

**DEVOE
LEAD AND ZINC
PAINT**

Guarantee:

This Paint is put up full measure, and is composed of:

*50% Pure White Lead,
(Carbonate of Lead).*

*50% Pure White Zinc,
(Oxide of Zinc).*

with the proper amounts of:

Pure Tinting Colors.

Pure Linseed Oil,

Pure Turpentine Dryer

and nothing else.

Signed,

F. W. Devoe & C. T. Reynolds Co.

NOTE:—The Dark Colors, most of which are used for trimming purposes and for blinds, are solid colors made from permanent pigments, and therefore cannot be made with either Lead or Zinc.

COVERING CAPACITY.

A gallon of this paint, properly brushed out, will cover 300 square feet, two coats. This paint should not be flooded on to a surface. It should be thoroughly brushed out.

EXAMPLE FOR ASCERTAINING THE NUMBER OF GALLONS OF PAINT REQUIRED FOR A HOUSE.

Width of Front, 40 feet
Width of Rear, 40 "
Length of One Side, 60 "
Length of Other Side, 50 "

100 feet
Multiply by height of house, 30 "

3000 square feet.

One gallon of paint will cover 300 square feet, two coats. Therefore, divide your 3000 square feet by 300, and you obtain the number of gallons necessary to paint your house two coats. In the above example 10 gallons are required.

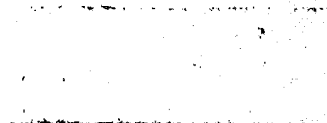
Manufactured by

**F. W. DEVOE & C. T. REYNOLDS CO.
NEW YORK**

CHICAGO
BUFFALO

KANSAS CITY
NEW ORLEANS

MINNEAPOLIS
DENVER



698
Ivory



513
Ohio Stone



509
Cream



516
Manilla



680
Colonial
Yellow



580
Old Gold



533
Tan



610
Seal Brown



536
Dark Brown

N10737

0007-5



617
Light Leather



527
Buff



519
Limestone



530
Greenstone



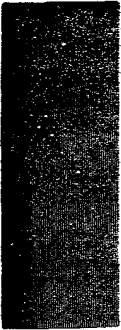
520
Drab



523
Stone



541
Lilac



543*
Permanent
Green



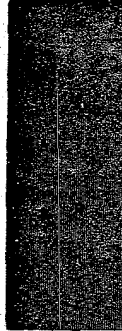
486*
Cherry Red



517
Leather



539
Sandstone



518
Fawn



524
Russet



525
Light Blue



584
Dark Blue



666
Pompeian
Red



587
Indian Red



588*
Tuscan Red



508
Apple Green



612
Pea Green



507
Sea Green



601
Olive Green



581*
Light Green



544*
Dark Green



514
Moss Green



689
Bronze Green



686*
Bottle Green

All higher priced colors are starred, thus *

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508

Apple Green

612

Pea Green

507

Sea Green

601

Olive Green

581*

Light Green

544*

Dark Green

514

Moss Green

689

Bronze Green

686*

Bottle Green

The following "L. & Z." Paints are regular stock, but samples are not shown on this card:

*547—OUTSIDE WHITE

*546—INSIDE WHITE

*548—INSIDE GLOSS WHITE

*585—BUTTERCUP YELLOW

583—BLACK

777—LEAD AND OCHRE PRIMER

888—METALLIC PAINT

555—GRAPHITE PAINT

444—ATRAIMENT PAINT—Black, for all Outside Iron Work

WE ALSO MAKE:

Devoe Varnish Floor Paints For any place you walk on, Inside or Out
Devoe Deck Paints For Piazzas and Outside Steps

Devoe Roman Enamels—High Varnish Gloss for Interior Walls, etc.

Devoe Gloss Carriage Paints

Devoe Varnish Stains For Furniture, etc.

Devoe Velour Finish For Walls, Ceilings, and Woodwork. A Washable Oil Paint that Dries with a Soft, Water-Color effect for all Interior Painting

Devoe Hard Wax Polish For Hardwood Floors

Devoe Polishing Oil For Furniture

Devoe Screen Paint, Black or Green

Devoe Aluminum Paint

Devoe Paint and Varnish Remover

Devoe Beaver Cream Paint and Varnish Remover

Devoe Shingle Stains, Creosote

DEVOE VARNISH—We make Varnish of all kinds. Send for Catalogue

Devoe Pale Interior For First-Class Inside Work

Devoe Vernisite For Outside Work, on Front Doors, Stables, etc.

Devoe Marble Floor Finish For Hardwood Floors

DEVOE BRUSHES—We manufacture all kinds of Paint and Varnish Brushes. Send for our illustrated Brush Catalogue of 168 pages

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DEVON

LEAD AND ZINC PAINT IS

thoroughly mixed and ground by machinery. It needs, however, just as much brains and expert knowledge to apply our paint as it does old-fashioned lead and oil. Therefore, employ the best painter. He will understand these simple directions which are applicable to all good paint:

1.—Stir the paint to an even and creamy consistency. It will be better if you pour the paint from one can to another, back and forth, until it is thoroughly and evenly mixed. Otherwise, you are liable to paint with either *thick paint* which will peel, or with *thin paint* which will cover.

2.—Oil and water will not mix, therefore, do not paint in damp, foggy or frosty weather. The pores of the wood are then full of moisture and oil cannot get into the wood to make an anchorage for the paint. Under these conditions any paint will peel. Therefore, apply paint in dry weather, always allowing time for any moisture to dry out of the woodwork.

3.—It is very unwise to paint in very cold or very hot weather. In cold weather paint will shrivel up in drying. In hot weather the paint is apt to form in drops or tears, after it has been brushed.

on. A

few degrees above or below 70 is the best temperature.

4.—Do not paint on damp, unseasoned, sappy or pitchy wood. This is for the same reason as in Direction 2.

5.—Do not paint over dirty, dusty or greasy surfaces. Soft coal smoke produces a greasy surface. Paint will not hold on to such surfaces and will sooner or later peel off. Such a surface should be washed with soap and water and allowed to dry thoroughly before applying the paint.

6.—Do not prime or apply paint until all *new plastering* is thoroughly dried out. Plastering contains water, and in drying much of the water goes out through the clapping and you have a condition existing the same as in Direction 2.

7.—Do not use a *cheap primer* made of sandy American Oelre, which is often ground in petroleum oil. This is absolutely the worst thing you could do. No paint will hold on to such a primer, and you will soon have your paint peeling off. Use only Devco Lead and Oelre Primer, which is made *only* of the best French Yellow Oelre and White Lead, ground in Pure Linseed Oil.

8.—On new woodwork, first coat all knots and all pitchy and sappy places with Orange Shellac, in order to prevent the pitch from coming

through

the paint later.

9.—On new woodwork apply the priming coat next. We thoroughly recommend our Lead and Oelre Primer.

If you cannot get this, the next best thing is to use the same shade of paint that you are going to use for finishing coat, adding one half gallon of pure raw linseed oil to each gallon of paint used. *This is for priming coat only.*

10.—Putty all seams and nail-holes *after* the priming coat has been applied.

11.—For the *first coat of paint on the primer* add a quart of turpentine to each gallon of paint used.

12.—For the *finishing coat* add one quart of raw linseed oil to each gallon of paint used, but do not add any turpentine.

13.—It is *not economy* to be satisfied with but *one coat of paint on the primer*, and we do not guarantee it under any circumstances. You should always put on *two coats*. If, however, you do put only *one coat on the primer*, you may then add one quart of pure raw linseed oil to each gallon of paint used, but you must not put any turpentine in it.

14.—*Never* use boiled linseed oil in thinning a paint; *always* use pure raw linseed oil. Boiled oil makes the paint crack.

15.—Our paint should be rubbed out well under the brush, and should be spread

evenly.

Use "elbow"

grease." Put on *thin* coats; they will always wear very much longer than thick coats.

Always use a good and proper brush.

16—Never put on a coat of paint until the undercoat is thoroughly dry. You should allow at least a week between coats.

REPAINTING AN OLD HOUSE.

When paint has been on a house for a long time it becomes dead and full of minute cracks. Moisture will then go through these cracks and get under the paint, and this will soon rot out the priming coat. The paint then becomes loosely attached to the woodwork.

If a new coat of paint is applied to this old paint, the new paint, which always shrinks in drying, will pull off the old loosely attached paint, and you will have a case of *paint peeling*.

Note carefully that *all* linseed oil paints shrink in drying. (We are not talking about our paint especially). Therefore *do not blame the new coat of paint* for peeling; put the *blame on the old paint* that has remained on the house too long.

Through many years' experience we can confidently assert that 90 per cent. of all cases of peeling are due to the pulling off of the old loosely attached paint by the new paint.

Before repainting a house the old paint should be carefully examined to see

if it has

become loosely attached. A pen-

knife should be slipped under the old paint in various places,

and if the paint comes off easily in flakes, then something must be done to the house before the new paint is put on.

THE REMEDY

When you find that the old paint is loosely attached to the woodwork, then this *old paint must be removed* before repainting. We make paint burners which are used to remove the coats of old paint.

We also make a brush of steel piano wire set into a wooden handle, which is also used for removing old paint. Old, loosely attached *paint must be removed*. If you do not do so then *no paint* will stay on the building. It will surely peel off.

No. 777

LEAD AND OCHRE PRIMER

Some prejudice exists to-day against ochre as a primer. It has been caused by the putting on the market of cheap, sandy, American Ochres, which are ground in petroleum oil. Such a mixture is the worst material one could use as a primer. All painters know that real French Yellow Ochre makes the very best primer.

Our Lead and Ochre Primer is composed *only* of the best

French Yellow Ochre, finely

ground, together with Pure

White Lead, Pure Linseed

Oil, Pure Turpentine

Dryer, and *nothing*

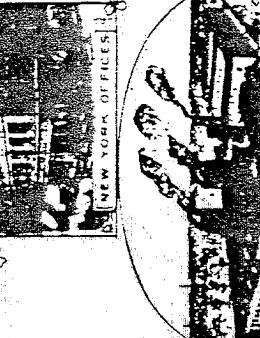
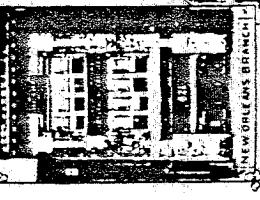
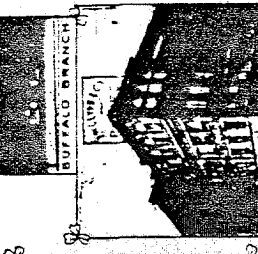
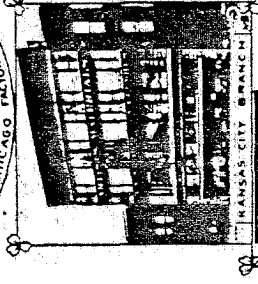
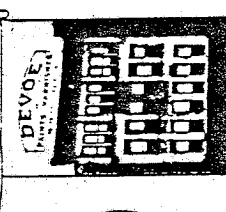
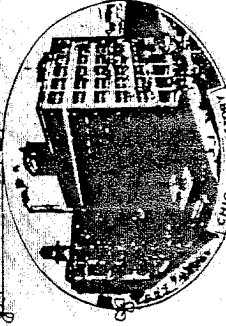
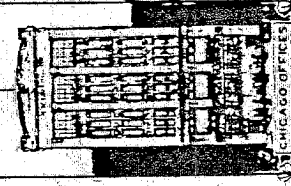
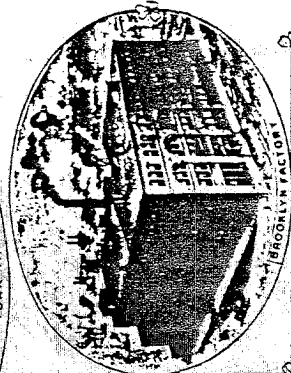
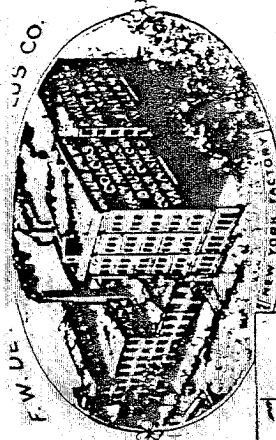
else. This is the

best mixture for

use as a

primer.

F. W. DE
LUS CO.



FOUNDED
1754
IN NEW YORK

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