

**Plain Facts Concerning Paint.**

The fact cannot be too forcibly impressed upon the minds of all users of paint, that good results can only be produced by the use of good material. The main expense in painting is not in the cost of the paint, but in the cost of labor and oil; and it requires more labor and more oil to apply inferior paint than to apply the best that can be obtained.

It costs as much to mix inferior and worthless paints and prepare them for the market as it does to produce the purest and best that can be obtained. The difference in cost is entirely in value of the ingredients used. The covering capacity of adulterated paints and their durability is equal to one-third that of pure goods. It is, therefore, poor economy to pay for three cans of trashy paints when one can of pure paint, from a reliable manufacturer will better answer the purpose, save labor, and give infinitely more satisfaction, and present unfading and beautiful results. There are many painters who are under the impression that they can tender low prices for work and make their profit by using inferior paints. This is a popular mistake, and many consumers of paint indulge in it. We repeat, that it requires more of the painter's time to brush out poor paint, that it falls short in its covering capacity, and falls in every instance in giving satisfaction.

We observe that a growing demand exists for "ready mixed paints," and these goods are fast taking the place of the old, unreliable method of buying the ingredients and mixing them by hand. These liquid paints, mixed by machinery and prepared ready for use, requiring no manipulation other than stirring with a stick, are put up in all-sized packages, and colored in every shade, and are undoubtedly a great convenience. We are satisfied these paints will become very popular, and be used to advantage where white lead was formerly in use. There is nothing that we know of to prevent this innovation unless it is that many manufacturers put up shoddy goods, and thus destroy the confidence that the consumer would otherwise have in this class of paint.

We can vouch for the quality of one brand of liquid paint brought before our notice, and we look forward with pleasant anticipation to the time when this brand will come into general use, to the exclusion of all inferior articles.

Although a very good paint has been obtained for many years from oxide of iron, it is only recently that it has come into popular favor. Speaking of the value of iron as a substitute for lead or other bases in paint, the highest French authorities say: "This product possesses all the good qualities of lead without any of its inconveniences. It is a rich brown color and mixes perfectly with linseed oil. Under equal circumstances, it covers 150 per cent. more than lead, and is a better protection against oxidation." A valuable mine of this oxide of iron has been found at St. Malo, in the Province of Quebec, and is worked by the William Johnson Company, who give employment to a great many men. The oxide from this mine contains 92 per cent. of iron and 8 per cent. of hydraulic cement. We consider the Johnson Magnetic Iron Paint the finest article of the kind we ever examined.



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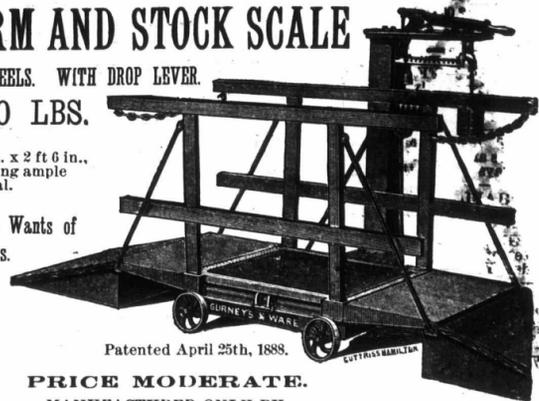
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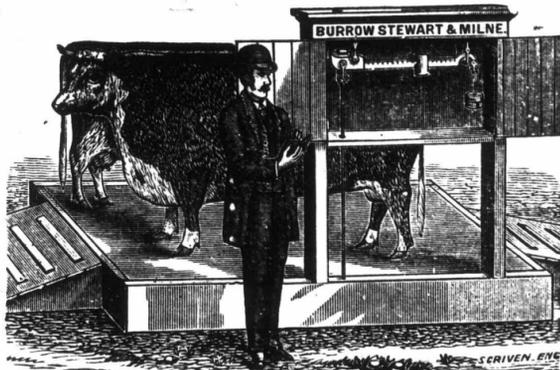
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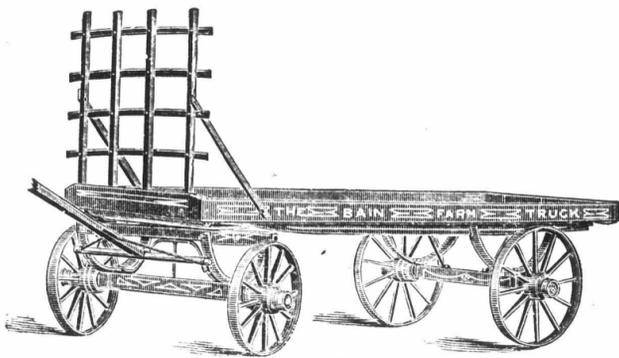
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