

*In painting, good results are possible only by the use of good materials ; and the best are always the cheapest.*

A few facts will perhaps serve more fully to illustrate the false economy in using cheap or impure paints than would a volume of argument. Take the well-known article of lamp-black as a familiar example. One pound of pure fine lamp-black, at a cost of 35 or 40 cents, possesses more coloring power, and will cover more surface used by itself, than five pounds of black paint commonly sold in the shops at a cost say of 20 cents per pound ; or thirty cents worth of the pure pigment will realize a better result than will a dollar's worth of the so-called *cheaper* paints ; and the pure paint will retain its intense blackness almost forever, while the cheaper article will, after a brief exposure to the weather, turn gray and soon fall off. What is true of lamp-black is applicable to all pigments, whether white or colored. No one can afford to use impure paints. The best of its kind is always the most economical ; and no consumer should ever purchase a package of paint which does not carry with it the name of some well-known and responsible manufacturer. No matter how great "the skill of the workman may be, good results are obtainable only by the use of good materials."

To remedy the evils which grow out of the common and extreme adulteration of paints, and to save the trouble and loss of time consequent upon the mixing of colors with white, we have adopted the plan of selling *Ready-made Colors*, all of which are tones and tints suitable for exterior, and many of them are equally suitable for interior, house painting. The list, as will be seen by the accompanying samples, comprises twenty different tints and shades of color, and these are produced by the use of such materials as experience has proved to be most suitable for such purpose, reference being had to economy, durability, ease of working, and purity of tone of color.