





The Paint That Costs The Least

is the Paint that covers the greatest surface—that takes the shortest time to apply—that wears the longest. Martin-Senour "100% Pure" Paint does all three. Here's the proof: "100% Pure" Paint covers 900 square feet of surface per gallon.

Hand-mixed-lead-and-oil, and cheap prepared paints, cover only about 500 square feet.

The greatest cost of painting is for labor. It takes less time to apply Martin-Senour "100% Pure" Paint because its fine, even texture spreads much easier.

MARTIN-SENOUR

"100% PURE" PAINT

(Made in Canada)

is guaranteed to be exactly as represented. The purity of the White Lead and Zinc Oxide—the high quality of the Linseed Oil—the minute fineness of the grinding by powerful machinery—insure a paint that gives years of protection and beauty to your home.

Why use cheap paint—that is expensive to put on—when Martin-Senour "100% Pure" Paint wears nearly twice as long?

If you are painting this year, you'll be interested in our books—"Town and Country Homes" and "Harmony In Neu-Tone". Write for copies—free.

The MARTIN-SENOUR Co.
LIMITED
GREENSHIELDS AVENUE, . . . MONTREAL

This is the style and size of the advertisements used in our big 1917 campaign. Martin-Senour dealer agents are successful merchants—there are openings in a few territories for exclusive agents. Write us to-day.