

# PERMANENT PAINTS

**THE MOORE LINE** of Paints and Varnishes is a Line of Real Quality Goods and they are being Specified by Canada's Most Prominent Architects—

## IRONCLAD PAINTS

For metal surfaces, exposed and encased, composed of the best pigments, pure oxidized linseed oil, specially prepared. Iron Clad Paint makes a perfect surface, expanding and contracting with the metal without breaking. They are a prevention against corrosion of all iron clad surfaces.

## CEMENT COATING

is the most scientific and practical coating in use for the treatment and decoration of all concrete, cement, stucco, plaster or brick surfaces, both interior and exterior. It is thoroughly waterproof, dries quickly, and becomes hard as stone. Moore's Cement Coating will not peel, scale or rub off.

## MURESCO

is the acknowledged high-class wall finish. Possesses the merits necessary for the finest decorations. It is made in white, sixteen tints and sixteen colors. Under ordinary conditions one coat is sufficient, although another can be applied, consequently it is very economical. Muresco is absolutely sanitary.

## MOORAMEL

A perfect flowing, easy working enamel with great covering capacity, interior and exterior use. Does not set quick or show laps. Makes a permanent and beautiful finish, and can be washed frequently, water having no effect upon it. Mooramel is white, and does not discolor with age.

## IMPERVO BRAND VARNISH

Exterior spar,\* the highest grade of finish for exterior use, is pale in color, dries dust proof in 8 hours. IX. Preservative, really an interior spar, has great durability and toughness, will not scratch or mar white. XX. Rubbing and Polishing. Made expressly for the finest cabinet work, etc.

## SANI-FLAT

is a durable oil Paint that produces a dead, flat finish, smooth and soft as velvet. It is sanitary, unfading and extremely durable and economical. Sani-flat is especially adapted for wall painting, as it produces the soft, beautiful effect of water colors. Used for all classes interior painting and decorating.

**BENJAMIN  
MOORE & CO.**  
Limited

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