

way; and we believe that we offer a better paint at a given price, than can be procured from any other source.

Another important consideration to which we call special attention is the fact that in offering our Paints we do not ask consumers to try doubtful experiments for our profit. More than one hundred thousand houses stand at this writing, throughout the United States and Canada, painted with our Ready-Made Colors, and among all the owners of these, there has not been in a single instance reasonable ground for complaint. After all these years of experience, test and practice, we confidently assert that one painting with our paints is the equivalent in every respect of two paintings with colors made of the best white lead. We do not claim any new chemical combination or great scientific discovery. The colors we ask you to buy are simply old fashioned oil paints, produced from the same materials which have been used since the inception of the art of painting, and which will continue in use so long as wood shall be a component part of our dwellings. Nor are these paints untried. They have been subjected to weather influences in comparison with colors produced by staining pure white lead with the ordinary colored paints in use, such as umbers, siennas, etc., and our colors have, in every instance, resisted longer the effect of light, heat and moisture.

In closing this exposition of what we believe to be the truth in respect to the merits of our paints, we desire especially to call attention to the following:

First, to the fact that although the materials we offer are not new (but as old as the art of painting), the combinations and form under which we present them is peculiarly our own, and is dissimilar to anything ever before attempted.

The colors are the result of many years of careful experiment and observation, backed by a thorough knowledge of the nature and composition of the various pigments and their peculiar properties when used by themselves, or in combination with others.

We claim to make the most economical and most durable paint which can be obtained by any means and at whatever cost; and we most respectfully request all who may use our paint to try in comparison with it—letting