD & COLOR WORKS.

DETROIT, MICH.

Gentlemen:—Some time ago my wife got a sample of your Enamel and has been pushing me to get some in stock. We have a small town, and very few appreciate a good thing in this line. However, you may send me what is listed on the enclosed cut card, and I will remit upon receipt of invoice. If I can handle the larger packages, will be only too glad to do so.

Yours truly,

HERNDON DRUG CO.,
C. R. STEPHENSON, PROP.

Members Acme Plug Hat Club.

	Admitted	Conest
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

SECOND DEGREE MEMBERS.

Alf R Kelly	Sept 1, 1901	Master P'ters' Col
H L Wilson	Feb. 1, 1902	Household Paints
I D Wilson	May 1, 1902	Neal's Enamel
		Neal's B-T Ens

Take Hold and Lift.**Competition is on Neal's Carriage**

Paints (The Old Original) and Neal's Carriage Top Dressing this month.

A System of interchangeable mileage for use on the railroads in the territory west of the Missouri and Mississippi rivers, east of the Rocky Mountains, and from the Canadian line south to the Gulf of Mexico, has been agreed upon at a meeting of general passenger agents.

DUBUQUE, IOWA., MAY 12TH, 1902.
ACME WHITE LEAD & COLOR WORKS.
DETROIT, MICH.

Gentlemen:—Your favor of the 10th received enclosing your catalogue of Coach & Car Colors, and it is the neatest color card of its kind on the market. I have written Mr. J. A. Tucker of Coggon, Iowa, naming him the discount to the trade, and will also make an effort to have some responsible and energetic party at Coggon take hold of your goods, house paints, varnishes, etc., knowing it will be mutually advantageous to all.

With regard to Wm. C. Leik, I believe, as he has a pretty fair stock of the other goods on hand, it will be advisable to delay forwarding him advertising matter to such a time when he will see it is to his interest to handle your paints. My brother-in-law has just painted his house with the New Era Paint, and the painter who did the work claims that it is the best mixed paint that he ever used, and I believe Mr. Needham, my brother-in-law, has the prettiest painted house in Dubuque to-day. Mr. Needham informed me that at least five persons will paint their houses with this paint in his locality, and this will be a great hit for your paint in this locality, and when we are successful in doing likewise in other parts of the city, I think the majority of handlers of mixed paints will see, that it is to their interest to handle the New Era Paint. It will need no talking, as the paint will show for itself.

Yours truly,

G. A. SCHENKOWITZ.

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

California	Bohan Paint Co., Domestic Oil Co.	Los Angeles San Diego
Colorado	W A Hover & Co.,	Denver
Florida	The S B Hubbard Co Tampa Hardware Co	Jacksonville Tampa
Georgia	Columbus Hardware Co., Neal-Millard Co.	Columbus Savannah
Illinois	Geo E. Watson Co., Colburn, Birks & Co.,	Chicago Peoria
Indiana	Johnson-Woodbridge Co.,	Indianapolis
Iowa	Sickels, Preston & Nutting Co., J. W. Edgerly & Co., Hornick, Hess & More, W. H. Torbert,	Davenport Ottumwa Sioux City Dubuque
Kansas	A B Whiting Paint & Glass Co.,	Topeka
Kentucky	R H McFarland Robinson Bros.	Henderson Louisville
Louisiana	L N. Brunswick & Co.,	New Orleans
Maryland	Carlin & Fulton.	Baltimore
Massachusetts	E. & F. King & Co.,	Boston
Minnesota	C. W. Hackett Hardware Co.,	St. Paul
Mississippi	Lee Richardson & Co.,	Vicksburg
Montana	Ellis Paint Co.,	Butte
New York	Buffalo Glass Co., Burhans & Black Co., Jno L. Thompson, Sons & Co.,	Buffalo Syracuse Troy
North Carolina	Hart-Ward Hdwe Co., Burwell & Dunn Co.	Raleigh Charlotte
Ohio	Loew Hiter & Mfg Co., Alfred Vogeler Drug Co., Smith Bros Hdwe Co., Norton Paint & Hardware Co.,	Cleveland Cincinnati Columbus Toledo
Oklahoma Territory	Alexander Drug Co.,	Oklahoma City
Oregon	F. E. Beach & Co.,	Portland
Pennsylvania	H B Sample & Son Logan-Gregg Hardware Co Bard, Schlott & Co., Phelps-Straw & Co., Moyer Bros.,	Easton Pittsburg Reading Wilkesbarre Bloomsburg
South Carolina	Murray Drug Co.,	Columbia
Tennessee	Fritts & Wiehl Van Vleet-Mansfield Drug Co.,	Chattanooga Memphis
Texas	Greiner-Kelly Drug Co., Houston Drug Co.,	Sherman Houston
Utah	G F. Culmer & Bro.,	Salt Lake City
Virginia	Barker-Jennings Hdwe Co.,	Lynchburg
Washington	Baum & Co.,	Spokane
West Virginia	The Hubbard-Williams 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. III.

DETROIT, MICHIGAN, MAY 31, 1902.

NO. 32

Take Hold and Lift.

Closing up Spring Season's Work.

It is time now for our representatives to realize that they are nearly at the finishing point as far as this season's work is concerned, and to carefully consider what remains to be done, and if impossible to do as much as they would like to do in the limited time remaining, select the most important work and see that it receives attention.

It is impossible at this time to state what date you should close your season's work. This will depend upon business conditions during June. Ordinarily, however, it has been about the third week in the month, and we assume that that time will be about right this season.

New Era Varnishes.

We already have ample proof that our line of New Era Architectural Varnishes will be a winner. What we mean by ample proof is repeat business and favorable commendations. This is certainly very gratifying, and we wish you all to devote special attention to getting the goods started with your trade. New Era Varnishes is a line that is a fit running mate for "New Era" Prepared Paints. The varnish line cannot be considered in the light of a side issue. The volume of these goods consumed permits the prediction that a business far in excess of what we enjoy on any of our specialties, and in fact upon several of them combined, can readily be secured if you co-operate with us in pushing the goods. It will certainly mean a handsome increase in the volume of your sales, and will give us an even stronger position with the trade than we now occupy. Any successful line leads to business in other lines. Do plenty of missionary work for the goods. Tell your jobbers all about them. Get them to use the envelopes and mailing slips that we are willing to provide, and don't fail to inform their representatives about the line. Ask them to accept orders that you may secure from the trade, and at the same time, get an order from them for as much stock as conditions will justify. There are a thousand and one ways in which you can work these goods in if you keep at it persistently and thoughtfully.

Take Hold and Lift.



Keep on pushing Chloride of Lime. We are especially anxious to place a large quantity of these goods, and the time in which you will have to work is getting short.

Wixie Wants More Bars.

Am in receipt of watch fob and think it very fine, but believe by the addition of a few more "bars" it will improve in looks. However, I am wearing it with a great deal of pride, and wish to thank you very much for same.

I. D. W.

Members Acme Plug Hat Club.

	Admitted	Contact
Mr. Alf R. Kelly	March 1, 1901	Mich Seal Lead
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Take Hold and Lift.

Mr. Robert Ingle, Princeton, Indiana, is meeting with success in the sale of New Era Prepared Paint, and says that it is the only paint he ever handled that was better than the salesman represented. He thinks that next year will find a very largely increased trade.

W. J. S.

I called on Mr. Rivard and he informed me that our paint was not any good. I asked him what was the matter, and he told me that he sold a customer 8 gallons of our outside white and it was returned to him, claiming that the paint was hard on the bottom, and he said that he and one of the clerks opened one of the cans and tried to stir it up. After breaking four or five sticks they gave it up as a bad job.

I asked him if he had any of the paint there, and he said he had a can in the cellar that they had tried to stir and could not. I asked him to get the can and let me see it. He said there was not any use to get it as I could not do anything with it. I told him I would like to see the can of paint. After prevailing on him to get it, he finally did so. I took hold of the paddle and in five minutes stirring had it all nicely dissolved. I then asked Mr. Rivard to take hold of the stick and stir it, and to his surprise it all moved freely under the paddle. I then explained to him the cause of the paint settling, and told him how to overcome any such trouble in the future. I told him to go and see the customer that returned the paint and explain to him the cause, and assure him that it was not due to any adulteration of any kind in the paint. Mr. Rivard said he would go at once and see him. I do wish you could overcome the hardening of the paint in cans, as it is so liable to cause trouble.

Mr. Rivard was so mad at our goods at first, he told me that he intended to put in another paint. After I got through explaining to him our stand on pure paint he cooled off, and gave me an order for 76 gallons paint. This man was hard to handle, but in taking a firm but cool stand I won his confidence, and now he will take hold again with more vigor than ever.

C. M.

Thoughts

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

Devoted to Matters of Interest to Our Representatives.

VOL. III.

DETROIT, MICHIGAN, JUNE 7, 1902.

NO. 33

Take Hold and Lift.

Competition For June.



The above illustration represents the line of goods upon which the fight will be made for membership in the Plug Hat Club during the month of June. These goods are hot cakes when considered in the light of supplying hungry consumers with Varnishes that they are actually looking for and that fulfill every requirement in a perfect, up-to-date manner—quality of goods, convenience of package, etc., etc. We trust our representatives will "Take Hold and Lift" in a vigorous manner.

Detroit, Mich June 3d, 1902.

I note a communication in THOUGHTS of May 30, from "C. M.," setting forth a complaint of a customer in reference to New Era High-Grade Paint pigments settling hard in the bottom of the can. I am a little surprised that there should be such a complaint, when it is a fact which should be known to all that pure lead, zinc and linseed oil paint left for any considerable length of time, will not remain in suspension, and the fact that it will not remain is an indication of its purity. It seems quite hard for merchants in some sections to get away from the belief that a prepared paint should be found upon opening all ready for the brush. Such a condition, it is well known, has been brought about by the manufacture and sale of emulsion mixed paints. In my territory I use the fact of the paint settling somewhat as a proof of its absolute purity, and its containing no other materials whatever, excepting lead and zinc as the base which pigments combined with linseed oil, will invariably settle somewhat, depending upon

Take Hold and Lift.

the length of time the paint stands upon a man's floor.

The wish expressed by brother M, that we might do away with that condition is to ask for a paint that contains other material than such as we use in the manufacture of the New Era High-Grade Paint, or in other words, to ask us to use an adulterant.

I trust the time will never come when the Acme White Lead and Color Works will be willing to do other than they are now doing, namely, making the best paint in the United States.

S H H.

Take Hold and Lift.

The Prize Winner in May Competition.



H. P. TORRANCE

It gives us pleasure to announce that Mr. H. P. Torrance is the latest member to the Acme Plug Hat Club, he having earned his spurs as result of hard and persistent work in the way of making sales of Neal's Carriage Paint and Neal's Carriage Top Dressing during the month of May. We congratulate Mr. Torrance as we are especially pleased to see new names added to the list of members of the aforesaid club. We trust that Mr. Torrance's usually happy smile will be broadened, lengthened and intensified by receipt of the news that he is now a member of the "select" among the Acme representatives, and that his success will be an incentive for others to make an extra effort to join their ranks. We know of no one of our representatives whose style of beauty can be set off to better advantage by a silk tile than that of Mr. Torrance.

We are looking for quite an array of plug hats at our convention next winter, and do not propose to accept bashfulness as an excuse upon the part of the members of the Plug Hat Club, for not wearing the insignia which their position entitles them to.

Mr. Torrance's record was 101 points.

The Oliphant Drug Co., of Petersburg, Indiana, has concluded to place their business in the hands of the Acme for safe keeping. This house has tried many different brands of paint, but says that New Era Prepared is the best, and they believe in pushing a good thing along. Their recent order given me for over 100 gallons confirms their opinion.

W. J. S.

Closing the Spring Campaign.

As stated in last issue of Thoughts, the third week in June is about the time the work of the store trade representative is finished. This does not mean that it is necessary to come in at that time if business is still good, and an active demand exists. But if dealers are stocked and the demand is becoming lighter, expense of remaining out is not warranted. Regulate your actions in regard to discontinuing accordingly.

Take Hold and Lift.**Prominent Fairs of 1902.**

California, Sacramento, September 8-20
 Connecticut, Danbury, October 6-11.
 Georgia, Valdosta, October 29-November 8
 Illinois, Springfield, September 29-October 4.
 Indiana, Indianapolis, September 15-19.
 Iowa, Des Moines, August 22-30.
 Kentucky, Louisville, dates not fixed.
 Maine (Eastern), Bangor, August 26-29.
 Maine (State), Lewiston, September 1-5.
 Maryland, Timonium, September 2-6.
 Maryland, Hagerstown, October 14-17.
 Massachusetts, Worcester, September 14.
 Michigan, Pontiac, September 22-26.
 Minnesota, Hamline, September 1-6.
 Missouri, Sedalia, August 18-23.
 Missouri, St. Louis, October 6-11.
 Nebraska, Lincoln, August 28-September 5.
 New Hampshire, Concord, August 26-29.
 New Jersey (Interstate), Trenton, September 29-October 3.
 New York, Syracuse, September 8-13.
 North Carolina, Raleigh, October 27-31.
 Ohio, (Tri-State), Toledo, September 15-20.
 Ohio, Columbus, September 1-5.
 Oregon, Salem, September 15-20.
 Pennsylvania, Mt. Gretna, August 18-22.
 Pennsylvania, Williams Grove, August 25-30.
 Pennsylvania, Allentown, September 23-26.
 South Dakota, Yankton, September 8-12.
 Texas, Dallas, September 27-October 12.
 Utah, Salt Lake City, September 30-October 4.
 Vermont, Rutland, September 9-11.
 Washington, North Yakima, September 29-October 4.
 West Virginia, Wheeling, September 8-12.
 Wisconsin, Milwaukee, September 8-13.

Push Chloride of Lime

and Push it Hard. . .

Take Hold and Lift.

Changes in our system of keeping records make it especially important that the approximate amount of the order be put on all duplicates sent in of orders turned in to distributors. Please bear this in mind, as your compliance with this request will greatly facilitate the work of keeping our records.

Ti-Ki Club No. 6 was organized in Pittsburgh, Pa., on Saturday evening, May 31st, Messrs. F. R. Dougall, H. A. Groskopf and A. M. Woodward representing Ti-Ki Club No. 1 of Detroit. It was a very pleasant affair, banquet and smoker being given at Hotel Henry to full representation of salesmen and heads of departments of the Logan-Gregg Hardware Company. Ti-Ki principles were heartily approved, and No. 6, we predict, will do excellent work. Mr. Geo. B. Logan, President of Logan-Gregg Hardware Company was elected president of the Ti Ki organization, and Mr. W. F. Kennedy was elected secretary.

At the conclusion of the banquet, a vote of thanks was tendered to the Acme White Lead and Color Works, and to Ti-Ki's of No. 1. The representatives present acknowledged same to the best of their ability, but we think if members of No. 1 will personally send in congratulations and best wishes, addressed to The Logan-Gregg Hardware Company, it will be very much appreciated. Following is list of members

Geo B Logan,	Jacob Lang,
P L Logan,	Fred G Akbach,
W H Parke,	D D Lewis,
Robt M Repp,	J C Kepler,
Arch H Logan,	A F Bauer,
Cyrus Lewis,	N M Hooker,
W F Kennedy,	Earl C. Mann,
John M. Pardee,	Edward Gregg,
Robt W Power,	Willis P. Stair,
Bruce E. Kountz,	Frank F. Schade,
Ira L. Hohl,	Proctor E. Seas,
A F Sparks,	Willard E. Alter,
Arch H Stevenson,	O F Sweltzer,

Thos P Fleeson

Members Acme Plug Hat Club.

	Admitted	Contrib
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.

SECOND DEGREE MEMBERS.

Alf R. Kelly	Sept 1, 1901	Master Pl'srs' Col
H L Wilson	Feb. 1, 1902	Household Points
I D Wilson	May 1, 1902	Neal's Enamels
		Neal's B-T Ens.

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

California	
Bohan Paint Co.	Los Angeles
Domestic Oil Co.	San Diego
Colorado	
W. A. Hover & Co.	Denver
Florida	
The S. B. Hubbard Co.	Jacksonville
Tampa Hardware Co	Tampa
Georgia	
Columbus Hardware Co.	Columbus
Neal-Millard Co.	Savannah
Illinois	
Geo. E. Watson Co.	Chicago
Colburn, Birks & Co.	Peoria
Indiana	
Johnson-Woodbridge Co.	Indianapolis
Iowa	
Sickels, Preston & Nutting Co.	Davenport
J. W. Egerly & Co.	Ottumwa
Hornick, Hess & More,	Sioux City
W. H. Torbert,	Dubuque
Kansas	
A B Whiting Paint & Glass Co.	Topeka
Kentucky	
R H McFarland	Henderson
Robinson Bros.	Louisville
Louisiana	
I. N. Brunswick & Co.	New Orleans
Maryland	
Carlin & Fulton,	Baltimore
Massachusetts	
E. & F. King & Co.	Boston
Minnesota	
C W Hackett Hardware Co.	St. Paul
Mississippi	
Lee Richardson & Co.,	Vicksburg
Montana	
Elis Paint Co	Butte
New York	
Buffalo Glass Co.	Buffalo
Burhans & Black Co.	Syracuse
Jno L. Thompson, Sons & Co.	Troy
North Carolina	
Hart-Ward Hdwe Co.,	Raleigh
Burwell & Duan Co.	Charlotte
Ohio	
Loew Filter & Mfg Co.	Cleveland
Alfred-Vogeler Drug Co.	Cincinnati
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 & Son	Easton
Logan-Gregg Hardware Co.	Pittsburg
Bard, Schlott & Co.	Reading
Phelps-Straw & Co.	Wilkesbarre
Muyer Bros.	Bloomsburg
South Carolina	
Murray Drug Co.	Columbia
Tennessee	
Fritts & Wiehl	Chattanooga
Van Fleet-Mansfield Drug Co.	Memphis
Texas	
Greiner-Kelly Drug Co.	Sherman
Houston Drug Co.	Houston
Utah	
G F Culmer & Bro.	Salt Lake City
Virginia	
Barker-Jennings Hdwe Co.	Lynchburg
Washington	
Baum & Co.,	Spokane
West Virginia	
The Hubbard-Williams Co.	Charleston
The Williams & Davisson Co.,	Clarksburg
W. H. Chapman & Sons,	Wheeling

Thoughts

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Devoted to Matters of Interest to Our Representatives.

VOL. III.

DETROIT, MICHIGAN, JUNE 28, 1902.

NO. 35

The Organization of Ti-Ki Club No. 9.



W. P. WIGGINS

Willie Wiggins has been responsible for the organization of Ti-Ki Club No. 9, at Oklahoma City, Oklahoma. It comprises the officers, representatives, and heads of departments of the Alexander Drug Company. We have not as yet received all details. The following is Willie's report

"Ti-Ki Club No. 9 was organized last night (June 21st) and same went off in fine shape. I am coming to Detroit and will bring the full proceedings with me. I have mailed you under separate cover, two programs."

We congratulate him and ourselves upon the new acquisition to our ranks.

I called on Olinger Bros., Franklin, Ill., who accepted the agency for New Era High-Grade Paint about five weeks ago, and am pleased to report that during this short period of time they have furnished New Era High-Grade Paint for 15 dwellings and the band stand in the park, besides other small jobs. How's that for a record?

R. S. G.

Members Acme Plug Hat Club.

	Admitted	Contest
Mr Alf R Kelly	March 1, 1901..	Mich Seal Lead
Mr A E Barron	June 15, 1902..	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

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
		Neal's B-T Ens

Closing of the Spring Campaign With the Store Trade.

By the time that this issue of THOUGHTS reaches those of our representatives whose special business it is to call upon the general store trade, the Spring season of 1902 will be closed. In reviewing results for this season's work, we feel that most satisfactory progress has been made, and take occasion to congratulate our representatives upon the result that has been accomplished. This statement is general. There are, of course, some who have not been so successful as others, and a few who have occasion to feel disappointed, but in nearly all these cases, cause for disappointment is directly traceable to conditions over which they and ourselves have no control, and they are of a temporary character only, in our estimation.

We have added liberally to our list of distributors, and without exception, they have been pleasantly surprised at the possibilities in the paint line, as developed by our organization, and through our methods of co-operating. These distributors are still in their infancy as regards the paint business. They are all, however, willing students and enthusiastic, and we anticipate that the *real* volume of business will come and continue to grow as they become more familiar with the proposition, and they are better acquainted with our line, causing them to feel more and more confident that it is adapted to secure, retain and build business.

We trust our representatives will enjoy the rest which they will have during the month of July, and will start out this fall with a new vigor and determination to win further successes, and that those of them who have occasion to feel disappointed at results from the Spring work will not become despondent, but realize that conditions must change, and take hold with enthusiasm and a positive conviction that they will more than balance the old score by the record they will make for the remainder of the year.

Last week while in Orland, Indiana, one of the painters told me their motto was "Take Hold and Lift." I asked him where they got it, and he told me New Era was so heavy they had to do it. Strange to say, he did not know that was the Acme motto.

W. C. N.

This will be the last
issue of THOUGHTS be-
fore August 16th.

This Speaks Volumes.

Pellston, Mich., June 19, 1902.

I wish to say a few words in favor of your paints:

First—It is the *only good* mixed paint on the market.

Second—It is more durable.

Third—It covers more surface per gallon.

Fourth—It makes a better finish.

Fifth—It is cheaper in the end to use a *good* article than a poor one, especially paint.

We are using your paint here and will use no other when yours can be obtained.

J. R. WILLETT.

Mr. Torrance's Acknowledgements.

Your kind favor of the 12th inst. to hand with congratulations upon my winning last month's competition. I assure you it gives me great pleasure in having my name added to the list of members of the Acme Plug Hat Club.

Will secure a good silk tile, and you may possibly see me "shining brightly," with a smile that will reach from Toledo to Detroit, in the near future

H. P. T.



G. H. PULFER



C. F. ELLIOTT

Organization of Ti-Ki Club No. 8, at Louisville, Kentucky.

No. 8 was formed at Louisville, Kentucky, on Saturday, June 14th, and is composed of the officers, heads of departments and representatives of Messrs. Robinson Bros. & Company. Mr. Robinson writes us that Mr. Pulfer, as toastmaster, did the honors in a way that not only reflected credit on himself and Ti-Ki Club No. 1, but was highly satisfactory to the members of the new club. The following members from the home organization were on hand to assist him Messrs. C. F. Elliott, F. Matheson, R. M. Billings and E. R. Hoag, and they all did themselves proud in speeches that fully explained Ti-Ki views and sentiments. The banquet which marked the organization of the new club was held at Seelbach's Hotel. Mr. E. H. Massie was elected President, Mr. Jos. Wanless, Vice-President and Mr. H. E. Pfingst, Secretary-Treasurer.

We congratulate Mr. Pulfer and our representatives who were on the ground, as well as all members of No. 1, and are certain that the new club will prove an important factor in our organization. We suggest that the members write congratulatory letters, addressing them to Ti-Ki Club No. 8, care of Messrs. Robinson Bros. & Company, Louisville, Kentucky.



E. R. HOAG



R. M. BILLINGS

NOTE—We regret we are not in possession of a half-tone of Mr. Matheson

Thoughts

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DETROIT, MICHIGAN, AUGUST 16, 1902.

NO. 36

Sammy Is Now A Married Man.



S. A. HUNTER

In future when addressing our erstwhile "Sammy" do not forget that while he was christened "Sammy" for the convenience of his friends, the dignity of changed conditions entailed upon assuming the responsibilities of a married man, demands that his christian name be prefixed with the title "Mr." We members of the Acme House of Representatives and Ti-Ki's know that he will bear his new honors with dignity and becoming modesty, and to the question of "Those in favor of voting Mr. and Mrs. Samuel A. Hunter a long, happy and prosperous married life," will vote unanimously "Aye, Ti-Ki!"

The following is the notice that gives full details of this interesting event

Mr. and Mrs. Arthur Dowell request the honor of your presence at the marriage of their daughter Kathleen M. to Samuel Alexander Hunter, on Wednesday, July twenty-third, nineteen hundred and two, at half after two o'clock, at 563 Adelaide St., London, Ontario.

At Home August 1st, St Paul, Minn.

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.

SECOND DEGREE MEMBERS.

Alf R. Kelly	Sept 1, 1901	Master Pl't's Col
H. L. Wilson	Feb. 1, 1902	Household Paints
I. D. Wilson	May 1, 1902	Neal's Enamels
		Neal's B-T Ens.

SPECIAL COMPETITION

On Sales of Architectural Line of New Era Varnishes.

We offer three prizes for the representatives selling the largest quantity of New Era Varnishes (architectural line) between August 18th, and November 29th. "Duplicate" orders from auxiliary representatives, who do not receive credit for goods supplied jobbers or distributors, to whom their orders are turned in, will be counted the same as others. We shall publish in "Thoughts" twice a month the names of the three representatives who stand highest on the list, but will not indicate the amount of the goods sold until the competition is closed. The following prizes will be offered:

First Prize, - - - \$20.00
Second Prize, - - - 10.00
Third Prize, - - - 5.00

The winner of the first prize will also be entitled to membership in the Acme Plug Hat Club, or may win a second or third degree membership. Orders will be counted in accordance with date received by us.

First Shots.

Car load orders have been received during the first week of the fall campaign as follows:

From St. Paul, Mr. S. A. Hunter.
" Los Angeles, Mr. A. R. Kelly
" Louisville, Mr. C. F. Elliott.
" Indianapolis, Messrs. Halladay and Selvage.

We expect a bombardment of big business within the next week or ten days, and know of several heavy guns that are pointed in our direction. The above, however, are the first shots of the fall campaign.

June Competition.



F. B. SANGSTER

F. B. Sangster won membership in the ranks of the Acme Plug Hat Club as result of making the highest record of points in the June competition covering sales of Utility Varnishes. Mr. Sangster's record was twenty-two points. We are certain that Mr. Sangster will receive a hearty welcome from the exclusive set known as the "Acme Plug Hat Club," and as a member will maintain the dignity of that organization in a worthy manner. We extend hearty congratulations.

Your Traveling Expense Account.

We have requested our representatives to travel as economically as possible consistent with securing the proper results. To put it in another way, this really means that wherever you can see an opportunity of saving a dollar, or less, do so. In prosperous times the natural tendency is to loosen up somewhat so far as the purse strings are concerned. It is an easy habit to get into and a mighty hard one to get out of. To a certain extent, we believe that our representatives have been afflicted in this way. If business has been good, which it has, it is equally true that expenses have been high—higher than they ever were before. Please remember that when you are about to spend that dollar, fifty cents or quarter that it is not really essential to part with, that you are one man in about fifty who, if they all regarded the matter as you were about to do, would entail us in an expenditure not absolutely needed, amounting to thousands of dollars in the course of a year. Invest your money in traveling expenses as carefully and conservatively as you would in anything else.

Greatest Number of Points up to June 1st, in Monthly Competition.



H. C. CATER

The publication of THOUGHTS was suspended for the summer before we had an opportunity of announcing through its columns that H. C. Cater had won membership in the Acme Plug Hat Club as result of having secured the greatest number of points to his credit during the previous six months.

CATER'S ACKNOWLEDGMENT

I am just in receipt of Bulletin No. 97, and am glad to note that I have been elected a member of Acme Plug Hat Club.

I am more than pleased to be a member of this organization, and I assure you I will take great pleasure in wearing my hat to the next convention.

Yours truly,

H. C. CATER

You will recall that in addition to winning membership in this club, as result of winning any single month's competition, the member having the highest number of points during any six months previous to June 1st and December 1st also wins membership in the organization. Record of the three standing the highest up to June 1st as follows:

I. D. Wilson	192 Points.
H. P. Torrance	172 "
H. C. Cater	164 "

As Messrs. Wilson and Torrance were already members, the plug hat and membership were accorded to Mr. Cater. Congratulations are in order.

August Competition.

The competition for membership in the Acme Plug Hat Club for the present month will be upon Master Painters' Oil Colors. Last year Mr. Kelly won a second degree membership based on his success in placing these goods. There are a larger number this year who have an opportunity of doing what he has accomplished, and there are still quite a number who have yet to take their first degree in this organization. We trust that each of our representatives will compete energetically, and after the rest that they have had, it seems to us that considerably more than the usual amount of energy should be shown.

Master Painters' Oil Colors, like all other Acme goods, are "top notchers" from the standpoint of quality and general excellence,

and we are certain if the trade thoroughly understood the practical value of the goods, they would be sold much more freely than they are. You are thoroughly familiar with their points of excellence, and we trust that during this month you will make the line a special issue, introducing and placing them in such a manner as to get them started so freely that the volume of regular business will be swelled very materially as a result of your efforts. We shall watch this contest with particular interest.

Fall Campaign.

By the time this issue of THOUGHTS reaches you, you will be fairly started out on the fall campaign. We do not recall the opening of a fall season where the prospects for big business were brighter, where the chances for the keenest kind of competition were more certain, nor where the opportunities for us to succeed were as evident as they are this year. This has been a year of straightforward, unwavering progression up to date. We have established more distributing agencies than were ever established in twice the length of time before. With these agencies back of you, pushing the goods through the medium of their representatives in every four-corner town in the country, you certainly have a foundation upon which to build up a magnificent trade, if you watch the situation closely and take advantage of all your opportunities. We believe that just now we are in the hardest stage of the period of progression that we predict for our goods in the future. It can properly be termed the educational period, and upon you devolves the duty of educating our distributors.

First—As regards the quality of our goods, so that they and their representatives will have implicit faith in their adaptability to give perfect satisfaction.

Second—In the ways and means of presenting them properly and forcefully.

Your distributors should understand that their interests are our interests, and that what is good for them is good for us. They should realize, as well, that considerable depends upon themselves as well as upon us, and that if they do not do their part we cannot do ours. We must pull together in perfect harmony and with perfect faith in each other. We cannot do all the introducing, establishing of the trade and the maintaining of same. We can and must work with them regularly and consistently in the building up of business in our goods, and indicate clearly, by our efforts and example, that we mean business when we undertake to build trade through the medium of their services, and recognize and appreciate their hearty co-operation.

We are offering a line of goods of exceptionally good quality, and at prices that are fair to distributor, dealer and consumer. We must maintain these prices, and expect our distributing friends, with whom we have made special arrangement, to regard us not merely in the light of a manufacturing house from whom supplies of this character may be secured, but rather as a house with whom they are allied from the standpoint of a mutually profitable business proposition, and that it will be of benefit to them, as it will to us, to have them work with us consistently and persistently, and not ask us to make concessions in price to meet competition of makers whose goods are not of the same quality, and who are not in any way willing to furnish them the same co-operation that we have been and are doing. They should help us consistently in every way, from issuing positive instructions to their representatives to push our line, to the keeping on hand a sufficient stock to supply their trade promptly and to see that goods are shipped without delay, and above all things, to avoid the injustice to us of substituting other brands for our goods.

A few words about our line of New Era Varnishes will not be amiss. This line is as perfect as perfect materials, facilities, skill and a thorough understanding of requirements can possibly make it. The goods are offered with the knowledge that they cannot disappoint the most exacting trade. What New Era Prepared Paint is to the house paint line, our New Era Varnishes are to the line of standard goods of this description. We wish you to "Take Hold and Lift" with us on this varnish proposition during the coming fall, with a vigor that will be certain to bring gratifying results. There is a vast volume of trade that can be secured in goods of this description. We have made the goods so that they are right. We have the right kind of an organization to sell them, and all that remains to be done is for our representatives to make a special feature of the line to bring it to the front without delay. We shall send you, in the course of a few days, wood samples that will be of assistance in making sales. We shall also be in position to offer, within a very short time, a handsome metal lithographed agency sign. We are ready to back you up by means of correspondence and in special ways wherever an opportunity of securing a good customer exists. By persistent and careful work you can add to the volume of business from your territory from ten to twenty-five per cent., by pushing this line, and once started we are certain the trade will grow. Our distributors should all be stocked with the line and their representatives should be offering the goods.

Thoughts

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VOL. III.

DETROIT, MICHIGAN, AUGUST 23, 1902.

NO. 37

Take Hold and Lift

Making Allowances and Furnishing Goods "Gratis."

Allowances are almost invariably made for policy's sake and not in consequence of the goods furnished by us being in any way at fault. This being true, you are naturally expected to protect our best interests, and when any allowance is made see that we are involved in the least possible expense.

In instances where it is deemed desirable to grant some concession, we being in no way responsible, our local agent, if the case is laid properly before him, from a co-operative standpoint should share the burden with us and may be willing to do so. There is certainly no harm in approaching him on the subject and ascertaining how he feels about it. *Do not make allowances unless you are absolutely obliged to do so.* We cite an instance where we were requested by one of our representatives to furnish a certain amount of paint "gratis," same being to make good a loss owing to leakage. It developed that careless handling on part of the transportation company was responsible. We advised our customer that we would make credit upon receipt of paid expense bill. It was not forthcoming because it had been used in filing claim against the railroad company, which claim was honored. Nevertheless, the customer insisted on our making the credit because it had been promised. Rather than cause a rupture, but naturally against our will, we allowed it. This will illustrate what care and discretion should be exercised in making promises. If this customer had been informed that his recourse was on the carriers, this would have settled it as far as we were concerned.

Should a customer in such a case refuse to take the matter in hand and endeavor to effect settlement, we are willing to do so from this end upon receipt of full particulars and paid expense bill indicating that goods reached destination in damaged condition.

We are giving exceptional value for the money in every line we manufacture, helping our friends in every possible way

Take Hold and Lift

to build up a most satisfactory business, which means to us no small outlay, and there we should, in justice to ourselves, stop. There may possibly be cases where going beyond this may be considered as good business judgment and, while we do not seriously object when occasionally little extra favors are shown the trade, when the best of reasons can be advanced, too great liberality must be guarded against, and you must realize that our margin, *even at the best*, is by no means wide enough to admit of expensive concessions of this character.

If a wish is expressed for a complimentary package of some line, of which we are making a special feature, would not the feeling engendered for our product be just as favorable if, instead of agreeing to contribute one gallon, say of Varnotile, we made it a quart or not to exceed one half-gallon? We think so.

This is not written in a complaining spirit, because we realize that you have our best interests at heart, but these little matters taken as a whole during the course of a year mean an item of considerable magnitude, and should be held down to the greatest possible extent.

We trust that you will endorse our views and do your best to keep such items of expense within bounds.

We trust that each and every one of our representatives will not fail to improve every opportunity that presents itself, to post up the salesmen of the various jobbing houses whom they are constantly meeting, in regard to our goods, making it a point to secure their favorable consideration for our product and creating as good an impression as possible. Endeavor to induce them to interest themselves in our lines, and *push* the goods. Such work cannot fail to produce good results, and we urge upon our men the necessity of following same up closely, seeing to it that these salesmen, whose friendliness and assistance would prove of material benefit, are provided with sample cards, advertising matter, etc.

Take Hold and Lift

Keeping Your List of Jobbers' Representatives Up To Date.

Do not overlook the fact that we are sending our monthly Rapid-Seller Booklets, and also Spatters to representatives of our distributors. In order to avoid waste in this connection, and accomplish the most good, the lists of names should be kept accurately revised up to date. This entails upon you the necessity of advising us promptly whenever any change is made in representatives. Please see that this feature is not overlooked. We are inclined to believe sometimes that the importance of caring for same properly does not always occur to our representatives.

Competition.

Salesmen see and hear more of competition than those of us who stay at home, and its vital *touch* is more impressive than its hearsay. In reporting it the salesman usually conveys by the tone of his letter the wish that it was not there.

But competition has its good side, even for the salesman. He would not be half the man he is if he were not continually "up against" a foeman worthy of his steel.

The competition reported makes his house generally strive the harder to produce better goods. Competition makes taut all the lines and improves all who feel its influence. By competition we mean strife over quality of wares, because we should take no notice of competition in price. When the day comes that Acme goods are not the best in the market, we will not cut prices but will *improve the goods*.

We would like to receive a sample letter on New Era Prepared Paint from each of our representatives, such as they would like to have us write to any prospective customer for New Era. We want your ideas and arguments on this important line of letter writing. Please write this letter as soon as possible, addressing same to an imaginary customer, say John Smith (dealer) and send it in to us. These letters will be published with comments by us in future issues of THOUGHTS.

Please give this the attention it deserves.

Take Hold and Lift

Following is a copy of invitation to a smoker and lecture issued by the W. E. Little Paint Co., of Los Angeles, Cal.

As a new feature in enterprising, up-to-date paint advertising this certainly deserves a place at the top. Mr. Kelly was present at the smoker, and delivered one of his renowned orations on New Era.

Dear Sir—The pleasure of your company and that of your employees is particularly requested at a "Smoker" and "Lecture" to be given by Prof. P. M. Nelson in the new building, No. 624 South Broadway, on the evening of Saturday, July 26th, 1902, at 8 p. m. sharp.

Mr. Nelson has occupied the position of Professor of Decorative Art at the Royal Polytechnicum School of Technology, at Stockholm, Sweden, and Decorative Art at the Pratt Institute of Brooklyn, N. Y.

He will touch upon many up-to-date features connected with painting and decorating, and there is perhaps no person in the country better qualified to give more valuable information on these subjects.

We are satisfied this lecture will both entertain and interest you, and we trust you will make it a point to be present, together with those in your employ who would be interested.

Respectfully yours,

W. E. LITTLE PAINT COMPANY

P. S. If you are unable to come yourselves, send your employees.

WEST MIDDLETOWN, PA., JUNE 10, 1902.

ACME WHITE LEAD AND COLOR WORKS,
DETROIT, MICH.

Gentlemen—Please forward to me the very lowest figures on Canning Paints, White Lead, Varnish (No. 1 Coach), etc.

I am a coach painter by trade. I had the pleasure of using your paints on a coach for a customer a few days ago, and it gave the very best of satisfaction. The gentleman bought the paint and asked me to test its merits on his coach. It surpassed all prepared carriage paints I ever used. I have been in the business for 23 years.

Yours truly,

JAS. T. EDWARDS

Representatives will please not buy and send in competitors mixed paint for analysis without specific instructions from the home office, or first ascertaining whether analysis is on file or the paint on hand being analyzed. In other words, get specific instructions from us before you buy and send in any 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 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
SECOND DEGREE MEMBERS.		
Alf R. Kelly	Sept. 1, 1901	Master Pl's' Col.
H. L. Wilson	Feb. 1, 1902	Household Paints
I. D. Wilson	May 1, 1902	Neal's Enamels
		Neal's B-T. En.

Take Hold and Lift

ST. LOUIS, MO., JULY 9, 1902
ACME WHITE LEAD AND COLOR WORKS,
DETROIT, MICH.

Gentlemen—Have used your Granite Floor Paint for several years. Please mail me sample card of colors and let me know who is now handling it here. I do not want to use any other brand if I can get it here, as it is the best floor paint I have ever used.

Yours, etc.,

MRS. WM. NEAVE,
1214 N. Market St.

SPECIAL COMPETITION

On Sales of Architectural Line of New Era Varnishes.

We offer three prizes for the representatives selling the largest quantity of New Era Varnishes (architectural line) between August 18th, and November 29th. "Duplicate" orders from auxiliary representatives, who do not receive credit for goods supplied jobbers or distributors, to whom their orders are turned in, will be counted the same as others. We shall publish in "Thoughts" twice a month the names of the three representatives who stand highest on the list, but will not indicate the amount of the goods sold until the competition is closed. The following prizes will be offered:

First Prize, - - - \$20.00
Second Prize, - - - 10.00
Third Prize, - - - 5.00

The winner of the first prize will also be entitled to membership in the Acme Plug Hat Club, or may win a second or third degree membership. Orders will be counted in accordance with date received by us.

Our General Distributors.

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

Thoughts

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

Devoted to Matters of Interest to Our Representatives.

VOL. III.

DETROIT, MICHIGAN, AUGUST 30, 1902.

NO. 38

Furnishing Goods for Sanitariums, Asylums, Etc.

There are thousands upon thousands of gallons of varnish used for woodwork and floors of asylums every year, as well as an immense amount of enamel. The latter

goods are becoming more and more popular each year with this class of institutions. Many of the larger institutions have men who do nothing else but attend to the re-varnishing and re-painting of buildings, inside and outside. It seems to us that, with the character of goods which we have to offer for this purpose, we should sell more to this class of trade. Take Varnotile, for instance. There is not a better floor finish on the market to-day. We doubt that there is one to equal it. This trade wants good goods and is willing to pay a fair price for the right article. It only remains to demonstrate what Varnotile can do to get an opening that will result in business. This also applies to our line of Architectural Varnishes. Our Neal's Enamels or Neal's Interior Enamels are an ideal finish on

account of the ease with which they can be cleaned, and the non-absorbent property of the finish. These are strong arguments, and have great weight with institutions of

this character.

You are so thoroughly conversant with the desirability of "New Era" Prepared Paints for outside purposes that there is no need of dwelling on it.

We think the principal reason that we

sources from which we derive the largest portion of our store trade business.

We know that sometimes these institutions are located quite a distance from the center of the town, and it involves some extra time in order to make them. It may not be

possible to give all these institutions that are in your territory the proper attention, but we think that you can all select several and make a determined effort to see what can be accomplished by getting after them right. We wish that you would do so. One or two calls will not accomplish this result. Keep after them. Make up your mind that you will keep after the particular ones that you select for at least a year. Get in samples of your goods and follow them up. If you do this, and do it right, in our opinion you must succeed.

VARNISH CHAT

PLUG HAT SERIES

No. 1—GENERAL REMARKS.

The Varnish Plant has been busy all summer, and we now have a large quantity of all kinds of Varnishes on hand, so that prompt shipments may be made on receipt of the many orders we expect from our representatives. We are splendidly equipped with a full line of excellent goods, and there is no reason why we should not do a very large volume of Varnish business, as the goods will certainly back up every claim we make for them. We feel fully assured that you will have Varnish orders waiting for you when you cover your territories a second time, due to the good impression made by goods you have previously sold your trade. We now have for you samples of various woods finished with our goods, gotten up in an attractive and tasty manner, which will aid you greatly in your arguments regarding the appearance of the goods after application and proper handling. Remember we are doing a great deal in the way of advertising these goods, and are willing to co-operate with jobbers in placing the line. The beginning of the fall campaign finds us in a most satisfactory condition to meet all legitimate competition and fully satisfy the most critical handlers and consumers of Varnishes. There is no competitor to-day who is in a position to offer better value for the money than we are. Our prices are right, and our manner of advertising with the trade should assist you greatly. You should not hesitate a moment in saying that we have the finest all-around line of Varnishes on the market to-day. We want you to devote a great deal of your energy in placing the line, for when the goods are once placed, they will always be placed. Remember the watch-word, "Take Hold and Lift." We consider it up to you to test our claims by pointing them out to others. Study the Varnish lists. Note carefully what each article is for. Pick up all the points you can by conversing with competent practical men, and it will

be long before you will gain a very accurate knowledge of the Varnish business. Don't go into it in a half-hearted manner. Don't be afraid to put a match our goods against any thing made. There are no better Varnishes made to-day than the "New Era line." The possibilities for Varnish business are as great as for New Era Paint. New Era Architectural Varnishes go hand-in-hand with New Era Paint, not only from the standpoint of where they are used, but in quality and ability to compare favorably with goods offered by the "other fellow." One line will help to sell the other, and you can push them together to the very best advantage. Unless the gray and blue label of New Era Paint is supplemented by the green and gold of New Era Varnish there is something missing in the stock, that should be supplied without delay.

Take Hold and Lift.

have had very little business from this class of trade is due to the fact that our representatives have side-tracked same, devoting their entire time to the dealer and regular

goods, and then aid the dealer in disposing of same. Don't fail to carry it with you and make the best possible use of it in connection with your arguments. We want

New Varnish

Agency Signs.

We consider the new lithographed metal agency sign for varnish as very handsome and effective, and one that should aid you materially in securing business in these

a big varnish business this fall, and we trust you will take advantage of everything that will secure this result. Post your distributor's and jobber's representatives on same, and ask them to give you as much assistance as possible.

Two Questions.

Are your distributors using the varnish envelopes and mailing slips we sent them?

Are there any of your distributors who are not using this advertising material? If so, induce them to do so. It is to their advantage as well as our own.

Huntington, Ind., June 13, 1902

Acme White Lead and Color Works.

Gentlemen:—I regard your New Era Paint to be just what you claim, first class in every respect. We have sold twice as much prepared paint up to date as last year, and receive glowing reports of its merits most every day and figure that each bill I sell will bring in two more. Our painters here say it is fine. This is pretty good considering it is my first year with your line. Your advertising is fine.

Yours respectfully,

E. G. HEWITT.

Garrett, Ind., June 17, 1902

Acme White Lead and Color Works.

Gentlemen—We tried several different brands of prepared paint last year before deciding on which brand to handle, among them were some of the leading paint firm's goods. We finally decided your "New Era" was the best for the reason it has the weight, body, covering capacity and is always uniform in consistency, will take twice as much linseed oil as other brands, and cover on an average twenty-five per cent more surface. As we are contracting builders as well as retail dealers we thought your goods would be best suited to our requirements.

Yours truly,

WELLS & ALLMAN.

Hudson, Mich., Aug. 5, 1902.

Acme White Lead and Color Works.

After spreading paint sold at a little less money than "New Era" every day for a month or so, and then coming back to "New Era" it makes me feel that I must try again, as I have just finished a house with "New Era," one coat work, right beside two houses that I painted with another brand, using two coats, and the one coat looks better than the two coat work. The party is highly pleased to think that he bought of me. The house on which two coats were used is painted every three years, and the one on which I used "New

Era" had not been painted in seven years. I have just sold twenty more gallons of your paint, so send me three fives and five ones of Outside White.

Yours respectfully,

H. C. WOLCOTT.

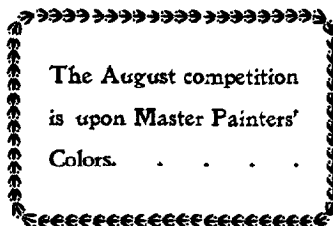
Bremen, Ohio, July 18, 1902.

Acme White Lead and Color Works.

Gentlemen.—We have yours of the 16th inst. before us and have carefully noted its contents. In reply will say that we are pushing the New Era. We think it is the best mixed paint made. It has always been our aim to give our customers the best thing for their money that we could get. We have handled several different kinds of paint in the last 20 years and we honestly think we have the best of all we ever handled. We have furnished paint this spring for thirteen buildings, all used New Era but one, and that one used Sherwin-Williams. We bought a little bill of Sherwin-Williams before your agent saw us and we have it nearly all closed out. New Era is good enough for us. If there is any pointers you can give us on New Era let us have them. We want to know all about it, as it will help us to talk it better. The first house we put New Era on was close to three or four that had been painted with Patton Sun Proof, and some other kinds. They were all white, in fact everything is painted white in this town, and that house was the whitest of all and only had two coats. Well for fear you will worry of this will stop wishing you success, we are,

Yours truly,

G. A. STAKER & Co.



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

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
		Neal's B-T Ens.

Our General Distributors.

California	W E Little Paint Co.	Los Angeles
	Domestic Oil Co.	San Diego
Colorado	W. A. Hover & Co.	Denver
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	Sickets, Preston & Nutting Co.	Davenport
	J W Edgerly & Co.	Ottumwa
	Hornick, Hess & More.	Sioux City
	W H. Torbert,	Dubuque
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	C. W Hackett Hardware Co.	St. Paul
Mississippi	Lee Richardson & Co.	Vicksburg
Montana	Ellis Paint Co.	Butte
New York	Buffalo Glass Co.	Buffalo
	Burhans & Black Co.	Syracuse
	Jno L Thompson, Sons & Co.	Troy
North Carolina	Hart-Ward Hdwa. Co.	Raleigh
	Burwell & Dunn Co	Charlotte
Ohio	Norton Paint & Hardware Co.	Cleveland
		Cincinnati
		Columbus
		Toledo
Oklahoma Territory	Alexander Drug Co.	Oklahoma City
Oregon	F E. Beach & Co.,	Portland
Pennsylvania	H. B. Semple & Son	Easton
	Logan-Gregg Hardware Co	Pittsburg
	Bard, Schlott & Co.	Reading
	Phelps-Straw & Co.	Wilkesbarre
	Moyer Bros.,	Bloomsburg
South Carolina	Murray Drug Co.,	Columbia
Tennessee	Fritts & Wiesel	Chattanooga
	Van Vleet-Mansfield Drug Co.	Memphis
Texas	Greiner-Kelly Drug Co.	Sherman
	Houston Drug Co.	Houston
Utah	G F. Culmer & Bro.,	Salt Lake City
Virginia	Barker-Jennings Hdwa Co.	Lynchburg
Washington	Baum & Co.,	Spokane
West Virginia	The Hubbard-Williams Co.	Charleston
	The Williams & Davison Co.	Clarksburg
	W H Chapman & Sons.	Wheeling

Thoughts

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

Devoted to Matters of Interest to Our Representatives.

VOL. III.

DETROIT, MICHIGAN, SEPTEMBER 6, 1902.

NO. 39

Sample Letters on New Era.

In our issue of August 23d, we asked for sample letters from our representatives such as they would like to have us write to any prospective customers for New Era. The following letter is by Mr. R. M. Billings.

MR. JOHN SMITH,

MEMPHIS, TENN.

Dear Sir.—Some few days ago our representative, Mr. —, in calling upon you in our interest, called your attention to our New Era High-Grade Prepared Paint, a product of our manufacture in which we feel a great pride. Thinking perhaps he may have overlooked some of the good points of the high quality of the goods, we wish to ask your indulgence in writing this. In the manufacture of New Era High-Grade, we are placing upon the market not only an absolutely pure paint but a perfect paint, possessing all the requirements of a paint for the purpose for which it is used, viz. To protect, to beautify and to be durable. The base of the paint is strictly pure carbonate of lead and oxide of zinc. The thinning vehicle, strictly pure refined linseed oil, turpentine and the very best quality of turpentine dryer, which is the sole ingredients entering into the manufacture of New Era, except in colors, where the highest grade of coloring material is obtained is used, thereby making an absolute pure paint, which is sold as per enclosed guarantee, subject to chemical analysis.

There may be, perhaps other pure goods on the market, but New Era, besides being absolutely pure, is mixed to the exact proportions to give you the essential qualities, durability and beauty. As you no doubt know any strictly pure white lead, linseed oil paint chalks in a very short time, while oxide of zinc when used too extensively has a tendency to crack or peel and has

not the opacity nor body necessary to put a good body of paint upon a surface, but used to the proper proportions, as in New Era, we have a very heavy bodied goods, weighing 17½ pounds per gallon with sufficient zinc to prevent the lead from chalking and sufficient lead to prevent the zinc from cracking giving a heavy bodied paint, and as a natural consequence great

New Era High-Grade we employ only the most skilled and proficient workmen, among others one of the best chemists to be obtained, whose duties are to carefully test every ingredient entering into New Era, thereby eliminating every feature of guess work, and establishing as a fact that everything used is absolutely pure and correct.

Naturally we are anxious to secure an agent in every town, and we know that should you accept the agency you will never have cause to regret, because every time you sell a gallon of New Era, you have a standing advertisement for your paints. We furnish all our agents with an attractive up-to-date line of advertising, and have a system of letter writing which we will gladly tell you more about upon your request. If you don't want more, try anyhow a house pattern to satisfy yourself. Trusting to hear from you at an early date, we beg to remain,

Yours very sincerely

The following letter is submitted by Mr. W. J. Selvaige.

JOHN BROWN & CO.,
SWIFT, IND.

Gentlemen.—I hope to have the pleasure of calling upon you about September 10th, at which time I shall present to you a few facts on our high grade pure paints. As an introduction I will state that New Era High-Grade Paints are what the name implies, and they are so distinctly of the high grade that comment and criticism alike follow them by our manufacturing opponents. We regard this special feature one of our highest recommendations for our line. In fact the criticisms have pointed

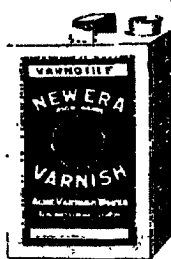
our line out so prominently that we are receiving inquiry by almost every mail for our high grade products. In comparing our product with the high grade goods of other manufacturers, you will easily distinguish our qualities. Quality as well as quantity

VARNISH CHAT

PLUG HAT SERIES

No. 2—VARNOTILE.

Varnotile is not an accident in the varnish line, with a name upon the distinctiveness of which we rely to make it "go". It is a carefully thought out, tried and proven piece of goods that is particularly adapted for finishing floors that must be beautified and remain beautified—and be walked upon. No ordinary combination or manipulation of materials will produce a satisfactory article to fulfill these requirements. No cheap piece of goods will do it. Rosin will rub up white in short order. A hard, quick varnish that does not contain a good portion of quickly oxidizing linseed oil will prove anything but satisfactory. Varnotile will not rub up white. It imparts a hard, durable, tough finish best adapted to withstand the "hard knocks" to which it must be subjected. It embodies the necessary working, drying and rubbing properties to satisfy the critical practical finisher, and every quality necessary to produce the beauty and durability essential in a successful finish of this character. For residences, hospitals, public buildings, as well as for such surfaces as bar tops, it is the finish par excellence.



The following are some of the reasons that merit to look upon it with interest. It is the best floor finish, elegant, tough and elastic, durable and beautifier of linoleums, etc. It will succumb to a good wearing condition, preserving beauty and shine in sealed cans. See packages. And here are some of the proper use of Varnotile. 1st. Be sure you have a good paste of Varnotile and turpentine. 2nd. Be sure you have a good paste of Varnotile and turpentine. 3rd. Be sure you have a good paste of Varnotile and turpentine. 4th. Be sure you have a good paste of Varnotile and turpentine. 5th. Be sure you have a good paste of Varnotile and turpentine. 6th. Be sure you have a good paste of Varnotile and turpentine. 7th. Be sure you have a good paste of Varnotile and turpentine. 8th. Be sure you have a good paste of Varnotile and turpentine. 9th. Be sure you have a good paste of Varnotile and turpentine. 10th. Be sure you have a good paste of Varnotile and turpentine. 11th. 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Take Hold and Lift

covering capacity, or as before stated a perfect paint in every detail, which, were we getting twice the price asked, we could not improve upon.

Besides the fact that we use only the most powerful and most modern machinery in the manufacture of

enter into our goods, and when you can purchase a well rounded gallon of the best paint made "for the price of inferior goods with short measure," we think "as no doubt you do," that the matter is worthy of your first consideration. Your trade will appreciate our high grade output and you can get the best price on the market, because they receive the best the market affords, and the best is invariably the least expensive. Our lines of oil colors, dry colors, wood fillers, varnishes and in fact all goods of our manufacture are of the highest possible degree of purity possible for any manufacturers to make. I trust you will give this matter the consideration that these lines are worthy of. The distinctive features of "true to color lines" will point us out to you as the proper people to connect with in your business. I shall be pleased to have the pleasure of proving claims made when I call upon you. Thanking you in advance for your esteemed favors, and trusting that you will consider us your friends for building up a trade that will increase from day to day, and one that will stay with you, I am,

Respectfully yours,

The foregoing letters are published for your comments and criticism, and we again request that each of our representatives send us a sample letter embodying the arguments that he believes to be the most effective. Mr. Salvage has not confined himself strictly to New Era, and his communication is written from the standpoint of what he himself would write to a prospective customer.

It is, of course, impossible to get all the points pertaining to New Era in any single communication unless we make it so long as to tire the reader, but what we would like is the combination of the most effective points in a letter of the ordinary length, that would be read with interest by the recipient.

Now is the Time.



This is the particular period at which you should concentrate to the greatest possible extent your efforts on pushing sales of Neal's Florentine Enamel. The goods are in the greatest demand at the time when stoves are put up, and consumers are getting into proper shape everything that pertains to the heating apparatus of their homes. Take advantage of the opportunity and let us see sales of this line boom.

Datings.

In our last monthly letter we made reference to the giving of datings to desirable trade, where it was necessary to do so to put in a stock order. Considerable judgment should be used in this particular, but very

much so in regard to extended spring dating, and with each order sent to us through our distributors a proper explanation should be made as to the reason for giving those datings.

August Competition.



WILLIAM P. WIGGINS.

Mr. William P. Wiggins, chief executive of the department of Oklahoma and Indian Territory, in the western division of the department of representatives of the Acme White Lead and Color Works, and holding the office of supreme relater of hot-air anecdotes in T-Ki Club No. 1, has won his spurs (or rather plug hat) by forcing the members of the Acme Plug Hat Club to recognize him as a most desirable acquisition. He did this by concentrating efforts on the line of Master Painters' Oil Colors, result of which was that he received more points to his credit than any of our other representatives.

The above illustration is a mighty poor representation of what "Willie" really looks like. One of his dearest lady friends wrote us not many months ago, that she wished, if we had anything to say about "Willie," we would refrain from using the oval cut that appears with this article. "Willie" really has no mustache, and its absence makes him appear much younger and handsomer. As the lady friend never sent us a photograph from which to make another cut, we are forced to use the old one, and we are sadly apprehensive that we may have to utilize it for his final appearance in print.

Plug hats do not agree with the climate of Oklahoma, and stray bullets have a tendency to bore holes in them, with the result that if they are displayed too frequently there is danger of them being too thoroughly ventilated.

We hope to have "Willie" with us at Convention time and that he and his hat will be minus perforations. Above remarks are offered merely in a cautionary sense. We don't know whether we should extend hearty congratulations, or not, in view of the risk he will run, but we sincerely hope that he will pull through safely. The number of points made by Mr. Wiggins was 13, a number which in itself brings sad forebodings.

Sam Got Them.

Sam Newell wrote us the other day as follows.

"Please send at once, to Moyer Bros., Bloomsburg, Pa., one dozen books of color plates. Mr. Gunter, Moyer Bros. salesman, whom I am traveling with, says we will need them before you can get them to us, and it looks very much that way, as we are in a good territory for placing agencies. I made four to-day."

When a representative is making New Era agents at the rate of four a day, we are not inclined to be stingy about books of color plates. We congratulate Sam on being in a district where New Era is so thoroughly appreciated.

New Era Varnish Competition.

In accordance with promise embodied in notice of this competition appearing in our issue of August 16th, we print below the names of the three representatives who at present stand the highest.

Mr. A. R. Kelly,
Mr. James Dougall,
Mr. H. L. Wilson.

The difference in the amounts of New Era Varnish sold, however, is not so great but what every one of our representatives stand a good show, and we shall continue to publish twice a month, names of the three that stand the highest in the competition. There is ample time between now and November 29, for you to make an effort that will land you on the top of the list, or so near it that you will be able to win one of the three prizes offered, as well as first, second, or third degree membership in the plug hat club.

September Competition.



September competition is on Wagon and Implement Paint. It affords an excellent opportunity for effective work on the part of our representatives. There has been an apparently increasing demand for this line in the past seasons, and we believe that it will not be difficult to place the goods with many new customers by a little extra effort on the part of our representatives. Our goods and prices are right, and we feel that the situation is ripe in every way for you all to put your shoulder to the wheel and give this line a good lift towards the front row of our specialties.

in establishing new business. You are expected to know considerably more about the paint proposition than they are, and in the capacity of a special man for this class of work, can spend more time in developing business in this direction than they, with the manifold lines they handle, are able to do. We have never as yet found a representative of a distributing house who did not welcome our representative as an assistant to help him build business, nor have we found one of these representatives who was not willing to help him in every possible manner to attain the object that he is sent there for. You are supposed to keep in touch with your distributors' representatives and arrange matters so that when an "opportunity" occurs for developing a customer, and a regular representative is unable to spare the time, or thinks he needs the assistance of a special man, you can help him out. This does not necessarily mean that you should be continually jumping hither and thither at the beck and call of these representatives, but rather arrange your work so as to assist them in a methodical and systematic manner. Any of our men who may be engaged chiefly in taking orders from established trade, and paying comparatively little attention to the development of new business in the territory is wasting the greater part of his time.

Suggestions From Representatives Regarding New Era Letters to the Trade.

We are receiving quite a number of valuable suggestions in this connection, and our representatives will note that no two of the letters are exactly alike, that is, while they agree on the main points, when each letter is analyzed you will find several points brought out alone in that particular suggestion.

Following is Mr. F. R. Dougall's idea of letter the house should write a prospective New Era customer.

Mr John Smith,
Philadelphia, Pa

Dear Sir—Our Mr F R Dougall requested us to send you matter pertaining to our New Era High-Grade Paint. In connection with same, we wish to say a few words in regard to the quality of our product. A few years ago we arrived at the conclusion that there was nothing to be gained by following in the footsteps of others and placing on the market a mixed or prepared paint of no particular merit, but we saw a future for the manufacturer who would make the very best prepared paint possible and we determined to be that concern. The outcome of this decision is our New Era High-Grade Prepared Paint, and to say we are proud of results is placing it very mildly. We are offering you a prepared paint, absolutely pure, of the best consistency, that will cover more surface, look better, last longer and give more general satisfaction than any other paint ever offered. As compared with the general run of mixed paint we are actually giving you gold dollars for ninety cents. We enclose booklet "When Your House is Painted," which covers fully the merits of our paint.

We want an agent in your town. We have picked you out because of your reputation for being the most up-to-date and hustling business man in your town. We offer you the exclusive sale in your town, and besides furnishing a liberal supply of the most attractive advertising matter, we have a system of letter writing that will reach every property owner in your county. Besides this our representative has instructions to do everything in his power to help the sale of New Era, every time he visits your town.

We hope you will take this matter under your careful consideration and will decide to accept the agency of our goods. Yours sincerely,

Following is Mr. Hart's idea of letter the house should write a prospective New Era customer

Gentlemen—We take the liberty of calling your attention to our New Era High-Grade Paint, and a few reasons why we believe it would be to your advantage to handle it. In the first place it is strictly first-class, and we believe first-class goods in any and all lines to be the most desirable, for both the consumer and the dealer. This can be shown to be *emphatically* true of paint, viewed from any and all standpoints. What we mean by first-class is a paint composed of the best materials known, and recognized as such by practical men the world over. These materials we do not claim as a wonderful discovery of our own, or a profound secret, but simply carbonate of lead and oxide of zinc in proper proportion for the base, combined with linseed oil for the thinning vehicle with the addition of just sufficient turpentine japan dryer to facilitate the flowing of the paint, and hardening upon a surface. Nothing aside from the materials mentioned above are used by us, excepting such colors as are necessary to produce the various shades. That is why we are glad to have the contents of our paint known, and a copy of the same appear on every gallon can. In the second place the paint is put up in attractive, convenient shape and is sold to the trade at a price commensurate with the cost of the materials from which it is made, and at the same time, at a price that will permit its sale by you to the consumer at a fair, reasonable margin of profit, while the consumer is served much more economically than were he to buy lead and oil and have it mixed by the painter, or any of the low priced mixtures.

We do not claim to make a paint that in and of itself will overcome all abuses or improper handling, but we do claim to make as perfect a paint as can be produced by any man or set of men, for beauty of finish, protection and durability.

Our system of advertising is such as to greatly assist you in building up a first-class trade upon a first class article, and if given an opportunity, we think we can easily convince you that our claims are substantially correct, and that your best interests will be served by joining with us and the fine array of distributors we already have on New Era paint. Can we have the opportunity?

Yours very truly,

Sam Still Seems to Be In It.

Following communication from S. W. Newell indicates that Sam is going right along and keeping on sawing wood in the way of placing New Era agencies—

We have business going in the New Era paint line. I have placed 22 agencies this week so far and expect to land some more to-morrow. I have Mr. Gunter, Moyer's buyer, with me, and he gave me this order to keep from running out until he goes home on Saturday night.

I will send duplicate orders as soon as I get time to make them out.

I have also received the first order for New Era Varnish from them and will try and increase the line as fast as possible. S W N.

Mr. Hart's Explanation.

Grand Rapids, Mich., Sept. 4, 1902.

Dear Sir -- I wish to anticipate a little the discussion that may come up at the next meeting of T-Ki Club, should the substitute subject, instead of the subject first decided upon, be before us, which, by the way, as given by our secretary in report of last meeting was not quite what I intended it to be.

My idea in suggesting the subject was based upon my belief that, in the manufacturing line we are often inclined to meet the buyer's views as to price, and then make goods to fit, and I am not sure but such a course is sometimes necessary, and it was for the purpose of bringing up discussion upon that point that the subject was suggested, so that instead of the resolutions reading "Resolved, That we continue our present policy of recommending and pushing only high-grade goods," the resolution to read "Resolved, That we recommend and push the sale of high-grade goods only," in all lines of our manufacture, would place the subject in better shape for discussion. I can give a little illustration of the point that might apply to the affirmative side. For some time past I have had the pleasure of selling Harrison Wagon Company, of this city, and it has ever been my aim to induce them to use first quality goods for all of their work. I have often been met with the remark, from the buyer, "Hart, we have you beaten out of sight upon this or that line of goods," and have as often tried to impress upon them the necessity of looking closely to the quality of the goods offered. The last two lines that were brought to my attention were vermilion and ultramarine blue. The buyer was quite sure that he could obtain goods in each case of equal excellence at a much less price than ours, and showed me tests being made. Upon my visit to them to-day, I was taken out and shown the result of the application of cheap goods, and was pleased to notice that while our goods were standing out, and holding color nicely, the "cheap" goods were gone out of sight. I had the privilege of "roasting" the buyer a little, who in reply said, "Shut up, we've got enough of them, send us a cask each of green, vermilion, etc., such as we have had from you heretofore." Yet there are two distinctive sides to the question when placed before us as originally suggested, and it is discussion upon the two sides that I believe will be profitable to the club.

Yours very truly,

S H. HART

[Would not this be a better way, Mr Hart, to state the topic for debate, *Resolved* That it would be a mistake to deviate in any manner from our present policy of selling first quality goods, and nothing else—Ed.]

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, SEPTEMBER 20, 1902.

NO. 1

Neal's Carriage Paints.

(The Old Original).

The first thought that is apt to occur to our representatives on reading the above heading can perhaps be expressed as follows: "N. C. P. is all right. What is the use of

saying anything about that?" N. C. P. is all right, but we hope that what we say about the N. C. P. situation will remain fixed in your minds and crystallize in renewed efforts to maintain the popularity and increase the sale of our old-time friend. The chances are that there are too many of us who think that Neal's Carriage Paint has arrived at an age when it can take care of itself. This is not true. The possibilities for the growth and development of business in this line are greater than most of us realize, and it cannot thrive on past history alone. There are so many (we were going to say hundred) brands of carriage paint now on the market, and so many representatives presenting them as equal to the old original, and so many houses urging their representatives to get the goods in even at lower prices

than we offer, that it behooves us to watch the situation closely, and renew our efforts in behalf of our own line. This constant nagging by the "other fellows" produces

upon the dealer, first perplexity, then doubt, and finally he takes a chance at the low figures offered. You know as well as we do, he doesn't get as good value for his money, and that his trade is not so well satisfied, but if you keep this information to yourself

We want you to push New Era, first with the store trade, because, naturally, in its wake follow our specialties, but there are many dealers to whom we cannot sell New Era, and with these we must concentrate upon specialties, and in our line of Rapid-

Sellers, Neal's Carriage Paint takes the lead every time. Don't let the "other fellows" catch you napping on the carriage paint proposition. Make this just as live an issue as it was years ago, and remember that we are supplying half of the demand that exists for a good carriage paint and it is the half that we haven't got that we want to get, and we want to get it as quickly as possible. You can't do it by keeping still about the best proposition in the carriage paint line that can be offered to the trade or consumer—Neal's Carriage Paint, the Old Original. Keep your thinking cap on pertaining to these goods. Put your shoulder to the wheel, and keep the line moving. Don't go back on an old friend.

A Good Word

For Spatters.

I have called on W. T. S. Bartlett, of Lowell, Mass., for three years and have

not been able to interest him, but when I called this week he gave me a very nice reception. His first words were "How is SPATTERS." He wanted to know all about

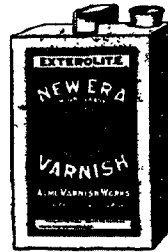
VARNISH CHAT

PLUG HAT SERIES

No. 4—EXTEROLITE.

To make a piece of goods that will successfully withstand outside exposure is one of the things that tests the skill of the varnish makers. This country of ours has a variety of climates, for, as Mr. Kelly expresses it, "coming as I do from the sun-kissed shores and golden sands of the Pacific, from the land of sunshine, fruit and flowers, and meeting representatives from the storm-tossed coast of the Atlantic, from the balmy, silver waters of the Gulf, to the snow-capped mountains of our Northern neighbor, I can not but be impressed by the marvellous, wonderful work and spirit of commerce, annihilating as it does all sections, all areas, all climates, all distances, illustrating so truly the motto of our

dearly beloved country—"E pluribus unum," means all kinds of weather about every day in the year. Exterolite "stand up" against the country, but will withstand weather, at any time, understood that our varnish have arrived at a right time after long and hence for its particular standard is absolute, are not above making them, but we let no not up to its standard, attention of the trade to varnish than which outside use. The points expressly for durability, 2nd—It dries hard in from 10 to 12 hours. 3rd.—It will stand the greatest exposure 4th.—For durability, it cannot be excelled. 5th.—It will make a dead or brilliant finish. 6th.—It is the best finish for side doors 7th.—It is the best finish for store fronts. 8th.—It is the best finish for



all purposes, where great durability is required. Exterolite can be bought only in sealed cans.

For prices and packages, read your varnish list. *Directions for use* For exterior exposure on store fronts, vestibules, front doors, verandas and for all requirements where a pale, tough and elastic finish is desired. Its durability and free working qualities are its successful merits. To finish store fronts and outside doors, and all exterior work, apply two or three coats of Exterolite, as the nature of the work may require, over properly filled surface, which may be obtained by using a good mineral filler (preferably Davies' Paste Wood Filler).

Wipe off clean and apply Exterolite as directed. Rub between coats with fine sandpaper, curled hair or moss, allowing plenty of time between coats for drying. If a dead finish is desired, the last coat should be lightly rubbed with pumice stone and oil, after it has become thoroughly hard. A gloss finish is considered the most desirable.

Take Hold and Lift.

it does not help the dealer to realize his mistake any the sooner, nor does it prevent him from being affected by the arguments offered in favor of cheaper lines.

how our factory was run, and I told him. He was very much interested. He thinks SPATTERS a good thing and hopes he will always get a copy as soon as they are out.

He informed me that he used a few of our sayings in SPATTERS, in his own advertisements in the local papers.

It helped me in this case and I started him on New Era High-Grade Paint.

H. C. C.

Dubuque, Iowa, Sept 6, 1902.

Mr. D. E. Pepper, traveling salesman for W. H. Torbert, Dubuque, Iowa, recently had you ship 14 gallons New Era to his mother at Aurora, Mo., to paint her house. He read the following letter in my presence to-day "The paint came all O. K. The house is painted and looks lovely. The painter said it was the best paint ever spread on a home in Aurora, and if he had used white lead and oil, or any other brand he would have had to put on three coats. We used only two coats and have 4 gallons left."

H. H. H.

A Handsome and Attractive Float.

We quote below notice appearing in local paper of Bloomsburg, Pa., and it refers to an example of enterprising work upon the part of an agent, that cannot be too highly commended.

"There were many beautiful floats in line during the Centennial civic parade on Thursday last, but none were more striking in appearance or attracted more attention than that of the Acme White Lead and Color Works, of Detroit, Mich., advertising their New Era High-Grade Paint, Neal's Carriage Paint, Davies' Varnish Stain and other specialties. The float was constructed by Moyer Bros., their wholesale agents in this section, and was in charge of Mr. S. W. Newell, the manufacturers' representative, who was here in there interests during the Centennial. The float was not only very handsome, but was thoroughly in keeping with the high grade of goods manufactured by the Acme people."

That Stock of Odds and Ends.

On September 4th, we sent you bulletin No. 119, asking that a special effort be made to dispose of a miscellaneous stock of odds and ends. We are disappointed at lack of orders for these goods up to date, and believe that our representatives have not given the matter the consideration we asked for. We know that stock can be moved quickly if you will "Take Hold and Lift," and earnestly urge you to do so without further delay.

Letter on New Era For Publication in "Thoughts."

I'll have one for you as soon as I can get to it. E. R. H.

[It has not come so far, but we are looking for a good one—Ed.]

Willie Wiggins' Acknowledgment.

Below you will note Willie's graceful acknowledgment of the honor of becoming a member of the Plug Hat Club. We assume that the Ti-Ki member on whose fishing prowess he casts a reflection, will deem him "envious." We are glad that Willie mentioned the subject as he has opened the way for a few remarks in this connection that will appear in next issue of Ti-Ki Tidings.

Notice received that I have obtained membership in the Plug Hat Club, also copy of THOUGHTS. I take my "Hat" off to the Editor, and will say I don't see where I come in as "hot-air slinger" when he is around. I will brave the consequences and wear the "plug" if a certain member will wear some of the fish scales he bought at Avery's when the Ti-Ki's were fishing this summer. He need only wear fifty cents worth. I guess there is no need to mention names to those who were there, and the nerve of the man, five for fifty cents. This beats fishing all day. Nothing like stealing off and buying them. If he wears the scales I will wear the plug. W. P. W.

New Era Varnish Contest.

Following are the names of the three representatives who stood highest in above contest up to September 16th:

Mr. A. R. Kelly.
Mr. A. D. Hoagg.
Mr. James Dougall.

The Acme House of Representatives

will be in session
this year during the week of
December 15 to 20, inclusive.

Members Acme Plug Hat Club.

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. Carter.	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 Painters' Col

SECOND DEGREE MEMBERS.

Alf R. Kelly.	Sept 1, 1901.	Master Painters' Col
H. L. Wilson.	Feb. 1, 1902.	Household Paints
I. D. Wilson.	May 1, 1902.	Neal's Enamels
		Neal's B-T Ens

Our General Distributors.

California	W. E. Little Paint Co.	Los Angeles
	Domestic Oil Co.	San Diego
Colorado	W. A. Hover & Co.	Denver
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
	J. W. Edgerly & Co.	Ottumwa
	Hornick, Hies & More.	Sioux City
	W. H. Torbert.	Dubuque
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	C. W. Hackett Hardware Co.	St. Paul
Mississippi	Lee Richardson & Co.	Vicksburg
Montana	Elis Paint Co.	Butte
New York	Buffalo Glass Co.	Buffalo
	Burlins & Black Co.	Syracuse
	Jno. L. Thompson, Sons & Co.	Troy
North Carolina	Hart-Ward Hdwe Co.	Raleigh
	Rurwell & Dunn Co.	Charlotte
Ohio	Loew Filter & Mfg. Co.	Cleveland
	Alfred-Vogeler Drug Co.	Cincinnati
	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 & Son	Easton
	Logan-Gregg Hardware Co.	Pittsburg
	Bard, Schlott & Co.	Reading
	Phelps-Straw & Co.	Wilkesbarre
	Moyer Bros.	Blomensburg
South Carolina	Murray Drug Co.	Columbia
Tennessee	Fritts & Wiehl	Chattanooga
	Van Vleet-Mansfield Drug Co.	Memphis
Texas	Greiner-Kelly Drug Co.	Sherman
	Houston Drug Co.	Houston
Utah	G. F. Culmer & Bro.	Salt Lake City
Virginia	Barker-Jennings Hdwe Co.	Lynchburg
Washington	Haum & Co.	Spokane
West Virginia	The Hubbard-Williams Co.	Charleston
	The Williams & Davison Co.	Clarksburg
	W. H. Chapman & Sons.	Wheeling

Thoughts

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

Devoted to Matters of Interest to Our Representatives.

VOL. IV.

DETROIT, MICHIGAN, SEPTEMBER 27, 1902.

NO. 2

Remember Those Miscellaneous Goods.

This stock of odds and ends is not disappearing as rapidly as we expected. Perhaps you do not know what sizes of cans to offer.

Here they are:

Bristol Enamel— $\frac{1}{4}$ pints.

Bristol Family Paint— $\frac{1}{2}$ pints.

Bristol Varnish Stain— $\frac{1}{4}$ pints.

Wayne Enamel— $\frac{1}{4}$ pints.

Handy Family Paint— $\frac{1}{4}$ pints.

Neal's Cycle Enamel— $\frac{1}{6}$ pints.

Alpha Gold Paint is packed in boxes with the gold bronze and liquid separate so that consumers can mix them themselves.

Stock of Black, White, Egyptian Green and Bright Red, Handy Family Paint, is all gone.

Please send us some more orders.

Just Ponder On This.

101 E. Wallace St., Joliet, Ill.

Gentlemen—Please advise me if you have an agent in Joliet for your Granite Floor Paint. I have inquired for it in vain at several stores, and I do not want a substitute if your paint is to be had. The Boston Store, which formerly carried your goods now sell "The Perfection," a paint which is anything but what the name implies, as I have learned to my great disappointment. I want a gallon of the Granite Paint, one-half Golden Yellow, one half of a darker shade. If I can not get it here, please send me a color card and advise me what it will cost delivered from your factory.

(Miss) A. L. O'BRIEN.

The captain of one of our lake vessels, who has used Neptulite, writes us as follows: "The Spar Varnish made an excellent finish." We knew that it would. It is a piece of goods that is built to give satisfaction under severe exposure. We trust our representatives will bear this carefully in mind whenever the opportunity presents itself to place goods of this character.

An Every Day Affair.

Prairieville, Mich., Sept. 19, 1902.

Gentlemen.—We have two large houses in view—are quite sure of the jobs for New Era. *It is gaining friends against all the rest.* CAIRNS & BROWN.

C. F. Pulfer's Second.



C. F. PULFER

There was a father had two sons,
And these two sons were brothers,
Richard was the name of one
And we haven't learned the other

We haven't learned the other for the reason that the event happened so recently that there hasn't been time to select a name for number two. The stock brought a bouncing boy to the home of Mr. and Mrs. C. F. Pulfer on Sunday last, the 21st, and we are sure that our boys will all join with us in offering hearty congratulations.

This is Something You Didn't Know.

The following is clipped from the Detroit Journal of September 24th. Our boys will wonder why we did not give them the inside track of any up-to-date newspaper when it concerns a move such as we have just made in arranging to make our own cans. We were reserving this as a surprise, but you know how difficult it is to keep a secret of this kind, and since the newspaper has found us out we will give you its version.

THE DETROIT JOURNAL

September 24, 1902.

FREE FROM TRUST

Acme Folk To Make Their Own Cans.

Plant of 3,000,000 Can Capacity Installed.

At the Acme White Lead and Color Works yesterday the first turn of machinery was made in the can factory that has been erected on the site of its plant. The can factory has a capacity of 3,000,000 cans per year, and occupies a one-story building, 40x150 feet in dimensions, and will employ at first a force of about

25 men. It is equipped with all up-to-date labor-saving devices in the way of machinery and will be run by electric power. This departure of the Acme Works brings up an interesting situation with regard to the can trust, which was organized three years ago.

The American Can Co., or the trust, at the time of its organization secured control of practically all the patents on automatic can-making machinery, and this, together with its close affiliation with the American Tin Plate Co., led the trade to the belief that it would be impossible for competitors to get can manufacturing machinery and supplies or an abundance of tin plate. In the course of the past three years, however, the trust has been met with numerous competing factories, the Michigan and National Can companies in Michigan, for instance, and there seems to have been no indisposition on the part of the American Tin Plate Co. to furnish them with the raw material. There was an increase in price of tin cans subsequent to the organization of the American Can Co., but whether or not this was due to the increase in the price of all metals at that time, competition has since practically routed any possibility of the American Can Co. dictating excessive prices as a trust. While its control of the automatic machinery devices is very valuable where cans of one particular size are manufactured by the millions, there is yet plenty of room for sharp business competition. The Acme Company's tin can plant is an example. By its establishment, the company does not increase its managerial expense and it is enabled to utilize power, save freight and cut expenses down in many directions that it would otherwise have to stand for in the price it paid for its cans to an outside concern, and this, in a case where 3,000,000 cans are used per year, is no inconsiderable economy.

The new plant of the Acme Company is constructed with a view solely to manufacturing its own cans and none of its product will be put on the market, but it is an instance of how impossible it is for trusts not having a natural monopoly, to dictate to the trade.

October Competition.

The competition for membership in the Acme Plug Hat Club for October is on Davies' Liquid Wood Filler, and we trust that our boys will take hold with a will and give this line the support that it deserves. The results of the September competition on Wagon and Implement will be announced in the next issue of THOUGHTS.

Pushing New Era Varnish.

My idea of one way to push the goods is to take two kinds that you are sure are equal to any other make in every respect for the money—say Exterolite and Interolite—and after interviewing the best painters in the towns we visit, send them free a liberal sample and ask them for a report on them.

S. H. H.

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, OCTOBER 4, 1902.

NO. 3

Suggestions From Representatives Regarding New Era Letters to the Trade.

Following is Mr. Hoag's idea of letter house should write a prospective New Era customer.

Mr John Smith,
Daytona, Fla.

Dear Sir —We have never had an agent for our New Era House Paint in Daytona, and, manufacturing as we do, a paint, the quality of which warrants an agent in every town of any consequence in the U S, feeling sure that you could handle the line to our mutual satisfaction, we wish to call your attention to a few of the good points of New Era, as well as advertising matter and schemes.

In offering you New Era, we are not offering anything new in the way of paint material. It is composed of strictly pure carbonate of lead, oxide of zinc, pure linseed oil, turpentine and turpentine dryer and absolutely nothing else. All of which are recognized as pure paint material. It is a very easy matter for me to make such statements, any one could do that, but are the officers of their company going to back them up in these statements? I shall enclose a certificate of purity to which is attached the signatures of the officers of our company, verifying my statements.

In offering a high grade paint such as New Era to consumers, dealers very often have two propositions confronting them, lead and oil, mixed-by-hand goods and so-called cheap mixed paint.

Let us deal with the first. There can be no dispute over the assertion that paints mixed ready for use are a natural development from needs of consumers. The large manufacturer has the advantage of buying his material with better assurance as to quality and purity. The mechanical advantages for guiding and incorpor-

ating of ingredients, afforded by heavy mills, give a degree of excellence not to be attained with a paddle and produce a piece of goods that will cover further and wear longer than any mixed-by-hand article.

Now as regards the so-called cheap mixed paints. Manufacturers, in order to put these goods on the market at such prices as they do, have had to resort to the use of cheap material. All of these cheap

initial sale of so-called cheap mixed paints, but a dealer who continues to handle such goods finds it impossible to retain his trade. Whereas an initial sale of prepared paint such as "New Era," might require some effort, but will sell itself the second time.

Is it not more to be desired to sell a mixed paint that you can stand up before a customer and conscientiously guarantee as the best you could offer them? Do you not consider good results to your customer the best advertisement you can have?

Now, a word as to our advertising. In connection with our "New Era" for the store we furnish a very attractive line of advertising matter. In addition to this we have a system of letter writing among property owners which is very effective in building up business.

Our representative, Mr E. R. Hoag, will be in Daytona soon and will call on you with a view to placing the line with you.

Trusting that in the meantime, you will give the proposition careful consideration.

December Convention.

We want to make the convention this year the most successful of any that we have ever held. We want it to be the best in both a business and a social way. We hope our representatives will attend, with definite ideas to express in regard to matters that will tend to improve conditions where improvement can be made. Don't come in without ideas. Realize that you are expected to contribute something to the common cause.

Don't wait until you arrive to think of what you want to say or do, but prepare yourself in advance so that you can give full value for the benefit you expect to receive.

VARNISH CHAT

PLUG HAT SERIES

No. 5—NEPTULITE.

In No. 4 we told you something about Exterolite, a varnish especially adapted for outside exposure upon doors, vestibules, etc. This time it is Neptulite, a varnish adapted for even more severe exposure than that referred to in connection with Exterolite. Neptulite is, as its name implies, a marine varnish. It is not only tough, elastic and water proof, but is extremely pale and perfectly fitted to "bring out" the natural beauties of the most delicate woods, and will not discolor the lightest tints, features

which in connection stand the rough be subjected when to the elements, for this class of brilliant lustre and surface that can from the use of the properly manipulated.



with its ability to with-usage to which it must continually exposed render it invaluable work. It imparts a full, well rounded only be obtained finest materials pro-

Recommend it

strongly for spars, decks and cabins of vessels of every character, where a high quality finish is required, and remember, also, that it can be utilized for any purpose where Exterolite might be used, such as store fronts, front doors and vestibules. The most critical judges of good varnish can take no exception to this piece of goods from any standpoint—body, lustre, transparency, toughness, working properties or durability. It is something you can offer with the confidence born of a knowledge that it cannot fail to please. It is really a triumph in the art of varnish making, and one that could not possibly be achieved without the complete and perfect facilities at our command.

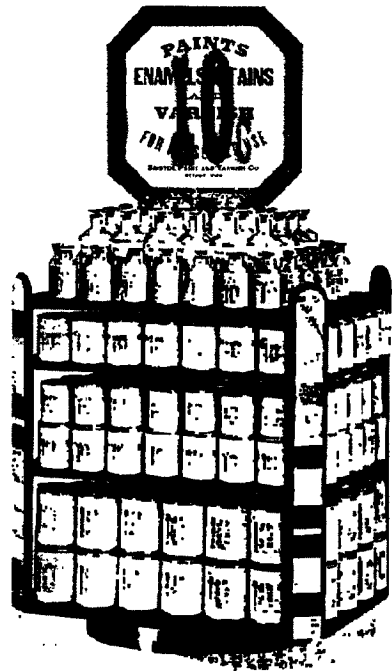
Take Hold and Lift.

materials or adulterations are detrimental to the wearing and covering capacity of the paint and to such goods as these can be traced the common prejudice against mixed paints.

It is oftentimes comparatively easy to make an

Bristol Display Stands.

We are almost ashamed to advise you that we still have about forty of the old Bristol Display Stands on hand, as per illustration. You will remember that we have made it very easy for you to dispose of these by simply offering them as an inducement to the dealer to make his order a little larger. We hope that our boys will take hold of this proposition so earnestly that when they come to the Convention, we will not be in position to again remind them that "we still have some Bristol Display Stands on hand." Yes, this is meant for you.

**Result of September Contest on Wagon and Implement Paint.**

S. W. NEWELL

Sam. Newell is winner in the race for membership in the Plug Hat Club distancing all competitors in a way that shows that while Sam is new material, he is built of the right kind of stuff. Twenty-six new customers on this line are what gave him his long lead.

Sam will look just exactly as well in a plug hat as some of the other members of the Plug Hat Club, and we know they will welcome him enthusiastically to their ranks. We extend congratulations.

October Competition.

The competition this month is on Davies' Liquid Wood Filler. When we first started these competitive series, Liquid Wood Fillers, all brands, were set aside for Oct-

ober, but since then, second-grade wood fillers, together with other second-grade goods, have been discarded so that you will please confine your efforts to "Davies" alone.

We should like to note an *extraordinary* effort to push sales on this line hard during the present month. We hope that the representative who wins recognition will have accomplished something in which he can take more than an ordinary amount of pride.

The goods are a staple with your trade, and it should not be so very difficult to start a great many new customers. When they start, we know they will continue. There is not a liquid wood filler on the market that can in any way excel Davies, and there are very few, if any, that equal it.

Varnish Contest to October 1st.

Messrs. A. R. Kelly, A. D. Hoagg and James Dougall are playing a sort of "pussy wants a corner" game in the New Era Varnish contest. The following record indicates that these gentlemen still lead in this contest: Mr. A. D. Hoagg has forced himself to the top, while Mr. Kelly has taken second place, and Mr. James Dougall is holding his own at third. If they knew how closely they were being pushed, and if some of the other boys knew how near they are to the top, the scrimmage, we believe, would be even livelier than it is.

Our General Distributors.

California	
W. E. Little Paint Co.,	Los Angeles
Domestic Oil Co.	San Diego
Colorado	
W. A. Hover & Co.,	Denver
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
J. W. Edgerly & Co.,	Ottumwa
Hornick, Hess & More,	Sioux City
W. H. Torbert,	Dubuque
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, Walther, Gates & Co.,	St. Paul
Mississippi	
Lee Richardson & Co.,	Vicksburg
Montana	
Elis Paint Co.,	Butte
New York	
Buffalo Glass Co.,	Buffalo
Burhans & Black Co.,	Syracuse
Jno. L. Thompson, Sons & Co.,	Troy
North Carolina	
Hart-Ward & Co.,	Raleigh
Burwell & Dunn Co.	Charlotte
Ohio	
Loew Hardware Co.,	Cleveland
Alfred-Vogeler Drug Co.,	Cincinnati
Smith Bros. & 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
Logan-Gregg Hardware Co.	Pittsburg
Bard, Schlot & Co.,	Reading
Phelps-Straw & Co.,	Wilkesbarre
Moyer Bros.,	Bloomsburg
South Carolina	
Murray Drug Co.,	Columbia
Tennessee	
Fritts & Wiehl	Chattanooga
Van Fleet-Mansfield Drug Co.,	Memphis
Texas	
Greiner-Kelly Drug Co.,	Sherman
Houston Drug Co.,	Houston
Utah	
G. F. Cuimer & Bro.,	Salt Lake City
Virginia	
Barker-Jennings & Co.,	Lynchburg
Washington	
Baum & Co.,	Spokane
West Virginia	
The Hubbard-Williams Co.,	Charleston
The Williams & Davison Co.,	Clarksburg
W. H. Chapman & Sons,	Wheeling

Thoughts

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

Devoted to Matters of Interest to Our Representatives.

VOL. IV.

DETROIT, MICHIGAN, OCTOBER 11, 1902.

NO. 4

Spring Datings.

This is not the time of the year that spring dating should be made. Some of our representatives seem to be under the impression that if they can *get goods in* by offering advance dating of March or April, that they are justified in doing so even though the orders are for small amounts. This method does not pay in the long run. Dealers can be induced quite readily to place an order on terms of six or seven months, but if a concession of that sort is made once it will be expected again. It creates a very bad precedent as indicating a willingness to make unreasonably liberal terms if we are forced to it. There is no particular credit for the representative who *gets goods in* by holding forth unbusiness-like inducements. No more goods are sold in the long run, and in a case of the kind referred to, it means that the dating habit which has grown on the paint and varnish business to an alarming extent, is given a further impetus. Our competitors learn of deals of this kind, and the first thing that some enterprising representative reports to his house is. "The Acme are giving spring dating on goods sold in October, and are doing it generally." As a matter

of self-preservation, they think it is necessary for them to do likewise, and there you are. It has grown to be a custom to offer spring dating on goods sold late in the season, say from after the middle of November, on *stocks* for spring use, but

almost universal. Some of our representatives became discouraged. We think from the datings made by way of inducement, that a few of them must have become desperate. They took about the worst way they could, however, to actually remedy the conditions, and simply laid up trouble for themselves and us in the future by granting concessions that are unbusiness-like and that must be fought to a finish later on. Make up your mind that you will not be a factor in increasing in any way an existing evil that should be overcome rather than promoted.

We are anxious to get new customers. We want to get them in a legitimate business-like way, and we don't think that general business conditions demand any such radical measures as March and April datings at this time on sample orders.

An Erroneous Statement Regarding Exterolite.

In article No 4 of the "Plug Hat Series" we made the statement that Exterolite will dry hard in from ten to twelve hours. This was an error. The goods will dry free

from dust in from ten to twelve hours, but require from four to five days to become perfectly hard. Kindly bear this in mind when offering the goods.

VARNISH CHAT

PLUG HAT SERIES

No. 6—LINOILITE.

Linolite is an article originated and made only by us, and is especially adapted for general utility work on interiors not subjected to extreme usage, and is far superior to hard oil finishes, etc., in body, color, brilliancy, transparency and working and drying qualities. It dries very hard, and can be left in the gloss finish, or rubbed with water, or oil and pumice stone. It is also susceptible to a polish. This varnish will rub under favorable conditions in from 36 to 48 hours. Linolite is an article we would like to sell freely, as it is a fine, medium priced varnish, well worthy of favorable consideration by the trade. Linolite excels in body, color, brilliancy, transparency drying qualities. It is sold at a reasonable price. We have a very bad precedent as indicating a willingness to make unreasonably liberal terms if we are forced to it. There is no particular credit for the representative who *gets goods in* by holding forth unbusiness-like inducements. No more goods are sold in the long run, and in a case of the kind referred to, it means that the dating habit which has grown on the paint and varnish business to an alarming extent, is given a further impetus. Our competitors learn of deals of this kind, and the first thing that some enterprising representative reports to his house is. "The Acme are giving spring dating on goods sold in October, and are doing it generally." As a matter



On close-grained woods use Davies' Liquid Wood Filler, but on a - ple, birch, and sycamore, white shellac is preferable. Two or three coats of Linolite (according to the nature of the work in hand) should be used, allowing sufficient time for drying between coats. Rub down with fine sandpaper, curled hair or moss, and follow with one or more coats as directed. If a dead finish is desired, allow about three days for the last coat to dry, then rub down with powdered pumice stone and water. If a gloss or polished finish is desired, use oil instead of water.

Take Hold and Lift.

at this particular season, goods are bought for current requirements, and are usually sold before the end of the season. September was a bad month. Rains were

Slips for Prospective New Era Agents.

We attach to this issue of THOUGHTS a copy of slip which you should use when requesting us to write to prospective agents for New Era. Do not use them when asking us to write to consumers.

When the dealer you wish us to solicit is not rated by the mercantile agencies it is necessary for you to give us, in connection with this slip, proper information regarding his financial standing.

This is especially necessary in cases where you are not sure that your distributor, who would handle the account if secured, would accept the risk. We do not wish to solicit a man's trade before we know if the distributor in that territory is willing to accept the credit risk.

Also we ask that you mention the distributor's name, in whose territory the prospective dealer is, upon the bottom of the slip so as to save us the trouble of locating the town on the map. This extra detail work amounts to a good deal at this end, when you consider that there are a good many slips coming in each day. Also make a point of notifying your distributor, or their representative, of this possibility, and ask their assistance in landing the business.

Do not fail to use these slips. If you have not a supply, they will be sent you upon request. Please do not write upon the backs of them, but write any extra remarks or instructions on regular letter paper.

Answering Correspondence.

One of the most essential things, in order to prevent confusion and delay, is to answer your correspondence promptly. It don't save time to permit letters to remain unanswered, but increases your work as well as the correspondent at the other end of the line. Here is a case in point: We wrote one of our salesmen on the 5th, regarding a question raised by a customer, that needed immediate attention. On the 16th he had not responded, and we had to write him again. We again wrote him on the 26th, and finally received an answer, which embodied about a dozen words, at the bottom of our letter. No excuse or explanation for delaying our business in the way that he had. It is a mystery to us why that man failed to answer our first letter, and his failure to answer our second, a still greater mystery. When he finally does answer, he makes no explanation whatever. He got his mail, we know, because he kept right on traveling, and he couldn't have done it unless he received his remittance for expenses.

Miscellaneous Stock.

We are glad to see some orders coming in for the miscellaneous stock which we are trying to work off with your assistance, but we still have left a large stock of well assorted colors. Strange to say some of our representatives, whom we considered *strong* on this class of trade, have not sent in an order, as yet. We sincerely hope you will do all you can to get rid of this stock promptly. It won't be wasting your time to spend half an hour occasionally in pushing these goods.

This is the way the Augusta, Ga. "Chronicle" announced the arrival of our friend Mr. McCauley:

"Col. C. F. McCauley, of Detroit, Mich., is among the prominent arrivals at the Auburn."

Mr. McCauley must have an advance press agent.

Bethany, Mo., Oct. 6th, 1902.

Acme White Lead and Color Works,
Detroit, Mich.

Dear Sirs.—I have tried nearly everything, and find that none of the so-called cleaners come up with your Mazolene.

J. W. SHROYER.

The Acme House of Representatives

will be in session

this year during the week of

December 15 to 20, inclusive.

Members Acme Plug Hat Club.

	Admitted	Contes
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
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
		Neal's B-T Ens.

Our General Distributors.

California	W E Little Paint Co .	Los Angeles
	Domestic Oil Co .	San Diego
Colorado	W. A. Hoyer & Co .	Denver
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
	J W Edgerly & Co .	Ottumwa
	Hornick, Hess & More,	Sioux City
	W H. Torbert,	Dubuque
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, Walther, Gates Hdwe Co .	St. Paul
Mississippi	Lee Richardson & Co .	Vicksburg
Montana	Elts Paint Co .	Butte
New York	Buffalo Glass Co.,	Buffalo
	Burhans & Black Co .	Syracuse
	Jno L Thompson, Sons & Co .	Troy
North Carolina	Hart-Ward Hdwe Co .	Raleigh
	Burwell & Dunn Co .	Charlotte
Ohio	Loew Hardware Co .	Cleveland
	Alfred-Vogeler Drug Co .	Cincinnati
	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
	Logan-Gregg Hardware Co	Pittsburg
	Bard, Schlott & Co .	Reading
	Phelps-Straw & Co .	Wilkesbarre
	Moyer Bros .	Blommsburg
South Carolina	Murray Drug Co .	Columbia
Tennessee	Fritts & Wiehl	Chattanooga
	Van Vleet-Mansfield Drug Co .	Memphis
Texas	Grenner-Kelly Drug Co .	Sherman
	Houston Drug Co .	Houston
Utah	G F. Culmer & Bro .	Salt Lake City
Virginia	Barker-Jennings Hdwe Co .	Lynchburg
Washington	Baum & Co.,	Spokane
West Virginia	The Hubbard-Williams Co .	Charleston
	The Williams & Davisson Co .	Clarksburg
	W H Chapman & Sons,	Wheeling

PROSPECTIVE PURCHASERS

or

New Era ^{High-Grade}
Prepared Paint

Date _____

I have interested dealer named below in above line of goods, and believe with proper co-operation from the house can succeed in placing the line. Please "follow up" my work carefully.

NAME _____

CITY _____ STATE _____

Handles about _____ gallons per year.

Rating _____

REPRESENTATIVE.

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, OCTOBER 18, 1902.

NO. 5

Orders for Advertising Matter.

When you send us an order for advertising matter, with duplicate or direct order, desiring us to print customer's name, etc., on booklets, business cards, etc., you would be handling the matter in a strictly business-like manner, if you would make a point of sending us a bill-head, or other printed matter, showing the customer's name. If you do not do this it is likely to result in our printing up a lot of booklets, etc., with a customer's name or address spelled incorrectly, which means a total waste of the literature so printed.

We had a case in point recently, where a representative sent us a duplicate order, to which he attached an order for "ads," on which we were requested to print his name, etc. He had the name written as "T. J. Brant," whereas both Dun and Bradstreet gave his name as *T. J. Bryant*. We printed the latter, but are not sure which is correct, although the chances are strongly in favor of Dun and Bradstreet. A printed slip insures accuracy, and does away with any possible loss in this direction.

Covering Your Territory.

About two-thirds of the fall season has

passed, and we note, in many instances, that our representatives do not seem to realize the fact that their entire territory should be covered before the close of the season. Almost every season we find that quite a number of our representatives do not

publish a list of towns, representing the points at which you will be responsible for business, we naturally expect you to look after those points.

Look over your list of towns and figure the number of same that have been made

this fall, and the number that remain to be made, and then figure the length of time which you have to work, and how you are going to do it; but don't come in at the end of the season, after you have covered only one-half to three-fourths of your towns and say you could not make any more. We don't want you to have any more than you can make, and can make properly.

Varnish Contest.

1—A. D. HOAGG
2—A. R. KELLY
3—E. R. HOAG

This contest is becoming decidedly interesting. There are so many near the top, and the difference between their sales is so slight that the positions are apt to vary about every day. This report indicates positions as they stood on Oct. 16th. A. D. Hoagg still hangs on to the top; Mr. Kelly is holding on like

grim death, and E. R. Hoag is pushing himself to the front with vigorous strides. There are several others just behind the scenes, who, every once in a while, come to view.

VARNISH CHAT

PLUG HAT SERIES

No. 7—SATINWOOD FINISH.

When the demand is for a specially good piece of varnish for interior wood-work, something light in color, tough and elastic, good body and fine working properties, recommend Satinwood Finish. It is not so light in color as our White Maple Finish, but white maple is a wood that demands such special treatment in the way of lightness of color that its requirements are no criterion of what is needed for woods used in interior finishing in a general way. With Satinwood Finish, either a dead finish or brilliant polish, lasting and durable, may be produced, and is well

adapted for work where is required. We heartily urge its use for dwell-cabinets, mantels, etc piece of goods for the easily in from 36 to be polished to a up only in sealed price lists for infor-prices, packages, etc. use: On open-grain-oak, ash, etc., fill with (preferably Davies' Paste Wood Filler), wipe off clean and apply two or three coats of Satinwood Finish, according to the nature of the

work in hand. Allow from 36 to 48 hours between coats and sand down each coat with fine sandpaper, or rub with curled hair or moss. If a dead surface is desired, allow three or four days for the last coat to harden, then rub down with powdered pumice stone and water. If a polished finish is desired, use oil instead of water. A light coat of oil rubbed with pumice stone and water may also be used for the final finish, but when oil is used the surface must be wiped off perfectly dry. To finish white pine, whitewood, cypress, hemlock, sycamore, birch and maple, Davies'

Liquid Wood Filler may be used to good advantage, but on the three latter woods white shellac is preferable.



a varnish of light color ly recommend and ings, public buildings, It is a specially fine money. It will rub 48 hours and may high lustre. Put cans. See your mation relative to

Directions for ed woods, such as a mineral filler

Take Hold and Lift

make good points that should be looked after. We don't want to hurry you with your work. You must take sufficient time to do it well, but when you authorize us to

The Acme House of Representatives.

The Acme House of Representatives will convene from December 15th to 20th, inclusive. We want this to be the best convention that we have ever held. It ought to be. Practice makes perfect. On our part, by carefully considering the features of past conventions, we shall endeavor to eradicate features that are the least valuable, and utilize those that will result in the most practical good, also introduce new features that we anticipate will result to the benefit of all.

If co-operation is a good thing in *our own* business circle, it will be equally as good for those with whom we are closely allied. We believe that we shall have delegates from the nine Ti-Ki Clubs attend our convention. We have invited two delegates from each club, offering to pay the expenses of one if the house with whom the club is connected will pay the expenses of the other. We have also issued invitations to other distributors, who have not as yet formed these clubs, requesting them to organize same before our convention, and offering, as in the case of clubs that have already been established, to pay the expenses of one delegate if they will send another.

We believe it will be a good thing for our distributors to meet each other, and to meet us at home. It will make them more familiar with our plans and methods, it will convince them that we are in dead earnest, and the faith which we have in our own organization, the confidence we have in our goods, and methods of doing business, shall cause them to more clearly understand that we consider their interests and our own as mutual, that we depend upon their co-operation for best results, and in turn, make every effort not to cause them any disappointment in the fulfillment of the obligation we owe them. It will afford us an opportunity of showing our good-will and appreciation of their assistance. It will be pleasant to meet all these gentlemen in a social way, and let them see us as we actually are at work and at play.

The social features of the convention will be ample to afford the necessary relaxation from the thorough and careful consideration of the business topics, and we trust that the knowledge that each and every one of us have "Taken Hold and Lifted" in the business of the convention will cause the social features to be the more thoroughly enjoyed.

That Overstock of Jobbing Goods.

We sent you another bulletin this week about those jobbing goods that have not been sold. We are positive that if you asked any one of our store-trade representa-

tives if they could sell a gross of one inch specialty brushes in a month's time, provided they gave it special attention, the answer would be an unqualified "yes." This is just what we are asking you to do. The brushes are just an illustration that applies to all the goods listed in bulletin. We don't think you fully realize. Perhaps you think the other fellow will sell the goods. Never mind the other fellow. Think of the proposition as one that is up to you. When you realize this, the assorted overstock will commence to move. We are anxious to have it move. Please *realize* the proposition and "Take Hold and Lift."

I received your letter, together with congratulations, advising me that I have the honor of becoming a member of the Plug Hat Club, which I appreciate very much.

I think it rather dangerous for me to make my debut in this locality (Sam travels in Pennsylvania), as I might be taken for a coal operator, and as a salesman is only entitled to one silk tie, I had better wait until I get in a safer place to don the plug.

Thanking you for the honor.

S W. N.

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	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
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W. P. Wiggins . . .	Sept. 1, 1902	Master P't's' Col
S. W. Newell . . .	Oct. 1, 1902	W and I. Paint
SECOND DEGREE MEMBERS.		
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I. D. Wilson . . .	May 1, 1902	Neal's Enamels
		Neal's B-T. Ens.

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Colorado	W. A. Hover & Co.,	Denver
Florida	The S. B. Hubbard Co. Tampa Hardware Co.	Jacksonville Tampa
Georgia	Bush Hardware Co., Neal-Millard Co.,	Columbus Savannah
Illinois	Geo. E. Watson Co., Colburn, Birks & Co.,	Chicago Peoria
Indiana	Indianapolis Hardware Co.,	Indianapolis
Iowa	Sickels, Prestor & Nutting Co., J. W. Eagerly & Co., Hornick, Hess & More, W. H. Torbert,	Davenport Ottawa Sioux City Dubuque
Kansas	A. B. Whiting Paint & Glass Co.,	Topeka
Kentucky	R. M. McFarland Robinson Bros. Co.,	Henderson Louisville
Louisiana	L. N. Brunswick & Co.,	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., Burhans & Black Co., Jno. L. Thompson, Sons & Co.,	Buffalo Syracuse Troy
North Carolina	Hart-Ward Hdw. Co., Burwell & Dunn Co.	Raleigh Charlotte
Ohio	Loew Hardware Co., Alfred-Vogeler Drug Co., Smith Bros. Hdw. Co., Norton Paint & Hardware Co.,	Cleveland Cincinnati Columbus Toledo
Oklahoma Territory	Alexander Drug Co.,	Oklahoma City
Oregon	F. E. Beach & Co.,	Portland
Pennsylvania	H. B. Semple & Sons Logan-Gregg Hardware Co., Bard, Schlott & Co., Phelps-Straw & Co., Moyer Bros.,	Easton Pittsburg Reading Wilkesbarre Bloomsburg
South Carolina	Murray Drug Co.,	Columbia
Tennessee	Hitts & Wight Van Vleet-Mansfield Drug Co.,	Chattanooga Memphis
Texas	Greiner-Kelly Drug Co., Houston Drug Co.,	Sherman Houston
Utah	G. F. Culmer & Bro.,	Salt Lake City
Virginia	Barker-Jennings Hdw. Co.,	Lynchburg
Washington	Baum & Co.,	Spokane
West Virginia	The Hubbard-Williams Co., The Williams & Davison Co., W. H. Chapman & Sons,	Charleston Clarksburg Wheeling

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, OCTOBER 25, 1902.

NO. 6

Present Business Conditions.

We are now practically at a period that may be described as "between times"—too late to sell goods for current requirements, and too early for spring trade. The fall season has been somewhat of a disappointment.

The causes which contribute to this are more the result of weather conditions than anything else.

The prevalent rains during the spring, resulted in large quantities of stock being carried over into the fall season. The fall season itself, was sprinkled liberally with rainy weather. This was of no special assistance in the way of promoting business resulting from outside painting. The consequence is that goods for current requirements this fall moved slowly, and at the present time there is very little doing. This has resulted in some of our representatives "taking time by the forelock," and trying to urge the placing of business for next spring. We are not prepared to say that this is a mistake in special cases, but we do regard such a policy as dangerous if indulged in generally. If dealers do not require goods before

next spring, no material gain has been made by practically forcing them to place the goods in stock at this time. It is a well-established custom, unfortunately, perhaps, to

make a desperate splurge for spring business in November, particularly the latter part of November, and to grant spring datings on stocks sold at that time. The spring dating habit has grown into a crying evil. We ought not to encourage it. As a matter of self-pro-

tection we are obliged to accord these datings, but don't let us stretch out the period to any greater extent than already prevails. Don't commence active work for spring business

before, say the 10th or the middle of November, and even this advice must be taken with a grain of salt. Our competitors have met with the same conditions as ourselves. If they start the ball rolling by granting these spring datings earlier than usual, we may be obliged to meet them, but do not let us precipitate matters. Don't make the error of supposing that the spring dating mistake is a regularly established custom that must grow in proportion as the years advance. It is an evil, and should be rectified. Confine your spring datings to instances where they are granted for the sake of securing a new customer. There is no earthly use in granting a spring dating to an old customer, whose business is established in our line and who does not want our goods before the time is ripe to sell them, and who will buy from us at that time.

Some of our representatives are evidently so afraid that they will have a bad record that they have made some breaks in the way of spring datings in order to add a little extra business this fall, and in some of these cases, it will only re-act upon their spring showing.

Nothing is gained by forcing goods upon established trade. Let the forcing be done, where it is, for the purpose of creating new business for the future.

VARNISH CHAT

PLUG HAT SERIES

No. 8—WHITE MAPLE FINISH.

There is a steady demand for a white varnish that will not discolor the most delicate shades of such woods as white mahogany, or bird's eye maple, nor destroy the purity of a pure white or the faintest tints over which it may be applied. White Maple Finish is made for just such purposes.

To produce such an article is a delicate undertaking that requires extra skill, accuracy and long experience. No novice can select and combine the proper materials, nor superintend the process of transforming

them from "crude article of mechanical

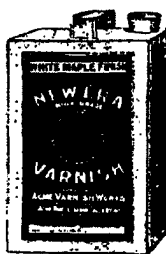
It requires time, as goods must be well

The gums must be specially and carefully prepared at each stage from the time the varnish is placed in the melting kettle to the time it is pumped into the storage tank must be

Maple Finish dries dust free in from 8 to 10 hours, and admits of rubbing in from 48 to 60 hours. If a beautiful polish is desired,

it stand another day or so. This varnish works very free. *Directions*

For an egg-shell gloss on maple or light close-grained woods, use one coat of white shellac, sandpapered to a smooth surface, followed by two or three coats of our White Maple Finish. Rub first coat with hair cloth or curled hair, and the last coat with pulverized pumice stone and raw linseed oil. If a dull finish is desired, use water and pulverized pumice stone instead of oil. To obtain a polished finish, the last coat should be rubbed, first with pulverized pumice stone and water and then with pulverized rotten stone and oil.



Take Hold and Lift

This Year's Convention Hall.

There is no question but what the Acme House of Representatives will have all the room that they will require for the sessions in December next. The new four-story warehouse is rapidly approaching completion. They are now putting in the sash. It will take a comparatively short time for interior decoration, as this will consist mainly of steam pipes, and such facilities as may be needed for the careful storage and rapid handling of stock. Each of the conventions of recent years have been held in a new building, commencing with the Advertising Department, varnish tank-room and now the new warehouse. Next year we prophesy that the convention will have permanent quarters in Convention Hall, to be included in plans for our new office and advertising building.

Bring your ideas with you to this convention. Carry along your enthusiasm as well as your confidence in your ability to contribute to the benefits to be derived by getting together and discussing the business in which we are all interested from all standpoints. We don't want any bashful delegates. Every member of our T. K. Club is an orator. Some of them have not as yet discovered the fact, but the germ of eloquence is there, and a little probing in the right direction will bring it to the surface. Don't come in simply to absorb ideas, but be prepared to radiate the notions you entertain. No man can work a territory for a whole year, or even for a season, without "discovering" something that we should all know.

Size Up Your Territory.

There are just about five week's work before our representatives to the general trade close this season's business. A number of our representatives, it seems to us, have failed to realize that time is slipping by rapidly. We infer this from the fact that in these instances, not more than half of the points in their territory have been made. We assume that when you add the name of a town to your list, you are in position to see that the trade in that place is properly looked after. If you are not, it is best not to add it. We depend upon you to take care of all the towns on your list. We don't want you to work so rapidly that you can not secure the proper results. We depend upon you to cover your territory thoroughly. We know that sometimes it is not necessary to make a point more than once a year. The instances of this kind are in the minority, and upon all territories at this particular time, the trade in the majority of the towns upon your list should have been visited.

Odds and Ends.

We suppose you noted carefully article in last issue of THOUGHTS pertaining to odds and ends which we wish you to dispose of. We neglected to state that we should like to have these out of the way by November 1st, or at latest, a week after that date. What have you done? What will you do?

One of the best painters in Detroit told me he used a gallon of Varnolie the other day. It was the first time he had ever used any of our varnish and that it was at least 50 per cent. better than Berry Bros. Liquid Granite.
W. C. N.

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Georgia	Bush Hardware Co., Neal-Millard Co.,	Columbus Savannah

Illinois

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

Indiana

Indianapolis Hardware Co., Indianapolis

Iowa

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

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, Walther, Gates Hdwe Co., St Paul

Mississippi

Lee Richardson & Co., Vicksburg

Montana

Ellis Paint Co., Butte

New York

Buffalo Glass Co., Buffalo
Burhans & Black Co., Syracuse
Jno. L. Thompson, Sons & Co., Troy

North Carolina

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

Ohio

Loew Hardware Co., Cleveland
The Alfred Vogeler Drug Co., Cincinnati
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
Logan-Gregg Hardware Co., Pittsburg
Bard, Schlott & Co., Reading
Phelps-Straw & Co., Wilkesbarre
Moyer Bros., Bloomsburg

South Carolina

Murray Drug Co., Columbia

Tennessee

Fritts & Wiehl, Chattanooga
Van Vleet-Mansfield Drug Co., Memphis

Texas

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

Utah

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

Virginia

Barker-Jennings Hdwe Co., Lynchburg

Washington

Baum & Co., Spokane

West Virginia

The Kanawha Drug Co., Charleston
The Williams & Davisson Co., Clarksburg
W H Chapman & Sons, Wheeling

Thoughts

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

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VOL. IV.

DETROIT, MICHIGAN, NOVEMBER 1, 1902.

NO. 7

GOOD SALESMANSHIP.

A First-Class Salesman Doesn't Let a Customer Throw Him Off the Track.

Domestic Engineering says: Since salesmanship is really a science and a profession and is fast becoming recognized as such, salesman, as a class, should go at their work more scientifically. Take, for example, the case of a man who is selling some high-class specialty. In most cases when he calls on a customer he begins his story wherever he happens to and goes through in a sort of haphazard way. Not once in a hundred times does he cover all the strong points of his goods, and he is extremely likely to omit exactly the point which would have been the strongest with the man he is talking to. There is only one logical and convincing way to tell any story or make any argument, and many of the best salesmen I know have gone so far as to write out exactly what they want to say to a customer and commit it to memory. To some people this may seem like a parrot-like performance, but it doesn't work that way in practice. At any rate, every salesman would find it a good plan to write out his argument in the strongest way he can and then, if he does not memorize it, at least get firmly fixed in his

mind the main points in the argument in their proper order.

Another thing. A first-class salesman doesn't let a customer interrupt him and throw him off the track. "When a customer says, 'Yes, but I think I can get a larger

typewriter or automobile works," and goes ahead with his argument. If he stops to answer every objection at the time it is made he loses all the cumulative effect of his argument and quite possibly arouses a spirit of antagonism in the mind of his customer

which no amount of argument will remove. If he puts off the customer with the proper kind of an answer, it is more than probable that by the time he has completed his argument the customer will have forgotten his objections and the salesman will not be obliged to answer them at all. At any rate the customer will have all the strong points of the goods in his mind when the argument is completed, and minor objections will not then look so large to him.

What Else Could You Expect.

A prospective customer in Woodville, Mich., addressed a postal card to White Lead Works, Detroit, Mich., asking information covering price on lead and linseed oil.

The postmaster wrote him to the effect that there were three in Detroit—the Detroit, the Acme and the Peninsular, and asked which the card should be delivered to.

The answer was: "You can deliver it to the best." The postmaster in Detroit promptly sent the original order, with the prospective purchaser's response, to us.

VARNISH CHAT

PLUG HAT SERIES

No. 9—VUL-K-LAC.

Vul-K-Lac is a perfect, high-grade, quick-drying first-coater. We claim a better surface can be obtained with this article for succeeding coats than with shellac or any other surfacer or first-coater on the market, at less than half the cost, as one gallon is equal to two of shellac in covering capacity. It flows evenly on large surfaces, dries harder and quicker than anything on the market. Although a quick dryer, it contains a proper proportion of oil to make it tough and elastic. Vul-K-Lac is a clear, transparent first-coating, made from a very hard fossil gum and prepared with great care to meet the demand for an "A" No. 1 surfacer or first-coater, at an economical price, and still meet the requirements expected of shellac. *Directions for use.* For open-grained woods, properly fill the wood with Davies' Paste Wood Filler of desired shade, and after the filler has thoroughly hardened, apply Vul-K-Lac. For close-grained woods, apply the surfacer on the bare wood, sandpaper well after it has thoroughly dried, and apply succeeding coats. Vul-K-Lac makes a very good finish alone, by applying two or three coats, rubbing with hair cloth or moss between coats. The third coat is susceptible of a very good polish. Vul-K-Lac is a splendid article where dispatch is required. A trial of this article will readily substantiate our statements. For first coats on furniture, chairs and all interior work, Vul-K-Lac will be found invaluable, as it dries very hard and is extremely tenacious and well suited for the purpose intended. It dries so as to sandpaper or rub in about 8 hours, and if strictly necessary, under favorable conditions, a second coat can be applied the same day, but this should not be done except in most urgent cases. If it is necessary to apply two coats in one day, thin with turpentine, say 10 per cent. to amount of Vul-K-Lac used.

"Take Hold and Lift."

discount somewhere else," the up-to-date salesman answers: "Possibly. We'll talk about that in a minute. Just now I want to show you exactly how this gas engine or

Competition For November.



It's Pure. Every Atom of It.

The competition for this month is on New Era Prepared Paint. The article itself, upon which you are to compete this month, is sufficient to inspire enthusiasm, and invite the most strenuous efforts to make a creditable record. Aside from this fact, more depends upon this line, so far as securing business from the store trade is concerned, than upon any other.

It has become an established custom to offer spring datings to *new agencies* that are created during November and December for house paints. As a matter of self-protection we shall have to adopt the same policy. Don't do it on established trade, where the business is secure, in any event, but the leeway given you in the way of spring dating for new customers should be of vast assistance in creating business, and we look for one of the liveliest months in our history in the way of placing this line of goods.

Make up your mind now, that you will be at the top of the list, or exceedingly close to it. You can succeed in this just as well as any other representative. Chances for placing these goods are about alike in all territories. In our estimation conditions are not more favorable for one representative than for another. So much can be said in favor of New Era in comparison with other lines, so much can be said upon the business we have built on the goods as the result of merit, and the satisfactory experience of thousands of dealers all over the country, that the arguments you can bring to bear upon this proposition should convince the most skeptical.

Most of our representatives feel that they can secure any dealer upon this line when they make up their minds to do so. We suggest that all our representatives this month *make up their minds* to create new agencies for New Era.

The Iron Age, published in New York City, has recently been printing communications from the hardware jobbers, under the general head of "Paints in the hardware store." The drift of these letters is to indicate the advisability of the hardware trade

handling and pushing paint. We quote below two extracts from these letters:

From a Western house:

We have been contemplating adding a line of paints to our stock, as we find that nearly all retail hardware stores throughout the state are adding this line, and the only people in this section of the country who handle paints are the lumber dealers.

From a Southern house:

Our information is that paints are handled pretty extensively by the retail hardware trade, and in fact the trade in general in this section, and the business bids fair to drift into the hands of the hardware trade exclusively. We do not handle paints, but will perhaps do so later on.

We have been unable to secure the names from the publishers of *The Iron Age* of the two concerns responsible for above extracts, but trust our representatives in territories referred to will keep their eyes wide open, and see if they can not locate proper parties and secure the business, which it is evident there is a chance for somebody in the paint line to get.

Union, S. C., October 21, 1902.

Gentlemen:—Please allow me to acknowledge the book of colors sent me, and your favor of the 16th. In reply, I had just bought 23 gallons of New Era Mixed Paint from Mr. George H. Ostzel, and as I told him, for 30 years experience I had never used any paint that gave the satisfaction that the New Era Paint gives.

You may use my name at any time and place in connection with the New Era Paint that you may think best. I am,

Yours most respectfully,

GEO. W. BROWN.

As a result of our magazine advertising, and following up with a series of letters, we have received advices from the Angus Drug Co., Prosser, Wash., reading as follows:

We have purchased stock and have quite a trade already on Neal's Enamel. It is entirely satisfactory.

This is a "sample result" of our advertising work in this line.

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Minnesota	Hackett, Walther, Gates Hdw Co.	St. Paul
Mississippi	Lee Richardson & Co.	Vicksburg
Montana	Ellis Paint Co.	Butte
New York	Buffalo Glass Co., Burhans & Black Co., Jno. L. Thompson, Sons & Co.	Buffalo Syracuse Troy
North Carolina	Hart-Ward Hdw. Co., Burwell & Dunn Co.	Raleigh Charlotte
Ohio	Loew Hardware Co., The Alfred Vogeler Drug Co., Smith Bros. Hdw. Co., Norton Paint & Hardware Co.	Cleveland Cincinnati Columbus Toledo
Oklahoma Territory	Alexander Drug Co.	Oklahoma City
Oregon	F. E. Beach & Co.	Portland
Pennsylvania	H. B. Semple & Sons Logan-Gregg Hardware Co. Bard, Schlott & Co., Phelps-Straw & Co., Moyer Bros.	Easton Pittsburg Reading Wilkesbarre Bloomburg
South Carolina	Murray Drug Co.	Columbia
Tennessee	Fritts & Wiehl Van Vleet-Mansfield Drug Co.	Chattanooga Memphis
Texas	Greiner-Kelly Drug Co., Houston Drug Co.	Sherman Houston
Utah	G. F. Culmer & Bro.	Salt Lake City
Virginia	Darker-Jennings Hdw. Co.	Lynchburg
Washington	Baum & Co.	Spokane
West Virginia	The Kanawha Drug Co., The Williams & Davisson 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, NOVEMBER 8, 1902.

NO. 8



The Organization of Ti-Ki Club No. 10.

This interesting event occurred on Saturday evening, November 1st, at Hotel English, Indianapolis, Ind. No. 10 is composed of the officers, representatives and heads of departments of the Indianapolis Hardware Company. Twenty-eight members were enrolled.

The indications are that No. 10 will be one of our most active and progressive clubs. The idea of practical co-operation, and working together in harmonious lines, is thoroughly appreciated by every member, and in fact, has been in force in their organization for a long time.

Many good after-dinner talks were given by those attending, and it is evident that it will not be a very difficult undertaking to promote oratory in the new club.

Messrs. Uncle Henry Halladay and W. J. Salvage made speeches, and they made good ones.

Members of No. 1 may well be proud of these orators. A. M. Woodward was present, and in the capacity of toastmaster, did the honors for the house.

No. 10 will appoint delegates to attend our Annual Representatives' Convention.

Congratulations are in order, and communications should be addressed to Mr. Chas. E. Hurlburt, President of Ti-Ki No. 10, care of Indianapolis Hardware Co., Indianapolis, Ind.

Kelley's, Antigo, Wisconsin. I told him I was the man that did it. He said he was up there a few days ago and took quite an order from them and that he told Messrs. Laughlin & Kelley that he had just as good a paint as New Era, and he wanted to institute a paint contest,

and he would go up there and superintend the contest. I told Mr. Drum that if he would be kind enough to let me know when he wanted to hold such a contest I would be there, but if he knew which side his bread was buttered on he would stay out of such a contest, for he didn't have a ghost of a show to win, judging from the composition of both paints. C. M.

Result of the Varnish Contest to November 1st.

The names as they appear below indicate the relative position of the three highest in the varnish contest on November 1st:

- 1—A. R. KELLY,
- 2—A. D. HOAGG,
- 3—F. R. DOUGALL

Mr. F. R. Dougall is a new development in the top notchers in this contest. Mr. Kelly has climbed to the top, while Mr. A. D. Hoagg is a very close second. Mr. F. R. Dougall will have to

keep moving to hold his position as third, as there are several right back of him ready to step into his shoes the minute his gait shows the least indication of faltering.

VARNISH CHAT

PLUG HAT SERIES

No. 10—DIAMOND WHITE ENAMEL VARNISH.

Diamond White Enamel Varnish is an article expressly designed to fill the large demand which exists for a high-class, transparent varnish for use in mixing with zinc or flake white for making white or delicate tints of enamel.

For this purpose it is necessary to have a hard-gum varnish which mixes readily with zinc or flake white, and which is perfectly colorless or transparent, in order that it will not discolor the enamel. To produce such a varnish it is necessary to use the greatest care in the selection of the gum and thinners used in its manufacture, and to watch carefully the different steps in the process of making, in order that it will be absolutely right.

Diamond White Enamel Varnish can be relied upon with perfect confidence, as it is a beautiful, transparent, white, hard-gum varnish, which fills the requirements demanded in a perfect manner. It is extremely elastic and will not allow the enamel to crack or turn yellow with age. It will rub to an egg-shell or dead finish, or may be polished to produce the most beautiful and lasting piano finish. Keep Diamond White Enamel Varnish constantly before you, and recommend it strongly to practical painters and dealers as an absolutely reliable and thoroughly tested and aged transparent varnish for use in making white or light shades of enamels. There is a good demand for a varnish of this character, and our price is very moderate

for such a high-grade article. *Directions for use:* Every practical finisher understands how to build up an enamel surface with undercoats of white lead. Then two or more coats of zinc mixed with Diamond White Enamel Varnish. He should then apply a finishing coat of varnish mixed with about one pound of zinc to the gallon. If an egg-shell or flat finish is desired, rub with pumice stone and water. To obtain a high polished surface the last coat should be rubbed first with pumice stone and water, and then with rotten stone and water.

Take Hold and Lift.

Not a Ghost of a Show.

Last week Mr. Drum called my attention to the fact that he presumed I was the man that put some of our paint in at Laughlin &

Program.**Acme House of Representatives.****First Day.**

December 15th.

Forenoon.

Reception of Representatives—9 to 12 o'clock

Lunch in Convention Hall at 12

Afternoon.

G B PULFER, Chairman

Convention Called to Order at 1 o'clock

Roll Call.Greeting—1 05 - - Wm L. Davies, President.
ResponsesNorth—1 15 - - C. Mehlig
South—1 20 - - C. F. Elliott
East—1 25 - - I. D. Wilson
West—1 30 - - A. D. Hoagg

Rules of Convention—1 35 - - Chairman

Facts of 1902 and Figures for 1903—1 40

Discussion—2 15 - - A. M. Woodward

Complaints and Suggestions—2 45

General Discussion—3 30 - - Thomas Neal, Secretary.

Adjournment at 4:30.

Second Day.

December 16th.

R M BILLINGS, Chairman

Forenoon.

Convention Called to Order at 8 30.

Roll Call.

Business Conversation—8 35 - - G B Pulfer

Discussion—9 00 - - C. F. Elliott

Prices for 1903—9 15 - - A S Dougall.

Discussion—9 45 - - A. D. Hoagg

Advertising for 1903—10 00 - - S A Jewell

Discussion—10 30 - - A. M. Woodward

General Discussion—10 45 - - Thomas Neal, Secretary.

Adjournment at 11:30.

Lunch in Convention Hall at 12

Afternoon.

H. H. HALLADAY, Chairman

Convention Called to order at 1 o'clock

Roll Call.

My Territory—1 05 - - A. M. Woodward

Discussion—1 30 - - C. F. Elliott

My Outfit—1 45 - - A. D. Hoagg

Discussion—2 05 - - A. R. Kelly

The Painter—2 20 - - W. Joy

Discussion—2 40 - - A. M. Woodward

Criticisms—3 10 - - Thomas Neal, Secretary.

Discussion—3 30 - - A. M. Woodward

Standard Goods and Standard Prices—3 45

Discussion—4 05 - - H. C. Crier.

General Discussion—4 15 - - A. M. Woodward

Adjournment at 4:30.

The balance of the program will be published in the next issue.

The First Third-Degree Member of the Acme Plug Hat Club.

A. R. KELLY

When you meet Mr. Kelly at the Convention in December, you may note that his usually bright and cheery smile will have expanded into a veritable sunburst. If you will look at his watch-fob the reason will be explained. There will be two bars there, and they will indicate that he is a third-degree member in the Acme Plug Hat Club.

The record for sales of Davies' Liquid Wood Filler for the month of October shows that he has won the contest by having twenty-eight points to his credit. He had two close competitors. Congratulations are in order.

Same Old Story.

White City, Kans., Oct. 30, 1902

Acme White Lead and Color Works.

Dear Sirs:—There are four firms handling paint here, but the "New Era" beats them all.

Yours respectfully,

L. WEEKS

Bristol Display Stands.

Let each representative make up his mind to place at least one of those Bristol Display Stands, about which we have been notifying you for so long, and it will not be necessary to again call your attention to them.

We consider the new coach color labels, samples of which have been sent you this week, a great improvement over the old ones. They are neater, plainer, and give a stock of these goods a much handsomer and more attractive appearance.

Our General Distributors.

California
W. E. Little Paint Co., Los Angeles
Domestic Oil Co. San Diego
Colorado
W. A. Hoover & Co., Denver
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., Ottumwa
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, Walther, Gates & Hdw Co., St. Paul
Mississippi
Lee Richardson & Co., Vicksburg
Montana
Ellis Paint Co., Butte
New York
Buffalo Glass Co., Buffalo
Buhans & Black Co., Syracuse
Jno. L. Thompson, Sons & Co., Troy
North Carolina
Burwell & Dunn Co., Charlotte
Hart-Ward Hdw Co., Raleigh
Ohio
Loew Hardware Co., Cleveland
The Alfred Vogeler Drug Co., Cincinnati
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. Co., Bloomsburg
Hardware Co., Hanover
& Co., Pittsburg
Phelps-Straw & Co., 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 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

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

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VOL. IV.

DETROIT, MICHIGAN, NOVEMBER 15, 1902.

NO. 9

Of Interest to the Ladies.

Don't forget to tell your wife that the Annual Ti-Ki Banquet, which will occur at the Cadillac Hotel on Thursday evening, December 18th, is not a stag affair. If they wish to become familiar with the secret workings of the order, this will afford them an opportunity to do so, and they will be most welcome.

Don't wait until the last minute to send in any suggestions you may want to have discussed at the Convention. The earlier these are in, the better opportunity we shall have to consider them properly. If left until too late, there may not be time to give them the attention that you may wish.

We must remind our representatives again that it is *absolutely necessary* that the approximate amount of the order be given on each duplicate of an order turned in to a distributor in the place on the order sheet provided for that purpose.

Annaville, Pa.,

Oct. 31, 1902.

Gentlemen.—

Please ship at once, to finish this job, 1

gallon each, No. 126 and No. 1, New Era High-Grade Paint. This man is highly pleased with this paint and I expect to sell him another order for other houses. He

has plenty of houses, but is not too free with his tenant houses. Please ship the above goods on Saturday so that they will reach me as soon as possible. He has been growling about waiting, but since paint is here he is highly pleased with the goods.

VARNISH CHAT

PLUG HAT SERIES

No. 11—EXTRA PALE HARD OIL FINISH.

The term "Hard Oil Finish" has become, by virtue of long usage, a permanent brand with the trade. Every varnish maker offers one or more qualities of Hard Oil Finish because there is a demand for varnish under this name, which cannot be filled with goods bearing a different designation. Our Extra Pale Hard Oil Finish is an ideal varnish for inside use. We deserve to build an enviable reputation on this line, because in the many and severe tests which we have made with it, as against the leading brands on the market, we have had gratifying proof that our goods not only "stood up" better, but were in every respect superior to the best grades of Hard Oil offered by our competitors. By this we mean just what we say. Extra Pale Hard Oil Finish is an article of superior merit, when compared with the best that the market affords. It flows better, dries harder, has more body, greater lustre and is very much lighter in color. In addition, it will rub and polish far better than any of the standard brands. This is important, as a rubbed or polished surface on woodwork, etc., is very popular, and in fine residences more Hard Oil is rubbed nowadays than is left in the gloss. Extra Pale Hard Oil Finish will not "rub up" in rubbing, nor will it crack or check. In fact, we know that we have in this varnish just as fine a Hard Oil as can possibly be made. We are proud of it, but we wouldn't be if it had a peer. There being no peers, we hope that you will place a case or more of Extra Pale Hard Oil Finish with every dealer in your territory. They are not averse to buying good varnish at an inducive figure, and we offer this article at a price which is lower to both the jobber and retailer than that secured by some of our most active competitors for their best quality Hard Oil. Our quality is better and our price is lower.

Take Hold and Lift.

Please give this your immediate attention, and oblige,

Respectfully yours,

JOE A. SMITH.

From One Who is in Position to Know.

Bloomington, Mich., Nov. 4, 1902.

Gentlemen:—I can honestly say that your paint is the very best prepared paint I ever used. The first I ever used was on James Rhode's house three years ago.

used it on four jobs that season. They all look exceedingly well yet.

D. R. TUCKER.

Odds and Ends.

We have still on hand the following stock of Specialty Brushes, Pumice, Rotten Stone and Reno's Umber Filler which we would very much like to be rid of:

75 dozen 1-inch Specialty Brushes.

65 dozen 1½-inch Specialty Brushes.

2715 lbs. Reno's Umber Filler.

400 lbs. Rotten Stone.

340 lbs. "A" Selected Lump Pumice.

75 lbs. B. C. Lump Pumice.

Remember that we must have a clean slate at Convention time.

From Practical

Painters.

Saugatuck, Mich.,

Nov. 6, 1902.

Gentlemen:—We received a can of your paint last fall and gave it a good trial. This season

we obtained and painted two cottages, and have become convinced your "Acme" is close to perfection.

J. DOUB & SON.

THOUGHTS

November 15, 1902

Program.

Acme House of Representatives.

Third Day.

December 17th.

Forenoon.

A. D. HOAGG, Chairman.

Convention Called to Order at 8 30.

Roll Call.

Development of Special Lines—8 35
The General Mfg. Trade—8 35 - I. W. Connor
Discussion—9 00
The Railroad Trade—9 15 - B. E. Brown
Discussion—9 35
The Carriage Mfg. Trade—9 30 - R. S. Brown
Discussion—10 10
The Furniture Mfg. Trade—10 25 - Frank Neal
Discussion—10 45
General Discussion—11 00

Adjournment at 11:30.

Lunch in Convention Hall at 12.

Afternoon.

C. F. MCCAULEY, Chairman.

Convention Called to Order at 2 00

Roll Call.

Profits vs. Sales—2 05 - G. B. Pulfer
Discussion—2 30
Slow Sellers—2 45 - Wm. L. Davies, President
Discussion—2 55
New Era Varnishes—3 10 - Winner of Contest
Discussion—3 50
Working on Saturday—3 05 - Dan Davies
Discussion—3 25
General Discussion—3 40
Demonstrations—4 00

Adjournment at 4:30.

Fourth Day.

December 18th.

Forenoon.

F. R. DOUGALL, Chairman.

Convention Called to Order at 9 00.

Roll Call.

Greeting to Visitors—9 05 - Thomas Neal, Secretary
Responses—9 30 to 10 00
Trip Through Factories—10 00 to 11 30

Lunch in Convention Hall at 12

Afternoon.

C. F. ELLIOTT, Chairman.

Convention Called to Order at 1 00

Roll Call.

The Plant and Products of Acmeville—1 00
The Plant—1 30 - Thomas Neal, Secretary
Raw Materials—1 30 - G. B. Pulfer
Manufacturing Facilities—2 00 - Frank Neal
The Finished Product—2 30 - Wm. L. Davies, President
Marketing the Product—3 00 - A. M. Woodward
General Discussion—3 30

Adjournment at 4:30.

Ti-Ki Banquet at the Cadillac in the Evening.

Fifth Day.

December 19th.

Forenoon.

E. R. HOAG, Chairman.

Convention Called to Order at 9 00.

Roll Call.

Working With the Distributer—9 00 - F. R. Dougall
Discussion—9 30
The Distributer's Stock—9 45 - C. F. Elliott
Discussion—10 15
The Outlook—10 30 - Thomas Neal, Secretary.
Comments and Suggestions from Distributers
Present—11 00

Adjournment at 11:30.

Lunch in Convention Hall at 12.

Afternoon.

O. R. ELLIS, Chairman.

Representatives' Program—1 00 to 2 30
Factory Program—2 30 to 4 00
Closing Exercises—4 00 to 5 00
Employees Reception in the Evening.

Sixth Day.

Forenoon.

The officers and managers of the company will be at the general offices to meet representatives of our distributors socially, or upon business matters, from 9 00 to 12 00, after which they will accompany delegates to Cadillac Hotel, where a farewell luncheon will be served.

Members Acme Plug Hat Club.

Admitted

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 Pl's' Col
S. W. Newell, Oct. 1, 1902, W. and I. Paint

SECOND DEGREE MEMBERS.

Alf R. Kelly, Sept. 1, 1901, Master Pl's' Col
H. L. Wilson, Feb. 1, 1902, Household Paints
I. D. Wilson, May 1, 1902, Neal's Enamels
Neal's B-T Ens.

THIRD DEGREE MEMBERS

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

Our General Distributers.

California

W. E. Little Paint Co.,
Domestic Oil Co.,

Los Angeles
San Diego

Florida

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

Jacksonville
Tampa

Georgia

Bush Hardware Co.,
Neal-Millard Co.,

Columbus
Savannah

Illinois

Geo. E. Watson Co.,
Culbun, Birks & Co.,

Chicago
Peoria

Indiana

Indianapolis Hardware Co., Indianapolis

Iowa

Sackels, 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

I. N. Brunswick & Co., 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
Burhans & Black Co., Syracuse
Jno. L. Thompson, Sons & Co., Troy

North Carolina

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

Ohio

Loew Hardware Co., Cleveland
Smith Bros. Hdwe. Co., Columbus
Notion Paint & Hardware Co., Toledo

Oklahoma Territory

Alexander Drug Co., Oklahoma City

Oregon

F. E. Beach & Co., Portland

Pennsylvania

H. B. Sample & Sons, Easton
Moyer Bros., Bloomsburg
J. C. T. Co., Hanover
J. C. T. Co., Hardware Co., P. A.
P. S. & Co., P. A.
Phipps-Straw & Co., W. A.

South Carolina

Murray Drug Co., Columbia

Tennessee

Fritts & Wiehl, Chattanooga
Van Vleet 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

Thoughts

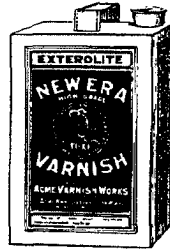
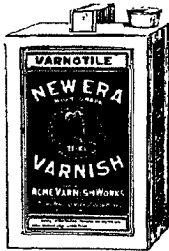
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Devoted to Matters of Interest to Our Representatives.

VOL. IV.

DETROIT, MICHIGAN, NOVEMBER 22, 1902.

NO. 10



VARNISH CHAT

PLUG HAT SERIES

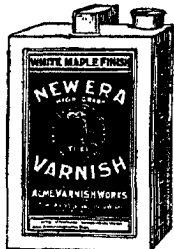
No. 12—PALE DURABLE COACH.

Good varnish is made, not born; and it requires a thorough knowledge of varnish oils and gums, and great care in their choice and preparation in order to produce varnish which is really *good*. Our varnish makers possess this knowledge and exercise this care in the selection of raw materials.

Besides this, each line is properly made, filtered, tested and aged before being sold. Do not assume that all varnish makers are equipped with modern and up-to-date facilities as extensively as ourselves, for we have one of the finest varnish plants in the country. In our Pale Durable Coach we offer the trade the advantages which modern appliances and skilled labor, combined with an intimate knowledge of the requirements demanded, naturally carry with them. Pale Durable Coach is a high-grade coach varnish. It is extremely brilliant, elastic and durable. It is for use on all exposed surfaces, such as front doors, store fronts, window sills and any or all surfaces subjected to moisture, or severe outside exposure. While not as pale in color as Exterolite or Neptulite, it is an exceptionally good article for use under the same conditions where price is an object. Pale Durable Coach will please your trade.

The question of mere satisfaction is not considered in this line. It is a question of getting *better* varnish for a popular price, and a varnish that will, under any and all conditions, give finer satisfaction to the dealer, painter, architect and consumer than any other varnish of this character offered at the same price by any of our competitors. We make these claims with the knowledge that Pale Durable Coach will have to bear them out. It will do it. Do not hesitate in recommending this varnish. There is an active demand for a good coach varnish in all parts of the country. We hope to make Pale Durable Coach one of our best sellers, and naturally rely upon you to accomplish this result.

Take Hold and Lift.



The Woes of the Woe-Be-Gone.

(The Troubles of a Stock Clerk)

The stock clerk sat on his high-legged stool,
His mind was clear, collected and cool,
But not because he was free from care,
How could he be while over there,
Behind those cases and in his way,
"Miscellaneous goods" were there to stay.

He leans on his desk and looks over the lists,
Not a can sold this week, though each week he
Insists
Through the columns of THOUGHTS that this stock
be reduced,
Each salesman is called on, but what is the use?
They don't seem to mind that these cans never shift,
They fail in our motto to "Take Hold and Lift"

He has now come to hope in sheer desperation,
That we'd offer a plug hat in a star competition,
And thus put up a prize for some salesman to win,
Though to call on cheap trade 'tis surely a sin
So here's his reward, it's proclaimed near and far,
The man who sells most: get's a Ti-Ki cigar.

The stock of miscellaneous goods, as
shown in bulletin No. 148 sent you to-day,
should be totally cleaned out before you
come in to the Convention. The offer of
the stock clerk is open to all. The man
who sells the most of this stock (in dollars
and cents) before Convention time, smokes
an elegant (?) Ti-Ki cigar.

Good for "Spatters."

I called on the Hubbell & Ward Company, Bridgeport, Conn., last week and found Mr. Hubbell reading SPATTERS. As soon as I entered the door my reception was, "Hello! SPATTERS." The result was, I had the pleasure of selling him Neal's Enamel, Neal's Bath Tub Enamel and Neal's Interior Enamel. Hope you will keep on distributing SPATTERS, as it is doing lots of good.

H. C. C.

Varnish Contest to Nov. 19.

Just one more week in which to decide this contest, and those at the top of the list are so close together that we would not venture a guess on the winner. The three top-notchers are:

A. D. HOAGG,
A. R. KELLY,
F. R. DOUGALL

Suggestions for discussion at the Convention are coming in fairly well. If you have anything you wish "aired" don't wait until the last minute to send it in.

When you register at the Cadillac Hotel, where many of our representatives will stop during the Convention, place the word "Ti-Ki" after your name.

Following are the names of delegates who will represent Ti-Ki clubs at our Convention. We wish our representatives to note them carefully, and be prepared to join us in extending our guests a cordial welcome.

Delegates will also be received from clubs not mentioned below, but as their names have not as yet come to hand, we are not prepared to announce them, but will do so in a subsequent issue of THOUGHTS:

Ti-Ki Club No. 2.

Colburn, Birks & Co., Peoria, Ill.

Mr. C. F. Reichardt,
Mr. W. D. Chase.

Ti-Ki Club No. 4.

Smith Bros', Hardware Co., Columbus, Ohio.

Mr. W. C. Jaynes,
Mr. D. E. Mooney.

Ti-Ki Club No. 5.

Hackett, Walther, Gates Hardware Co., St. Paul, Minn.
Mr. W. C. Walther
Mr. Frank Maley.

Ti-Ki Club No. 6.

Logan-Gregg Hardware Co., Pittsburgh, Pa.

Mr. Jacob Lang,
Mr. W. H. Parke.

Ti-Ki Club No. 8.

Robinson Bros. & Co., Louisville, Ky.
Mr. H. E. Pfingst,
Mr. Joseph Wanless.

Ti-Ki Club No. 10.

Indianapolis Hardware Co., Indianapolis, Ind.

Mr. Chas. E. Hurlbert,
The Geo. E. Watson Co., Chicago, Ill.

Mr. C. W. Payne,
Mr. C. W. Burdick.

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'ters' Col
S. W. Newell... Oct. 1, 1902... W. and I. Paint

SECOND DEGREE MEMBERS.

Alf. R. Kelly... Sept. 1, 1901... Master P'ters' Col
H. L. Wilson... Feb. 1, 1902... Household Paints
I. D. Wilson... May 1, 1902... Neal's Enamels
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
Domestic Oil 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. 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

L. N. Brunswick & Co., New Orleans

Maryland

Carlin & Fultor, Baltimore

Massachusetts

E. & F. King & Co., Boston

Minnesota

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

Mississippi

Lee Richardson & Co., Vicksburg

Montana

Elfts Paint Co., Rutte

New York

Buffalo Glass Co., Buffalo
Burhans & Black Co., Syracuse
Jno. L. Thompson, Sons & Co., Troy

North Carolina

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

Ohio

Loew Hardware Co., Cleveland
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., Hanover
Hardware Co., Pittsburg
& Co., Reading
Phelps-Straw & Co., 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 & 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, NOVEMBER 29, 1902.

NO. 11

VARNISH CHAT

PLUG HAT SERIES

No. 13--NEOTERIC LIQUID DRYER.

The word "Neoteric" means new, recent in origin, or modern. The name is therefore very appropriate for Neoteric Liquid Dryer, as this article is distinctly modern and up-to-date. We believe in economy. So do painters. If they can secure a dryer which possesses double the strength of any of the dryers carried by the local dealers, and the cost is not much higher, they are going to use it. They can save money by it. One gallon of Neoteric to twenty gallons of oil is sufficient to dry the paint thoroughly. The proportion of *ordinary* dryer used is about one gallon to every ten gallons of oil. Neoteric Dryer is strong first, last and all the time. It is the strongest, safest and most reliable dryer we or any other firm can make. Cheap dryers cause the paint to curdle or separate; often cause it to crack or peel, especially if very much is used, and it is necessary to use a good deal to produce the desired drying qualities. Neoteric Liquid Dryer, on the other hand, mixes readily with oil, will not cause cracking or peeling and aids the working properties of the paint. It is clear and absolutely free from harmful adulterants so injurious to good paint. It may be used under any climatic conditions and the painters can rely upon perfectly satisfactory results being obtained where it is used. It is absolutely uniform and suitable for drying oil, oil paints, varnishes or for painters' use generally. In short, Neoteric is a *perfect* dryer, and the many good points mentioned here should arm you with all the arguments necessary to place the goods very freely. We hope for a large increase in business on Neoteric Liquid Dryer during the coming year.

You have a "good thing" here, and if properly pushed there is no doubt but what the painters will take hold of this line and call for Neoteric in preference to any other dryer on the market. A little higher in price, but much cheaper in the end. Read the attached slip with care.

• • •
Take Hold and Lift

Some of the New Faces at Our Convention This Year.

The gentlemen, whose portrait cuts appear below, are all acquisitions to the corps of Acme representatives made during the year of 1902. We feel assured that they will be extended a hearty welcome by their co-workers.



CAPT. WM. D. NEAL,
Marine Department



FRED MATHESON,
Illinois



W. J. SELVAGE,
Indiana



GEO. M. WEIR,
Assisting C. F. Elliott

In answer to bulletin No. 139 allow me to congratulate you upon your new coach and car color label. It is a decided improvement, and one that, I think, will result in an increased sale of the goods

A. R. K.

Members Acme Plug Hat Club.

	Admitted	Context
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	Giant Floor Paint
H. P. Torrance	June 1, 1902	N. C. P. and T. D.
H. C. Gater	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
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
THIRD DEGREE MEMBERS		
Alf. R. Kelly	Nov. 1, 1902	Davies' L. F.

The Acme House of Representatives

will be in session

this year during the week of

December 15 to 20, inclusive.

Our General Distributors.

California	
W. E. Little Paint Co.	Los Angeles
Domestic Oil 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, Burks & Co.	Peoria
Indiana	
Indianapolis Hardware Co.	Indianapolis
Iowa	
Sickels, Preston & Nutting Co.	Davenport
W. H. Turbert	Dubuque
J. W. Edgerly & Co.	Quincy
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, Walther, Gates & Co.	St. Paul
Mississippi	
Lee Richardson & Co.	Vicksburg
Montana	
Ellis Paint Co.	Butte
New York	
Buffalo Glass Co.	Buffalo
Burhans & Black Co.	Syracuse
Jno. L. Thompson, Sons & Co.	Troy
North Carolina	
Burwell & Dunn Co.	Charlotte
Hart-Ward & Co.	Raleigh
Ohio	
Loew Hardware Co.	Cleveland
Smith Bros. Hardware 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.	Hanover
Hardware Co.	
& Co.	
Phelps-Straw & Co.	
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 Hardware 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.

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VOL. IV.

DETROIT, MICHIGAN, DECEMBER 6, 1902.

NO. 12

VARNISH CHAT

PLUG HAT SERIES

No. 14—GENERAL REMARKS.

We have now been making and energetically pushing New Era Architectural Varnishes since January 1st, 1902. The results have been very satisfactory and encouraging. Our sales during this period have proven that high class varnishes, such as we are making, are prime favorites with the trade. This is because the quality of New Era Architectural Varnishes appeals to the heart of the first-class practical painter and finisher. Practical finishers know a great deal about the working qualities of varnish, and are in a position to judge of its merits. New Era Varnishes suit these men, and suit them, on the whole, far better than any other line of varnishes on the market. A finisher knows that he cannot learn how to apply varnish to the best advantage in a week or a month, and he is quick to appreciate that it takes time to learn *to make* varnishes, to test them, age and ripen them so that they will possess the richest tone, the best lustre, the greatest elasticity and durability. Our varnish makers have made this a study for years. They are thoroughly experienced and competent. Our factory, as you know, is justly claimed to be the best equipped in the country. We have taken up the varnish question with great care and given the subject a great deal of study. The result is a line of varnishes which holds the same relative position in the varnish market that New Era Prepared Paint holds in the paint market. We have the greatest confidence in this line, because we know that each item is all *right*. If they were not right we would not rest until we had made them so. We aim to make and sell the best varnishes that can possibly be made at any price. We are selling them at prices which are very reasonable, quality considered. It is up to you to make New Era Architectural Varnishes the most popular line of varnishes in the market with the jobbers, retailers and consumers. In this we wish you great and unqualified success.

. . .



James Dougall



Ralph H. Neel



J. W. Berry



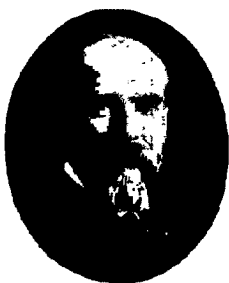
J. W. Jones



J. V. Stout

Some more new faces that will appear at our Convention.

Result of Competition on New Era Architectural Varnishes.

A. D. HOAGG,
Winner of 1st prizeA. R. KELLY,
Winner of 2d prizeF. R. DOUGALL,
Winner of 3d prize

Our records indicate as a result of this competition, which commenced on Aug. 18th and closed on Nov. 29th, that Mr. A. D. Hoagg is entitled to first prize, consisting of a membership in the Acme Plug Hat Club and a check for \$20; Mr. A. R. Kelly, 2d prize, \$10; Mr. F. R. Dougall, 3d prize, \$5.

We congratulate these gentlemen upon their earnest and successful efforts, and the manner in which they have Taken Hold and Lifted on this proposition.

C. Mehlig is Now a Member of the Acme Plug Hat Club.



C. MEHLIG

The representative making the highest number of points in monthly competition for the six months ending December 1st is entitled to a membership in the Acme Plug Hat Club, and in case that the one making such a record is already a member it is to go to the next highest. As a result of these conditions, Mr. Mehlig is entitled to be represented in the ranks of our representatives' exclusive association, and shall be expected to wear his silk tile at our Convention.

Mr. Mehlig has our congratulations, and will undoubtedly be welcomed heartily by his fellow members, and we assume at the coming gathering will be properly initiated.

Competition for November.



S. W. NEWELL

Sam has been "putting his best foot forward" at a pretty lively pace this fall in the matter of competitions. Our representatives will recall that he was admitted to membership in the Acme Plug Hat Club as result of the September competition on Wagon and Implement Paint. Now he wins a second-degree membership as result of competition on New Era in November. This is certainly taking degrees at a rapid rate. Sam was an "infant" at our Convention in 1901, but he evidently absorbed ideas at that time, which he has put into practice very successfully.

We know he will bear his honors with becoming modesty.

An Excellent Testimonial to Preserve.

Jay B. Jenkins, a practical painter in Lost Nation, Iowa, advises us to the effect that his attention was called to our New Era Prepared Paint a short time ago by our dealer at that point, and, after giving the goods a thorough test, he has concluded that New Era is far superior in every respect to the goods he has been using for the past three years, viz., Heath & Milligan's.

The next issue of THOUGHTS will appear January 10th, 1903.

I have received the gold link for watch fob, for which many thanks. I shall wear same with as much pride as though I were a battle-scarred veteran returning from the field of war, decorated with medals for bravery displayed.

A. R. K.

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Members Acme Plug Hat Club.

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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. R. 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.
	Nov 1, 1902 .. New Era H. G.

THIRD DEGREE MEMBERS

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