

— THE —
FOREST CITY PAINT
AND VARNISH CO.,
CLEVELAND, OHIO.

Makers of High Grade
MIXED PAINTS
PASTE PAINTS
GLOSS INTERIOR PAINTS
WHITE LEAD
COLORS
VARNISHES
DRYERS, ETC.

RICHARD BARTH,
WALL PAPER,
Oil Cloth, Window Shades, Etc.

AGENCY
Forest City Paints
and Varnishes.

2475 CENTRAL AVENUE,
CLEVELAND, OHIO.

THE
FOREST CITY
PAINTS

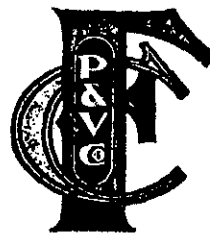
42 COLORS



THE
FOREST CITY PAINT
AND VARNISH CO.,
CLEVELAND, OHIO.

GLD31362

THE
Forest City Paints



THE FOREST CITY PAINT
& VARNISH COMPANY,
CLEVELAND. OHIO.

"FOREST CITY" PAINTS

High Grade In Every Respect

WE use only the purest and best materials in its manufacture, and do not offer it in competition with the ordinary Liquid Paints on the market. For Brushing, Covering, Body, Durability, Finish and Strength of Color it has no equal.

We commend it to practical Painters and to those who have conceived a prejudice against prepared paints, and particularly invite critical and practical tests and chemical analysis, knowing it will result in every claim made by us being fully substantiated. It is not our province or desire to disparage the qualities of Pure White Lead and Linseed Oil, for these materials are ingredients of our paints. We claim that having facilities unexcelled, and the fact that we manufacture in very large quantities, we can produce same at a minimum cost, enabling us to supply Pure Paint ground finer, and more evenly mixed, than can be done by hand, and at a less cost.

The cost of applying any paint is greater than the cost of the materials, and the cost of applying a poor or imperfect paint is as great as that of applying a good one.

For this reason it is economical to use the "Forest City Paint" and secure results that are attractive in appearance, lasting, durable, economical and satisfactory.

Our gallon cans are the standard U. S. gallon, containing 231 cubic inches. Every can full measure.

FOREST CITY PAINTS

MIXED READY FOR USE.

DIRECTIONS

Do not paint in damp or frosty weather.

Stir the paint thoroughly.

Have the surface dry and free from grease and dirt.

Shellac knots and pitchy places and putty seams and nail holes.

Allow ample time for each coat to dry.

If thinning is required, use Pure Raw Linseed Oil for outside work. For inside work use Turpentine only.

Rub out well under the brush.

OUR GUARANTEE

We guarantee that our Forest City Paint will not crack, flake, or chalk off, will work easier, wear longer and show better results generally than other paints, including White Lead and Oil. We hereby agree to furnish Paint to re-paint buildings, if in any instance it is not found to be as represented.

In ordering White Paint, please specify whether wanted for Outside or Inside work.

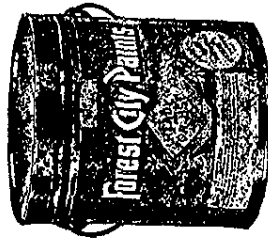
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FOREST CITY PASTE PAINTS

ARE

PURE COLORED LEADS

Finely Ground In Pure Linseed Oil.



Frequently the name of the color is more easily remembered than the NUMBER of same; we have therefore designated each of our colors by name, and have also noted the most desirable Trimming Colors, to be used with the different Body Colors, which will be of service to those who desire harmony and pleasing effects. There are other Trimming Colors than those we have mentioned that will harmonize nicely, and as our range of colors is very complete, almost any desired combination can be obtained.

These colors can be reduced to any desired tint by the addition of our White Paint or shaded with our Black Paint, or some of the Dark Greens, Browns, etc.

As we use only the highest grade of Pure Strong Colors, the variation made in tints or shades will be uniform and true to the original color.

THE FOREST CITY PAINT
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CLEVELAND, OHIO.



DIRECTIONS

Thin with pure Linseed Oil and Japan Dryer.

For Directions for application see directions for Forest City Mixed Paints upon another page of this Color Card.

THE FOREST CITY PAINT
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CLEVELAND, OHIO.

TO ASCERTAIN THE QUANTITY REQUIRED TO PAINT A GIVEN SURFACE.

Add the length, in feet, of the Sides and Ends of the building, and multiply by the average Height. Divide the product by 300, and the result will show the number of gallons ordinarily required of FOREST CITY PAINT to cover two coats where the surface is in good condition.

EXAMPLE.

A building is 50 feet long, 25 feet wide, and 24 feet high. The two sides-100 feet. The two ends-50 feet. Total, 150 feet. Multiply by height, 24 feet-3600 feet. Divide by 300-12 gallons.

THE PAINT IN OUR SMALL-EST CANS IS OF THE SAME QUALITY AS IN THE LARGER PACKAGES.

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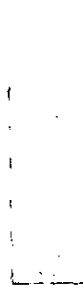
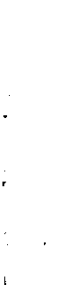
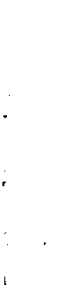
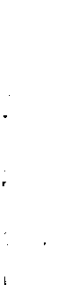
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"FOREST CITY" MIXED PAINTS ARE PREPARED READY FOR USE

TRIMMING COLORS	TRIMMING COLORS
	
336 Sage Green	333 Silk Green
	
434 Neutral Green	167 Apple Green
	
337 Silver Grey	335 Green Stone
	
201 French Grey	320 Maroon Brown
	
103 Grey	315 Olive
	
136 Slate	301 Olive Cream
	
147 Pearl Grey	302 Bronze Green

OUTSIDE WHITE (Gloss)

INSIDE WHITE (Flat)