

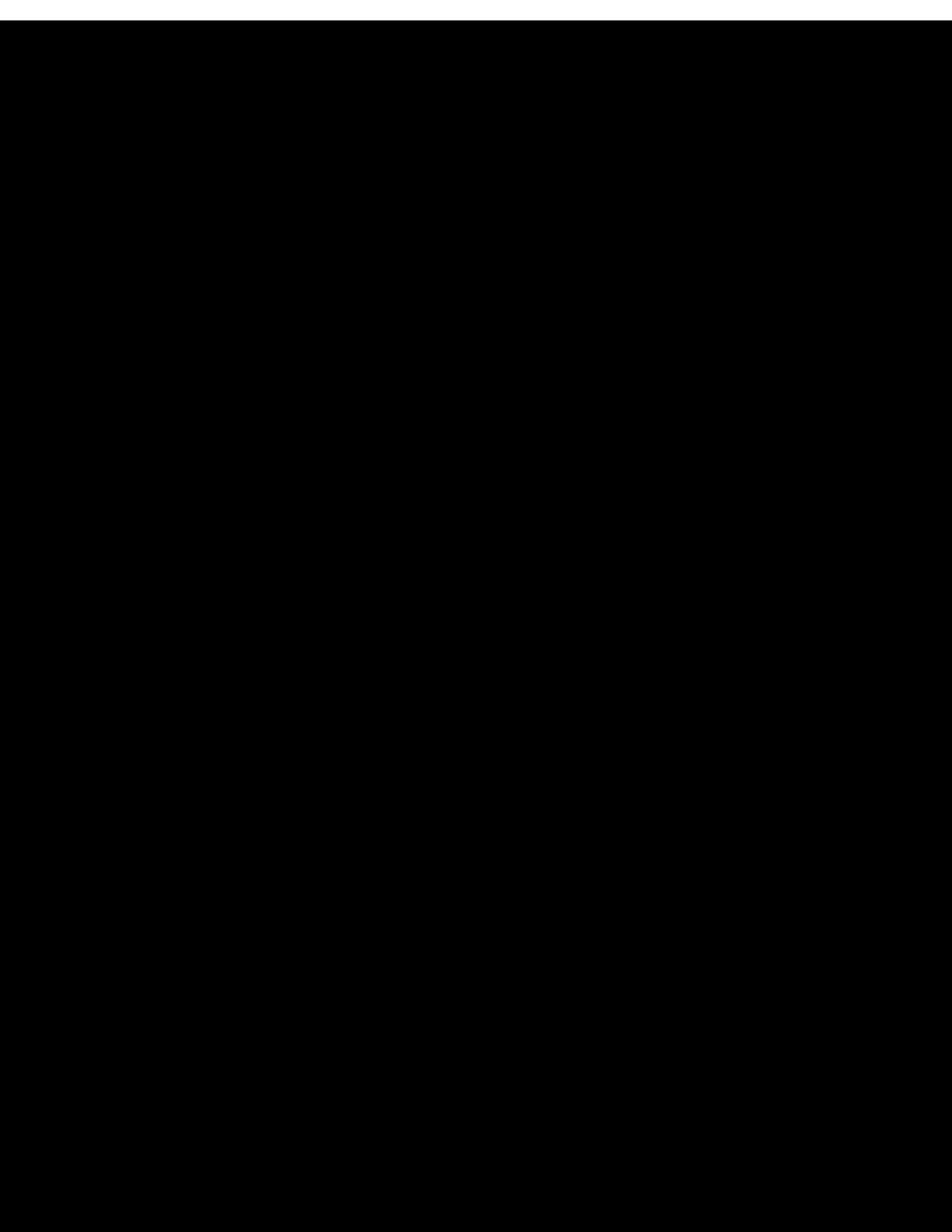
PRICED
Catalog

OF THE

Colors,
Paints,
Enamels and
Varnishes



0007-SWF-000002389



INTRODUCTORY.

WE invite a careful examination of our Catalog, which we hand you herewith, covering the various lines of goods manufactured by us, and we trust you will do us the favor to preserve same for future reference.

Our facilities for producing *Paints, Enamels, Dry Colors, Varnishes, Japans, Dryers, Etc.* of the finest quality at low prices are unsurpassed.

Our works are complete in every detail, our machinery is of the latest and most approved type, and the manufacture of our product is in charge of thoroughly competent and skilled operatives.

It will be our constant aim and endeavor to sustain, and, if possible, improve the high standard of excellence possessed by our product. All our lines, however, are so well and favorably known that we consider further comment unnecessary.

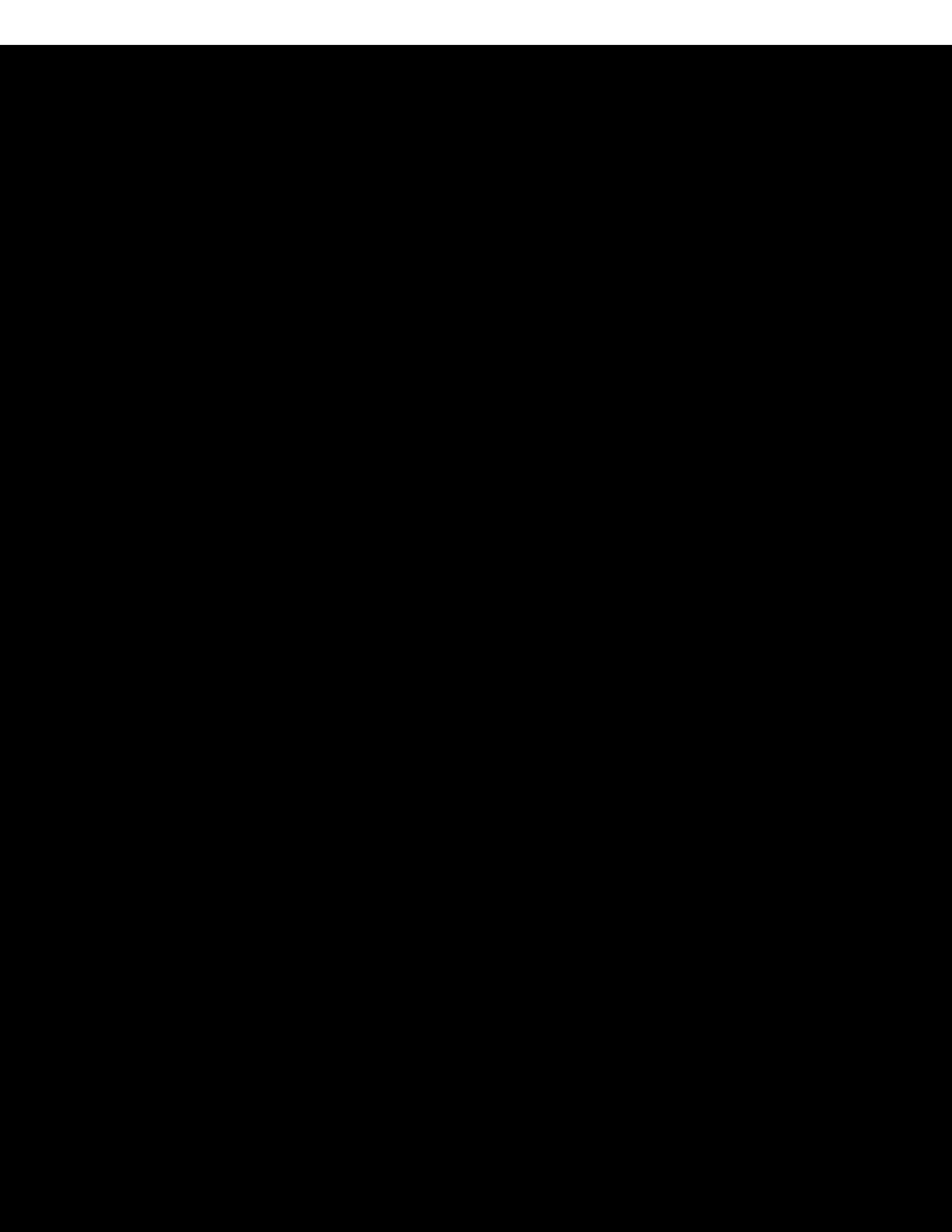
Upon application, we shall be pleased to name our discounts from list prices, forward samples, etc., or furnish any information concerning our goods that may be desired.

We respectfully solicit the favor of your esteemed commands, *guaranteeing* to execute same promptly and in a *thoroughly satisfactory manner*

Your friends,



0007-SWP-C00002391





It's Pure Paint—Every Atom of It.

New Era Paint.



An absolutely pure paint, composed only of carbonate of lead, oxide of zinc, linseed oil, turpentine, turpentine dryer and the colors necessary to produce the various tints and shades. As good as we know how to make, and as good as *can* be made. Put up in extra large cans containing a full U. S. Standard gallon of 231 cubic inches when sealed. A "chemical analysis tag" attached to every gallon can. A paint that the dealer is safe in assuring his customers will cover the most surface, wear the longest and appear the best.

LIST PRICES	Per Gallon							
	All Regular Colors Interior and Exterior White and Black	Interior Flat White	Interior High-Gloss White	No. 177 Deep-Sylvan Green	No. 171 Crimson Red	No. 98 Window Blind Green	Vermilion	
Barrels.....	\$1 00	\$2 10	\$2 40	\$2 10	\$2 15	\$2 30	\$2 65	
5-gallon cans* and 1/2-barrels	1 95	2 15	2 45	2 15	2 20	2 35	2 70	
Gallon cans....	2 00	2 20	2 50	2 20	2 25	2 40	2 75	
Half-gallon cans	2 05	2 25	2 55	2 25	2 30	2 45	2 80	
Quart cans....	2 10	2 34	2 60	2 30	2 35	2 50	2 85	
Pint cans.....	2 20	2 40	2 70	2 40	2 45	2 60	2 95	
Half-pint cans..	2 35	2 55	2 85	2 55	2 60	2 75	3 10	

Net Prices on Application. Write for Sample Card.

One agent only in a town. A complete line of up-to-date advertising matter furnished to dealers.

0007-SWP-000002393



New Era Primer.

A heavy bodied primer, the use of which insures a proper foundation for the following coats of New Era Paint or other first quality paint. It *should be reduced* by the addition of one gallon of pure *raw* linseed oil to each gallon of Primer. Offered in one shade only.

Prices on Application.



Master Painters' Stock White.

A heavy-bodied stock white for the use of practical painters. Must be reduced as necessitated by the character of the work to be done. A strictly pure lead, zinc and refined linseed oil paint.

Put up in barrels, half-barrels, five-gallon boxed cans and one gallon cans.

Prices on Application.

Ample advertising matter furnished the dealer with these goods.



Master Painters' Devil's Red.

A handsome, non-fading red, rich in tone and very durable. Will satisfy the most critical practical trade desiring a permanent red that can be relied upon. Made from the purest materials. Put up ready for use.

Offered in barrels, ½-barrels, 5-gal. boxed cans, 1-gal., ½-gal. and quart cans.

Net Prices on Application.

SAMPLE OF THE COLOR



Non-Fading and Durable



Master Painters' Trimming Green.

A beautiful and durable green. Permanent in character and of a rich tone. Especially adapted for the use of practical painters. Made from the finest selected materials. Ready for use.

Put up in barrels, $\frac{1}{2}$ -barrels, 5-gal. boxed cans, 1-gal., $\frac{1}{2}$ -gal. and quart cans.

Net Prices on Application.

SAMPLE OF THE COLOR



A Rich, Durable Green



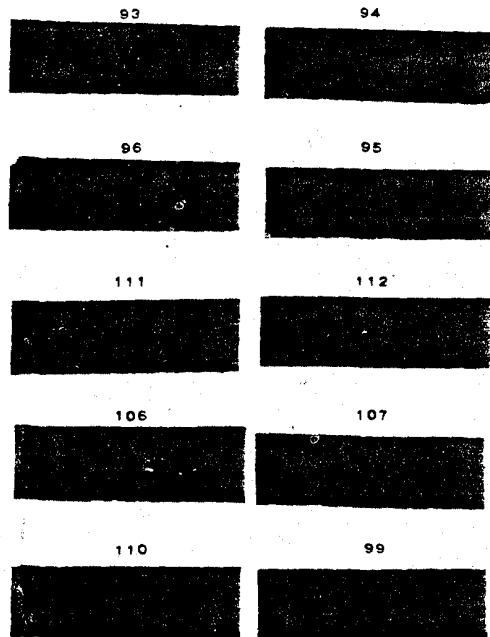
Adamant Barn and Roof Paint.

For painting barns, out-buildings, roofs, fences, elevators, factories, mills, tanks, iron work, etc. Made from pure linseed oil and the best mineral pigments obtainable.

LIST PRICES		Per Gallon
		All Shades
Barre's.....		\$0.00
5-gallon cans and 1/2-barrels.....		1.00
1-gallon cans.....		1.00
1/2-gallon cans.....		1.00
Quart cans.....		1.10

Net prices on application. Write for Sample Card.

SAMPLES OF THE COLORS





Moss Green Roof Paint.

(READY FOR USE)

A handsome and durable Green Paint for Shingle Roofs of Residences.

May be reduced by adding to each gallon of paint one to two gallons of boiled linseed oil and benzine dryer, mixed in equal proportions. When reduced, these goods produce an effect resembling stain, but impart a much more solid and durable coating than can be secured by the use of stains, which merely color the wood without affording the same protection from the elements.

LIST PRICES.

	Per Gallon.
Barrels.....	\$1 35
½-barrels and 5-gallon cans.....	1 20
Gallon cans.....	1 25
Half-gallon cans.....	1 30
Quart cans.....	1 35

Net prices on application. Write for Sample Card.

SAMPLE OF THE COLOR



A beautiful and durable green paint for shingle roofs of residences. It preserves the shingles and makes them absolutely water proof.



Keystone Metallic Paint.
In Durable Metallic Colors.

LIST PRICES.

	Per gallon. All shades
Barrels	\$1.00
5-gallon cans and 1/2-barrels70
Gallon cans75
Half-gallon cans80
Quart cans85

Net Prices on Application. Write for Sample Card.



Eclipse Graphite Paint.

Extremely tenacious and durable, possessing great resistant qualities to acids, alkalis, sulphur or chemical fumes or gases, salt water or air, the extremes of heat or cold. Desirable for painting iron and wooden structures, bridges, elevators, tanks, roofs (iron or shingle), boilers, boiler fronts, or any metal or wooden surface where the exposure is great and an extremely durable, non-corrosive paint is desired for the protection and preservation of same. Possesses great covering capacity.

LIST PRICES.

	Per gallon.
Barrels	\$1.00
5-gallon cans and 1/2-barrels75
Gallon cans80

In Paste Form.

Ground in Pure Linseed Oil.

	Per pound
Barrels	\$6.12
1/2-barrels	12.12
Kegs	13
5-gal. tins	14

Net Prices on Application. Write for Sample Card.

nt
re
d,
ut
an
dy
sc

16 n
15
20
25
&
35

resi-
lutely



Eclipse Barn Red.

A bright, handsome red for painting barns, roofs, fences, sheds and similar outbuildings about farms. Put up in full U. S. Standard measure packages. An economical and durable article for the purposes specified.

LIST PRICES.

	Per gallon
Barrels	\$0.75
Half-barrels and five-gallon cans	80
One-gallon cans	85
Half-gallon cans	90
Quart cans	65

Net Prices on Application. Write for Sample Card.

A
fio
fac
ela
har
F
gal

War
Dee
B-ig
Yell
Oils
Dus
Rich
Ligh
Red
Ligh



New Era Veranda Floor Paint.

A strictly high-grade prepared paint for outside floors, steps, decks of vessels and all exposed surfaces that are walked upon. Extremely tough and elastic and with-stands outside exposure and the hard usage to which such surfaces are subjected.

Put up in U. S. standard measure packages in gallons, half-gallons and quarts.

LIST PRICES.

	Per Gallon		
	Gallons	Half-Gallons	Quarts
Warm Gray	\$2.00	\$1.00	\$2.10
Deer Draft	2.10	2.75	2.10
Bright Tan	2.00	2.05	2.10
Yellow	2.00	2.05	2.10
Olive	2.00	2.05	2.10
Dust-Drab	2.00	2.05	2.10
Rich Red	2.00	2.05	2.10
Light Citrine	2.00	2.05	2.10
Red-Brown	2.00	2.05	2.10
Light Lead Color	2.00	2.05	2.10

Net prices on application. Write for Sample Card



Cambria Metallic Paint.
Ground in Pure Linseed Oil.

LIST PRICES.

	Per Barrel All States
Barrels	So. 07
1/2-barrels and kegs	07 1/2
25-pound tins	08
12 1/2-pound tins	08 1/2

Net prices on application. Write for Sample Card.

SAMPLES OF THE COLORS.

No. 930



No. 940



No. 950



No. 960





Acme Flat Brick Colors.

These colors are ground in a special manner and impart a handsome and durable finish.

LIST PRICES.

	Per Pound		
	rec-1b Keys	25-lb. Tins	35-lb. Tins
Detroit.....	\$0 13	\$0 14	\$0 15
Boston.....	13	14	15
Philadelphia.....	13	14	15
Milwaukee, Dark.....	15	16	17
Milwaukee, Light.....	15	16	17

Net prices on application. Write for Sample Card.

SAMPLES OF THE COLORS.

PHILADELPHIA



MILWAUKEE-LIGHT



DETROIT



MILWAUKEE-DARK



BOSTON



White Lead (in Oil.)



We present the following brands of White Lead with the assurance that they will all give perfect satisfaction. We wish, however, to call particular attention to our Michigan Seal and Pyramid brands, which can not be excelled for general excellence, and are equaled by few, if any, as regards fineness of texture, whiteness, durability and covering capacity.



Put up regularly in 25-, 25-, 50-, 100-, 250- and 500-lb. kegs.

Strictly Pure	} Market price named on application.
Carbonate	
Acme Brand	
Michigan Seal	
Pyramid	
Painters	
Bristol	



In addition to our own, we can supply at all times, at lowest market price, any of the various brands of Strictly Pure Carbonate that may be desired.



We also offer our Michigan Seal and Pyramid brands of White Lead in 25- and 12½-pound *tin pails*, at an advance over keg wood price of 1c and 1½c per pound respectively.



Huron Stone Ochre.
Ground in Pure Linseed Oil

LIST PRICES.

	100-lb Kegs	25-lb Tins	12 1/2-lb Tins
White.....	} \$0 08 1/2	} \$0 00	} \$0 00 1/2
French Gray.....			
Drab.....			
Yellow.....			

Net Prices on Application.

0007-SWP-000002406



French Crown Tinting Ochre.

An exceptionally fine tinting ochre of unusual strength, brilliancy, beauty of tone and fineness of grind, prepared especially for the practical trade.

The ochres of Southern France are known to be the best in the world, and in French Crown we have discovered an ochre that comparative tests have proven to be the strongest in tinting strength, clearest in tone and most brilliant in color offered.

The stock from which French Crown is made is imported and controlled by us and cannot be sold under any other name.

Results considered, it is the best and least expensive ochre on the market.

LIST PRICES.

	Per Pound
100-lb. kegs.....	\$0 10 ¹ / ₂
25-lb. tins.....	11
12 ¹ / ₂ -lb. tins.....	11 1/2
1, 2- and 5-lb. tins.....	14

Net prices on application.

Yellow Ochre.

Ground in Pure Linseed Oil.



LIST PRICES.
El Dorado Golden Ochre
 For Tinting.

	Per Pound
100-lb. kegs.....	\$0 11 1/2
25-lb. tins.....	12
12 1/2-lb. tins.....	12 1/2



Imperial French Ochre
 For Tinting.

	Per Pound
100-lb. kegs.....	\$0 09 1/2
25-lb. tins.....	10
12 1/2-lb. tins.....	10 1/2



XX French Washed Yellow Ochre
 For Priming.

	Per Pound
100-lb. kegs.....	\$0 08 1/2
25-lb. tins.....	00
12 1/2-lb. tins.....	00 1/2



X French Washed Yellow Ochre
 For Priming.

	Per Pound
100-lb. kegs.....	\$0 07 1/2
25-lb. tins.....	06
12 1/2-lb. tins.....	08 1/2

Net Prices on Application.

Venetian Red.
Ground in Pure Linseed Oil.



LIST PRICES.

	Per Pound
Kensington Venetian Oxide.	
100-lb. kegs.....	\$0 11 1/2
25-lb. tins.....	12
12 1/2-lb. tins.....	12 1/2



	Per Pound
XX English Venetian Red.	
100-lb. kegs.....	\$0 09 1/2
25-lb. tins.....	10
12 1/2-lb. tins.....	10 1/2



	Per Pound
X English Venetian Red.	
100-lb. kegs.....	\$0 07 1/2
25-lb. tins.....	08
12 1/2-lb. tins.....	08 1/2

Net Prices on Application.



Cresoline Shingle Stains.

A superior preservative and an artistic and durable finish for shingled roofs and all surfaces of a similar character.

LIST PRICES.

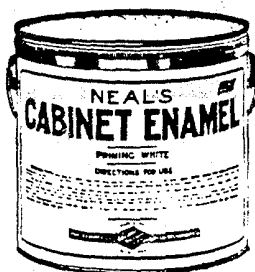
No. 1—Golden Brown.....	All Colors same Price	Per Gallon Barrels.....6 cents Half-barrels.....6s " 5 gallon cans.....70 " 1 gallon cans.....80 "
" 2—Indian Red.....		
" 3—Forest Green.....		
" 4—Weatherstain Tint.....		
" 5—Oxide Red.....		
" 6—Ivy Green.....		
" 7—Silver Gray.....		
" 8—Black.....		
" 9—Moss Green.....		

Discount from above Prices on Application. Write for Samples.

Sets of samples and an attractive sign furnished with these goods.

0007-SWP-000002410

Neal's Cabinet Enamel.



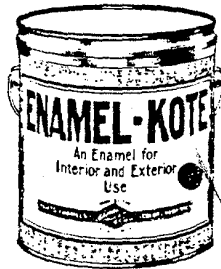
Neal's Cabinet Enamel is an especially fine article, made for high-grade decorators' work. It imparts an exceedingly beautiful, hard and durable clear white finish, that will stand for years without cracking. Can be rubbed and polished perfectly.

Put up in gallons, half-gallons and quarts.

LIST PRICES.

	Per Gal.
Priming White.	
Gallons.....	\$4 00
Half-gallons.....	4 15
Quarts.....	4 35
Finishing White.	
Gallons.....	5 00
Half-gallons.....	5 15
Quarts.....	5 35

A Liberal Discount to the Trade.



Enamel-Kote.

This is an enamel for both interior and exterior use. It will not check, crack, or flake under exposure to the most severe weather conditions, when used as a finishing coat over a properly laid white-lead foundation.

For dwellings, particularly those exposed to salt atmosphere, as well as for yachts, sail-boats and similar exposed surfaces, where a finish having a durable high lustre is desired, Enamel-Kote will be found unsurpassed. It is a beautiful, durable and economical finish, works freely, covers perfectly and can be left in the gloss, or rubbed to a flat finish, as desired.

Enamel-Kote is a finishing enamel, and when applied according to directions will impart a perfect gloss-finish that is handsome, durable and sanitary. It can be kept perfectly clean by washing, and will retain the lustre for an indefinite period.

Enamel-Kote is made in white only—a beautifully clear and pure white, beside which the ordinary whites appear murky. It will stay white under all conditions. Exposure to the most severe weather conditions will not affect it.

In case tints, or shades, are desired a first-quality line of oil colors similar to our line of Master Painters Colors, may be used to produce the tints or shades desired.

Enamel-Kote is also perfectly adapted for interior finishing, its superior durability and unchangeable whiteness rendering it especially desirable. Rubbed to a flat finish or left in the gloss it cannot be surpassed as a high-grade finish for interior woodwork.

It is especially desirable as a finish for hospitals, asylums, and similar buildings where an extra

Enamel-Kote.

Continued

durable finish is essential. It promotes sanitary conditions by imparting a hard-gloss finish that may be washed clean without detriment, and to which germ-laden dust and dirt does not readily adhere.

Enamel-Kote is offered regularly in gallon, half-gallon and quart packages, and in larger sizes if desired.

It is essential that the following "directions for use" printed on every label, be observed to secure the best results, and the goods be applied by an experienced practical painter.

Directions for use: Do not add anything to Enamel-Kote. It is ready for use just as it comes. Stir contents thoroughly before using and keep well covered when not in use.

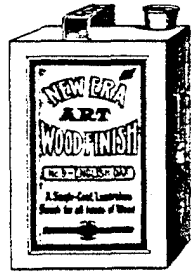
Enamel-Kote is a finishing enamel, priming coat must be thoroughly dry and hard before it is applied. *Do not apply over any oily surface.*

If more than one coat is required, sand the first coat and let stand for two or three days before applying the second coat, which can be left in the gloss or rubbed to a flat finish.

LIST PRICES.

	Per Gal.
Gallon cans	\$5 00
½-gallon cans.....	5 15
Quart cans.....	5 30

Packed regularly in cases containing six one-gallon cans, six half-gallon cans, twelve quart cans.



New Art Wood Finish.

For producing an artistic, economical and satisfactory finish in handsome stain-effects upon all kinds of woods. One-coat stains and finishes. It can be waxed, shellaced or varnished over. This will enhance the brilliancy of the finish. We strongly advocate the use of varnish over these finishes, as it adds to their life and durability.

The most inexpensive woods, such as Southern Pine, Cypress, Chestnut, etc., in fact any wood, close-grained or open-grained, can be finished with these goods to advantage. The handsomer the wood the handsomer the finish. It is the most economical and satisfactory finish to use for all classes of interior finishing.

When desired in larger quantities than gallons we put it up in barrels, half-barrels and five-gallon cans.

LIST PRICES. Per Package
Gals. 1/2-gals. 1/4-gal. Pts. 1/2-pt.

No. 25—Flemish Oak.....	\$2 50	\$1 35	\$0 75	\$0 45	\$0 25
No. 26—Antwerp Oak.....	2 50	1 35	75	45	25
No. 27—Greenish Weathered....	2 50	1 35	75	45	25
No. 28—Golden Oak.....	2 50	1 35	75	45	25
No. 29—Brown Flemish.....	2 50	1 35	75	45	25
No. 30—Silver Gray.....	2 50	1 35	75	45	25
No. 31—Mission Oak.....	2 50	1 35	75	45	25
No. 32—Filipino Green.....	2 50	1 35	75	45	25
No. 33—Austrian Oak.....	2 50	1 35	75	45	25
No. 34—Cherry.....	2 50	1 35	75	45	25
No. 35—Walnut.....	2 50	1 35	75	45	25
No. 36—Mahogany.....	2 50	1 35	75	45	25

Discount from above prices on application.

Zinc Whites.

Ground in Refined Linseed Oil.

Green Seal French Zinc.



LIST PRICES

	Per Pound
100-pound kegs.....	\$0 18
25-pound tins.....	10
12½-pound tins.....	19½

Packed regularly in cases containing 4 twenty-five-pound tins;
8 twelve-and-one-half-pound tins.

Red Seal French Zinc.



LIST PRICES.

	Per Pound
100-pound kegs.....	\$0 17
25-pound tins.....	18
12½-pound tins.....	18½

Packed regularly in cases containing 4 twenty-five-pound tins;
8 twelve-and-one-half-pound tins.

French Parlor Green Seal Snow White Zinc.



LIST PRICES.

	Per Pound
100-pound kegs	\$0 14
25-pound tins	15
12½-pound tins	15½

Packed regularly in cases containing 4 twenty-five-pound tins.
8 twelve-and-one-half pound tins.

French Parlor Red Seal Snow White Zinc.



LIST PRICES.

	Per Pound
100-pound kegs	\$0 13
25-pound tins	14
12½-pound tins	14½

Packed regularly in cases containing 4 twenty-five-pound tins.
8 twelve-and-one-half-pound tins.

French Parlor Snow White Zinc.



LIST PRICES.

	Per Pound
50-pound kegs	\$0 14
25-pound tins	15
12 1/2-pound tins	15 1/2

Packed regularly in cases containing 4 twenty-five-pound tins,
8 twelve-and-one-half-pound tins.

Silver Crown Zinc White.



LIST PRICES.

	Per Pound
100-pound kegs	\$0 11
25-pound tins	12
12 1/2-pound tins	12 1/2

Packed regularly in cases containing 4 twenty-five-pound tins,
8 twelve-and-one-half-pound tins.

Zinc Whites.

Ground in Damar Varnish.

French Zinc White, China Gloss.



LIST PRICES.

	Per Pound
25-pound tins.....	\$0 33
12½-pound tins	34
1-, 2- and 5-pound tins, assorted.....	36

Packed regularly in cases containing 4 twenty-five-pound tins, 8 twelve-and-one-half-pound tins, and in one-hundred-pound assorted cases containing thirty 1s, twenty 2s, six 5s.

Zinc White, Gloss Finish.



LIST PRICES.

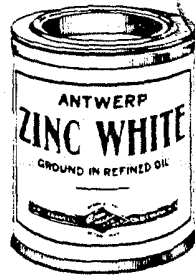
	Per Pound
25-pound tins	\$0 25
12½-pound tins	26
1-, 2- and 5-pound tins, assorted.....	28

Packed regularly in cases containing 4 twenty-five-pound tins, 8 twelve-and-one-half-pound tins, and in one-hundred-pound assorted cases containing thirty 1s, twenty 2s, six 5s.

Zinc Whites.

Ground in Refined Linseed Oil.
In Small Packages

Antwerp Zinc White.



LIST PRICES.

	Per Pound
1-pound tins	\$0 17
2-pound tins	16
5-pound tins	15
In 100-pound assorted cases	16

Red Seal French Zinc.

LIST PRICES.

	Per Pound
1-pound tins	\$0 23
2-pound tins	22
5-pound tins	21
In 100-pound assorted cases	22

Green Seal French Zinc.

LIST PRICES.

	Per Pound
1-pound tins	\$0 24
2-pound tins	23
5-pound tins	22
In 100-pound assorted cases	23

Packed regularly in cases containing 100 pounds in assorted sizes as follows: Thirty 1's, twenty 2's, six 5's.



Acme Oil Wood Stains.

LIST PRICES.

	Per Package				
	Gallons	1/2-gallons	Quarts	Pints	1/2-pints
Walnut.....					
Cherry.....					
Dark Oak.....					
Rosewood.....					
Mahogany.....					
Flemish Oak...	\$1 80	\$0 95	\$0 50	\$0 30	\$0 18
Deep Cherry...					
Light Oak.....					
Cypress Green..					

Discount from above Prices on Application.
Write for Sample Card.



Davies' Paste Wood Filler.

LIST PRICES.

	Per Pound					
	1-lb. Tins	2-lb. Tins	5-lb. Tins	12 1/2-lb. Tins	25-lb. Tins	50-lb. Kegs
Light.....						
Light Antique..	11c.	11c.	11 1/2c.	10 1/2c.	9 1/2c.	8 1/2c.
Dark Antique...	12c.	12c.	11 1/2c.	10 1/2c.	9 1/2c.	8 1/2c.
Golden Oak....						

Discount from Above Prices on Application.

When ordering please specify the shade wanted and size of package.



Davies' Liquid Wood Filler.

LIST PRICES.

	Per gallon
Gallon cans.....	\$1 20
1/2-gallon cans.....	1 30
Quart ".....	1 40
Pint ".....	1 50
1/2-pint ".....	1 80

Discount from above Prices on Application.

When ordered in larger packages than gallon cans a proper reduction in price will be made.

Putty.

LIST PRICES.

	Per Pound	
	Pure	Glaziers Pure
In bulk, barrels about 800 lbs.....	\$0 03	\$0 03 1/2
" " 100-lb. tin-lined putty drums.....	03 1/2	03 3/4
" " 50-lb. tin-lined putty drums.....	03 1/2	04
" 25-lb. tins.....	04	04 1/2
" 12 1/2-lb. tins.....	04 1/2	05
" bladders, packed in barrels (about 350 lbs.)..	03 1/2	04
" " " 1/2-bbls. (about 200 lbs.)..	03 1/2	04 1/4
" " " 1/4-bbls. (about 125 lbs.)..	04	04 1/2

Net Prices on Application.

Dry Colors.

Blacks.

LIST PRICES.

	Per Pound			
	Bulk, 50 to 100 lbs.	1/2-bbls.	1/4-bbls.	Less Quantity
Black Lead (Plumbago or Graphite)	\$0 12	\$0 13	\$0 14	\$0 16
Ivory Drop Black, Superfine, XXX.	40	41	42	44
" " " " XX...	30	31	32	34
" " " " Fine, X.....	20	21	22	24
Lamp Black, Germantown, 1-lb. papers	20	21	22	24
" " " " 1/2-lb. "	24	25	26	28
" " " " 1/4-lb. "	28	29	30	32
" " " " ass'd, 1-lb. 1/2-lb. and 1/4-lb. papers.....	24	25	26	28
Lamp Black, Bulk, Refined Velvet, No. 100.....	22	23	24	26
Lamp Black, Bulk, Refined Velvet, No. 75.....	18	19	20	22

Usual charge for Lamp Black barrels, or boxes, of 25c. each.
Half-barrels, kegs and small boxes charged for at cost.

Discount from above prices on application.



Blues.

LIST PRICES.

	Per Pound			
	Bbls. 25-lb.	Kegs 10-lb.	Boxes, 5-lb.	Trks. 25-lb. Cases.
Celestial Blue "Sky Blue".....	\$0 16	\$0 17	\$0 18	\$0 20
Chinese " Superfine.....	80	81	82	88
Cobalt " No. 100.....	56	57	58	60
" " " " 75.....	40	41	42	44
Prussian " XXX.....	76	77	78	80
" " " " XX.....	60	61	62	64
" " " " X.....	44	45	46	48
Scrubie " Superfine.....	80	81	82	84
Ultramarine Blue, Superfine, No. 200.	36	37	38	40
" " " " Extra Fine, " 100.	32	33	34	36
" " " " Fine A.....	26	27	28	30
" " " " C.....	22	23	24	26
" " " " M.....	18	19	20	22
" " " " E.....	14	15	16	18

Discount from above prices on application.

Ultramarine Blues are put up in boxes of 25 pounds.



Browns.

LIST PRICES.

	Per Pound			
	Bbls. and Kegs and Casks, 500 to 500 lbs.	2 1/2 bbls., 100 to 200 lbs.	Boxes, 25 to 50 lbs.	Less Quantity.
Umber, Burnt, true Turkey	\$0 08	\$0 09	\$0 10	\$0 12
" Raw, "	07 1/2	08 1/2	10	12
Sienna, Burnt, genuine Italian	12	13	14	16
" Raw, "	12	13	14	16
Vandyke Brown	08	09	10	12

Discount from above prices on application.



Greens.

LIST PRICES.

	Per Pound.			
	Bbls. and Kegs and Casks, 500 to 500 lbs.	2 1/2 bbls., 100 to 200 lbs.	Boxes, 25 to 50 lbs.	6 lb. Tins, 22 lbs. Cases.
Bull Frog Permanent—Light, Medium, Deep and Extra Deep Shades.				
No. 100	\$0 20	\$0 21	\$0 22	\$0 24
No. 00	18	19	20	22
No. 80	16	17	18	20
No. 70	14	15	16	18
No. 60	12	13	14	16
Royal Wagon Green, Light, Medium and Deep Shades	16	17	18	20
Ultramarine Green, Superfine	48	50

Discount from above prices on application.

0007-SWP-000002423

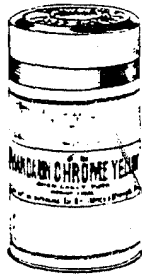


Reds.

LIST PRICES.

	Per Pound			
	Bbls. and Cases, 75 to 1,000 lbs.	Keys and 1/2 cts. lbs. 500 to 500 lbs.	Boxes, 60 to 75 lbs.	2 lbs. Tins, 75-11 Cases.
Chromazine Permanent Vermilion				
Scarlet Shade	\$0 52	\$0 51	\$0 54	\$0 56
Deep Shade	54	55	56	58
Ex. Deep Shade	56	57	58	60
Wagon and Implement Vermilion	40	41	42	44
Antique Verm. one shade only	40	41	42	44
Istrian " " " "	32	33	34	36
Algerian " " " "	26	26	30	32
Royal Red " " " "	26	27	28	30
Ahambra " " " "	24	25	26	28
Improved American Vermilion	24	25	26	28
Wagon Gear Red, No. 10	21	22	23	25
English or Quicksilver Vermilion, P. and D. shades	Market Price.			
Indian Red, English, No. 00	24	25	26	28
" " " " " 50	20	21	22	24
" " " " " 40	18	19	20	22
Tuscan " " " " " 75	24	25	26	28
" " " " " 50	20	21	22	24
Rose Pink, Supreme, bone dry	24	25	26	28
Orange Mineral, Strictly Pure, Imported	Market Price.			
Orange Mineral, Strictly Pure, Domestic	Market Price.			
Red Lead, Strictly Pure	Market Price.			
Litharge, Strictly Pure, Powdered	Market Price.			
Litharge, Strictly Pure, Flake	Market Price.			
Devil's Red (non-fading), Light, Medium and Deep Shades	36	37	38	40
An unchangeable and non-fading Red, very brilliant and durable. Will not fade under exposure.				

Discount from above Prices on Application.



Yellows.

LIST PRICES.

	Per Pound.			
	Bbls and Cases.	Keys and 1/2 bbls 10 to 25 lbs.	Boxes 25 lbs. 75 lbs.	6-lb. Tins 25-lb. Cases
Mandarin Chrome — Canary				
Lemon Medium Orange				
and Deep Orange Shades	100 lbs.	25 lbs.	75 lbs.	
No. 100	\$0 32	\$0 33	\$0 34	\$0 36.
No. 65	24	25	26	28
No. 80	18	19	20	22
No. 70	14	15	16	18
Dutch Pink, Superfine			18	20
Litharge	Market Price.			

Discount from above Prices on Application.

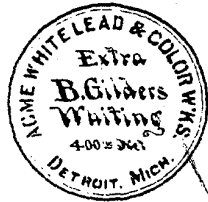
Lakes.

LIST PRICES.

	Per lb.	Per 100
Carmine Pure, No. 40
Chateauc Lake, Superfine	\$0 60
Rose Lake, Superfine	50
Scarlet Lake, " "	2 00

Discount from above Prices on Application.

0007-SWP-000002425



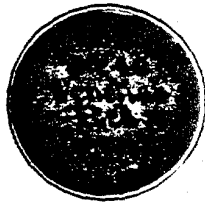
Whites.

LIST PRICES.

White Lead, Strictly Pure Carbonate..... Zinc Oxide, Superfine..... " " Extra..... " " No. 1.....	Market Price.			
	Bbls	Per pound	Less	Quantity
Fake White, Superfine	25.00	\$ 26.00	\$ 25.00	20
English.....	25.00	\$ 26.00	\$ 25.00	20
Fake White, No. 1, English	25	26 1/2	25	20
Paris White, English Cliff- stone, Botted.....	03	03 1/2	04	05
Paris White, American Botted.....	02 1/2	03	03 1/2	04 1/2
Whiting, Extra Gilders, Botted.....	02 1/2	02 3/4	03 1/2	04 1/2
Whiting, Spanish Prime.....	02	02 1/2	03	04

A charge of 25c each will be made for Whiting American Paris White and English Cliffstone Paris White barrels.

Discount from above Prices on Application.



Venetian Reds and Oxides.

LIST PRICES.

Brilliant Venetian Oxide, English, No. 1..... Venetian Red, English, No. 40..... Venetian Red, English, No. 30.....	Per pound			
	Bbls	Per pound	Less	Quantity
Brilliant Venetian Oxide, English, No. 1.....	25.00	\$ 26.00	\$ 25.00	20
Venetian Red, English, No. 40.....	04 1/2	04	04 1/2	05 1/2
Venetian Red, English, No. 30.....	02 1/2	3 1/4	03 1/2	04 1/2

Net Prices on Application.

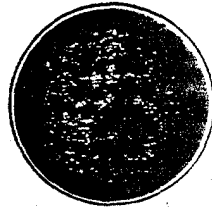


Yellow Ochres.

LIST PRICES.

	Per pound				Less Quantity
	Bills 100 lbs.	1/2 bills 200 lbs.	1/4 bills 400 lbs.	1/8 bills 800 lbs.	
Golden Ochre (Chrome)	\$0 08	\$0 06	\$0 10	\$0 12	
Superfine Acme					
Yellow Ochre, French Extra Superfine, No. 20	05	05 1/2	06	07	
Yellow Ochre, French Double Washed, No. 100	03	03 1/2	04	05	
Yellow Ochre, French Washed, No. 75	02 1/2	03	03 1/2	04 1/2	

Net Prices on Application.



Metallic, or Mineral Paints.

LIST PRICES.

	Per pound				Less Quantity
	Bills 100 lbs.	1/2 bills 200 lbs.	1/4 bills 400 lbs.	1/8 bills 800 lbs.	
Acme Metallic Paint, No. 03 (color, red oxide)	\$0 02 1/2	\$0 03	\$0 03 1/2	\$0 04 1/2	
Acme Metallic Paint, No. 05 (color, brownish red)	02 1/2	03	03 1/2	04 1/2	
Acme Metallic Paint, No. 06 (color, dark slate)	03	03 1/2	04	05	
Gray Ochre	02 1/2	03	03 1/2	04 1/2	
Green Bay Drab	02 1/2	03	03 1/2	04 1/2	
Prince's Metallic Paint The Genuine	03 1/2	04	04 1/2	05 1/2	

Net Prices on Application.

Mortar Color.

A particularly desirable article for staining or coloring mortar.

LIST PRICES.

	Per pound
	Bills 100 lbs.
Acme Mortar Red	\$0 02



Master Painters' Colors.

STRICTLY PURE.

Finely Ground in Refined Linseed Oil.

Our Master Painters' Strictly Pure Colors will meet the approval of the most critical consumer. The utmost care is observed in their production, and we offer them with a positive assurance as to their uniform excellence in every particular. The natural pigments used are the purest, strongest and finest obtainable; the chemical colors are all of our own manufacture and are guaranteed strictly pure. A line of colors possessing greater desirability or value as regards purity and strength, fineness of texture, brilliancy and clearness of tone, it is impossible to produce.

LIST PRICES.

	Per Pound		
	25 lb. Pails	25 lb. 601 cans	1, 2 and 5 lb. Assorted
Blacks—			
Ivory Drop Black.....	\$c 15 1/2	\$c 16	\$c 17
English Coach Black.....	15 1/2	16	17
Sign Writers' or Lettering Black.....	18
Refined Lamp Black.....	16	17
Blues—			
Cobalt Blue.....	34
Chinese Blue.....	40
Prussian Blue.....	44
Ultramarine Blue.....	22
Also put up in 1/2- and 3/4-lb. tins at an advance of 2c and 3c per pound respectively.			
Browns—			
Umber, Raw, Turkey.....	12 1/2	14	14
Umber, Burnt, Turkey.....	12 1/2	13	14
Sienna, Raw, Italian.....	13 1/2	14	15
Sienna, Burnt, Italian.....	13 1/2	14	15
Vandyke Brown.....	15
Greens—			
Chrome Green, L., M. and D.....	12 1/2	13	14
(Of Standard strength, containing 25% of actual color.)			
"Double Strength" Green, L., M. and D.....	16
(Of double strength, containing 50% of actual color.)			
"Chemically Pure" Green, L., M. and D.....	28
(Pure Green, containing 100% of actual color.)			

Master Painters' Colors.

CONTINUED

LIST PRICES.

Per Pound

	25-lb Pails	10-lb Pails	1, 2- and 4-lb Cans Assorted
Greens—continued—			
Bronze Green	\$0 14 1/2	\$0 15	\$0 16
Bottle Green	14 1/2	15	16
Olive Green	14 1/2	15	16
Paris Green			27
Reds—			
Tuscan Red, Light and Deep	16 1/2	17	18
Indian Red	14 1/2	15	16
Crimson Oxide	10 3/4	11	12
Venetian Red	08 1/2	09	10
Rose Pink			21
Rose Lake			34
Turkey Red (Lake)			34
Carmine Red (Carmine Substitute)			41
Vermilion Red—			
Chromazine Permanent Vermilion			32
Our Chromazine Permanent Vermilion will be found far more desirable in every particular (especially as regards <i>durability</i> and <i>much more economical</i> than English Vermilion.			
True American Vermilion (Chrome Red)			20
*English Vermilion			1 10
*Also put up in 1/2-lb. tins, at an advance of 2c per pound.			
Yellows—			
Chrome Yellow, L., M., O. and D. O.	20 1/2	21	22
Golden Ochre	12 1/2	13	14
Yellow Ochre, French	08 1/2	09	10
Dutch Pink			20

When our Master Painters' Colors are desired in 100-lb kegs, a reduction from list prices of 2c per pound will be made.

Acme Patent Dryer.

This is a paste dryer for use in white and light tints and colored paints. It should be thinned with pure turpentine only, to about the consistency of milk, and should be used in the proportion of one to ten.

LIST PRICES.

Per Pound

25-pound tins	\$0 07
12 1/2-pound tins	06 1/2
1, 2- and 5-pound tins	05 1/2

Discount from above prices on application.

Acme Prepared Graining Colors.

LIST PRICES.

Ash	1, 2- and 4-lb. Cans assorted, per pound, 14c.
Black Walnut	
Cherry	
Chestnut	
Manogany	
Maple	
Dark Oak	
Light Oak	



Wayne Bronze Green.

This is a permanent bronze green unsurpassed in covering capacity and durability. Ground in pure refined linseed oil, it is of an exceptionally smooth and fine texture, and unequalled both in appearance and durability. It is desirable for painting surfaces exposed to the elements, such as fences, store fronts, front doors, blinds, lattice work, etc.

Offered in 1-, 2-, 5-, 12½- and 25-pound packages.

Packed regularly in cases containing 24 or 64 one-pound, 24 two-pound, 6 five-pound, 4 twelve-and-a-half-pound and 4 twenty-five-pound packages.

THE SHADES.

LIGHT



DEEP





Bull Frog Permanent Green.

(Window Blind or Shutter Green)
Ground in Pure Refined Linseed Oil.

Possessing great body and durability. Adapted particularly for window blinds and shutters, lattice work, implements, wagons, ornamental iron work or machinery of any kind.

LIST PRICES.

	Per Pound
1, 2 and 5-lb. cans.....	\$6 14
10-lb. pails.....	13
25-lb. pails.....	12 50

LIGHT



MEDIUM



DEEP



DOUBLE DEEP





Devil's Red.

(NON-FADING)

Ground In Pure Refined Linseed Oil.

An unchangeable and non-fading red. Will not fade under exposure. After being in service for months, when cleaned, its color will be as bright as when first applied. Very brilliant and durable. Especially recommended for painting advertising signs, store fronts, or any surface where a non-fading, brilliant and permanent red is desired. It is not intended for a tinting color, as white lead will impair its tone and durability, but can be used to tint zinc white.

LIST PRICES.

	Per Pound
1-, 2- and 5-lb. cans	\$0.30
2 1/2-lb. pails	25
25-lb. pails	28 1/2

LIGHT



DEEP



Acme Distemper Colors.



For Fresco Painters, Decorators and Grainers.
Carefully prepared, and ground in water, without size.

Our Distemper Colors are ground to the last degree of fineness, and will be found unsurpassed as regards strength, uniformity of color and clearness of tone.

Put up in patent glass jars of uniform size, (4x2 1/4 inches), averaging about one pound, but varying somewhat in weight according to the color.

Blacks—	Per Jar
Blue Black	\$0 12
Ivory Drop Black	12
Refined Lamp Black	15
Blues—	
Antwerp Blue	60
Bremen Blue	40
Chinese Blue	45
Cobalt Blue	40
Indigo	00
Prussian Blue	25
Ultramarine Blue	25
Browns—	
Sienna, Raw, Italian	13
Sienna, Burnt, Italian	13
Umber, Raw, Turkey	12
Umber, Burnt, Turkey	12
VanDyke Brown, German	13
Greens—	
Chrome Green, L., M. and D.	20
Cobalt Green	30
Emerald Green	30
Olive Green	20
Paris Green	35
Ultramarine Green	35
Lakes—	
Carmine Lake	70
Carnation Lake	75
Chateauc Lake	50
Crimson Lake	60
Florentine Lake	75
Green Lake	75
Geranium Lake	75
Maroon Lake	40
Mauve Lake	1 00
Rose Lake	35
Royal Purple Lake	1 00
Saffron Lake	1 50
Safforino Lake	60

Acme Distemper Colors—Continued

Reds—	Per Jar
Border Maroon.....	\$0 35
Chromazine Permanent Vermilion, L. and D.....	40
Decorators' Red.....	45
English Vermilion, Pale and Deep.....	1 25
Indian Red.....	16
Orange Mineral.....	25
Oxide Red.....	25
Rose Pink.....	20
Tuscan Red.....	20
Turkey Red, (Lake) L. and D.....	35
Venetian Red.....	12
Yellows—	
Chrome Yellow, Lemon, Medium, Orange and Dp. Orange.....	25
Dutch Pink.....	10
Golden Ocher.....	15
Naples Yellow.....	50
Yellow Ochre, French.....	12
Whites—	
Cremnitz White.....	22
Flake White.....	22
Zinc White, French.....	22

We also pack Distemper Colors in quart and half-gallon fruit jars, holding about five and ten pounds respectively, and in one-gallon earthen jars holding about fifteen pounds. For these larger packages a reduction will be made in above prices, for glass jars, as follows:

Quart and half-gallon fruit jars..... ½c per pound
 One-gallon earthen jars..... 1 c



Acme Superfine Coach and Car Colors.

Quick-Drying.

Put up in 1-lb. cans, 5 and 10-lb. patent press cans, and 5, 10 and 25-lb. pails.

LIST PRICES.

	Per Pound.
Blacks:	
Ivory Drop Black, A.....	\$0 70
" " " C.....	60
" " " M.....	40
" " " E.....	36
Lamp Black, Coach Painters'.....	40
Blues:	
Azure Blue.....	60
Chinese Blue (also in ½-lb. cans).....	1 30
Cobalt Blue " ".....	1 50
Panel Blue, Light and Deep.....	1 20
Prussian Blue, (also in ½-lb. cans).....	1 20
Ultramarine Blue " ".....	1 00
Browns:	
London Smoke.....	60
Portland Amber.....	60
Sienna, Burnt, Italian.....	50
" Raw ".....	50
Umber, Burnt, Turkey.....	48
" Raw ".....	48
Vandyke Brown.....	50
Greens:	
Brewster Green, Light, Medium and Deep.....	60
Coach Painters' Green, Light, Medium and Deep.....	60
Quaker Green, Light and Deep.....	60
Lakes:	
Carmine, French, No. 40, Light and Deep (also in ½ and ¼-lb. cans).....	10 00
	Per Tube.
Carmine, French, No. 40, Light and Deep, in 2-oz. collapsible tubes.....	1 50
Carmine, French, No. 40, Light and Deep, in 4-oz. collapsible tubes.....	2 75
	Per Pound.
Carmine Ground Work.....	50
Carriage Part Lake.....	90
Chateauc Lake (also in ½-lb. cans).....	1 20
Rose Lake (also in ½-lb. cans).....	1 40

Acme Superfine Coach and Car Colors.

CONTINUED.

Reds:	Per Pound.
Aiamo Red	\$1 00
American Vermilion, Light and Deep.....	60
Cardigan Red.....	1 20
Chromazine Permanent Vermilion, Light and Deep.....	80
Corona Red.....	90
Devil's Red (non-fading) Light and Deep.....	80
An unchangeable and non-fading Red. Very brilliant and durable.	
English Vermilion, Pale and Deep (also in ½-lb cans).	2 00
Gear Red, Light and Deep	80
Indian Red.....	48
Red Ground-Work, No. 5.....	40
Adapted for use under Reds, Blues, Wine Color—Light, etc.	
Rose Pink	54
Syrian Red	80
Tuscan Red	54
Ural Red.....	60
Venetian Red.....	36
Victorian Scarlet.....	1 40
Whites:	
Flake White.....	60
French Zinc White	50
Ivory White.....	60
Kremnitz White	60
Silver White	50
Wine Colors:	
Acme Wine, Light and Deep	60
Wine Color, C.....	50
Claret Color.....	60
Yellows:	
Canary Yellow	70
Citron Yellow	70
Chrome Yellow, Lemon, Medium O. and Deep O.....	60
Dutch Pink	60
French Chrome Yellow	90
Golden Ochre.....	40
Imitation Gold Color, for striping	70
Napies Yellow, Light and Deep	1 00
Yellow Ochre, French	36

Discount from above Prices on Application.



as shown in the succeeding pages are goods that have been well advertised for years and are well and favorably known to dealers and consumers everywhere. They are of superior quality and put up in neat and convenient form.



This illustration will serve to indicate the advantages of the Easy-to-open Can in which a large percentage of our specialties are offered. The ease with which the cover can be removed is especially desirable, as well as the fact that no trouble whatever is experienced in replacing it and that contents remaining in can are securely protected from evaporation in an air-tight package.



Neal's Carriage Top Dressing.

For renewing the finish of leather and rubber tops, dashboards, satchels and leather goods of every description.

It is an oil finish, is unaffected by rain or washing and does not crack or wrinkle the leather. It has much more body, is far brighter, and wears longer than ordinary goods of this character. It is just what is needed and demanded in every community for restoring original lustre to old carriage tops, dashboards, pads, satchels and leather goods of every description. These goods go hand-in-hand with our Neal's Carriage Paints. Each will sell the other. Dealers handling one line should place in stock a line of the other.

Put up in easy-to-open cans.

LIST PRICES

	Per Dozen
Half-pints 2 dozen in a case	\$ 4.00
Pints 2 dozen in a case	6.00
Quarts 1 dozen in a case	12.00
1/2 gallon cans	24.00
Gallon cans	40.00

An attractive show card furnished with these goods.

SPECIAL \$5.00 ASSORTMENT

	List Price	Assortment
Quarts	\$ 0.02	1
Pints	.50	11
Half-pints	.33 1/3	11
Gross amount of this assortment		\$ 30.11
Less 80 per cent. discount		5.00
Regular price		5.11
Assortment price		5.00

Packed ready for shipment with attractive advertising matter for store display.

Neal's Carriage Paints

"THE OLD ORIGINAL"

CITRON YELLOW



BRILLIANT BLUE



VERMILION



COACH GREEN



CARMINE RED



BREWSTER GREEN



ACME WINE



RAVEN COACH BLACK





Neal's Carriage Paints.
 "The Old Original"
 The kind that sells the best.

For repainting all kinds of vehicles, or anything else—indoors or outdoors—that requires a durable, varnish-gloss finish.

They are well advertised, in lively demand, afford a very liberal profit and are put up in easy-to-open cans.

They are the most rapid selling and satisfactory of any paint specialty on the market, more of them being sold than the combined product of all imitators. They are prepared wholly from materials of our own manufacture—from dry colors to varnish. They are "The Old Original," the first line of goods of this character in colors ever produced. They are utilized for such a variety of purposes that they are needed by all classes of consumers.

	Qts.	Pts.	½-pt.
Raven Coach Black.....	\$0 75	\$0 45	\$0 30
Citron Yellow.....	75	45	30
Brilliant Blue.....	75	45	30
Acme Wine.....	75	45	30
Coach Green.....	75	45	30
Brewster Green.....	75	45	30
Vermilion.....	1 00	60	40
Carmine Red.....	1 00	60	40

Write for Sample Card.

A liberal supply of up-to-date advertising matter furnished dealers.

	List Prices			Assortment		
	Qts.	Pts.	½-pt.	Qts.	Pts.	½-pt.
Raven Coach Black.....	\$0 75	\$0 45	\$0 30	8	6	2
Acme Wine.....	75	45	30	3	2	-
Vermilion.....	1 00	60	40	1	2	-
Carmine Red.....	1 00	60	40	1	2	-
				13	12	2
Gross amount of this assortment.....						\$16 85
Less 40 per cent. discount.....						6 74
Regular price.....						\$10 11
Assortment price.....						10 00

Packed ready for shipment with attractive advertising matter for store display.

ACME
Wagon and Implement Paints

SAMPLES OF THE COLORS

BLUE



RED



GREEN



YELLOW



BLACK





Acme Wagon and Implement Paint

These goods are especially adapted for painting and repainting agricultural implements, wagons, trucks, heavy vehicles and implements of every description, such as are used by farmers, truck and transfer companies, coal merchants, etc. They are ready for use, easily applied and dry quickly with an extremely durable varnish-gloss finish. As an economical and satisfactory article for this class of work their value can not be overestimated.

Acme Wagon and Implement Paints are good for many things besides wagons and implements. A can or two for painting odds and ends about the farm or premises should be a part of every well equipped stable.

Put up in easy-to-open cans.

LIST PRICES

Blue.....						
Red.....						
Green.....						
Yellow.....						
Black.....						
			Per Can			
	1 gal.	1/2 gal.	Qtz.	Pts.	1/2-pt.	
	\$2 10	\$1 20	\$0 60	\$0 35	\$0 20	

Discount from above prices on application.

Write for Sample Card.

Attractive advertising matter furnished with these goods.

SPECIAL \$10.00 ASSORTMENT

	List Prices		Assortment	
	Qtz.	Pts.	Qtz.	Pts.
Red.....	\$0 60	\$0 35	22	6
Green.....	60	35	6	5
Black.....	60	35	2	3

	20	14
Gross amount of this assortment.....		\$16 00
Less 40 per cent. discount.....		6 76

Regular price.....	\$10 14
Assortment price.....	10 00

Packed ready for shipment with attractive advertising matter for store display.

Granite Floor Paints

SAMPLES OF THE COLORS

GOLDEN YELLOW



DRAB



GRAY



FRENCH YELLOW



LIGHT RED



DEEP YELLOW



DEEP RED



LIGHT BROWN



LEAD COLOR



GREEN



BORDER RED





Granite Floor Paint

QUICK-DRYING AND DURABLE

For painting interior floors, steps and surfaces of a similar character, where a hard-drying and durable article is required.

These paints are quick-drying and durable, a combination which renders them invaluable for household purposes. They can be applied by anyone capable of handling a brush, with the most satisfactory results.

They are handsomely labeled, well advertised and afford a liberal profit to dealers.

LIST PRICES

	Per Gallon		
	1 Gal.	1/2 Gal.	5/8 Gal.
Golden Yellow.....	\$1.40	\$1.05	\$1.00
Drab.....	1.40	1.05	1.00
Gray.....	1.40	1.05	1.00
French Yellow.....	1.40	1.05	1.00
Deep Yellow.....	1.40	1.05	1.00
Light Red.....	1.40	1.05	1.00
Deep Red.....	1.40	1.05	1.00
Light Brown.....	1.40	1.05	1.00
Lead Color.....	1.40	1.05	1.00
Green.....	1.40	1.05	1.00
Border Red.....	1.00	1.00	2.00

Net prices on application. Write for Sample Card.

Attractive advertising matter furnished with these goods.

0007-SWF-00002444

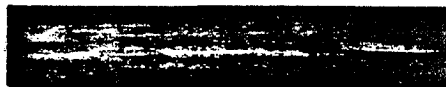
Varno-Lac

SAMPLES OF THE STAINS

MAHOGANY



LIGHT OAK



ROSEWOOD



CHERRY



DARK OAK



WALNUT



GROUND COLOR

Use as an undercoat where surfaces are very much discolored or marred.



NATURAL FLOOR FINISH—A transparent finish, tough, elastic and durable. Especially adapted to bring out the beauties of natural woods, and may also be used upon stained or painted floors or woodwork, linoleum, oilcloth, etc.

Varno-Lac

Makes your old floors look like new. Two coats applied upon a new or old floor will give you a very handsome and durable effect; but when an exceptionally fine finish is desired apply two coats of Varno-Lac and one coat of Natural Floor Finish.

12/2



Varno Lac.

For finishing floors, linoleum, cloth, wainscoting, doors and all interior woodwork in exact imitation of expensive woods. These stains may be used on hard or soft woods, finished or unfinished surfaces, with equally satisfactory results. They stain and varnish at one operation and are exceptionally handsome, elastic and durable. Will not crack, mar or chip off and may be successfully applied by anyone.

LIST PRICES.

	1 qt.	1/2 qt.	1/4 qt.	1/8 qt.	1/16 qt.	1/32 qt.
Walnut	\$2.75	\$1.45	75	45	25	15
Light Oak	2.75	1.45	75	45	25	15
Mahogany	2.75	1.45	75	45	25	15
Cherry	2.75	1.45	75	45	25	15
Rosewood	2.75	1.45	75	45	25	15
Dark Oak	2.75	1.45	75	45	25	15
Natural Floor Finish	2.75	1.45	75	45	25	15
Ground Color	2.25	1.25	65	35	20	12

Discount from above prices on application.
Write for Sample Card.

A liberal supply of attractive advertising matter furnished to dealers with these goods.

SPECIAL \$10.00 ASSORTMENT

	1 qt.	1/2 qt.	1/4 qt.	1/8 qt.	1/16 qt.	1/32 qt.
Walnut	\$2.75	\$1.45	\$0.75	45	25	15
Light Oak	75	45	25	15	10	5
Mahogany	75	45	25	15	10	5
Cherry	75	45	25	15	10	5
Rosewood	75	45	25	15	10	5
Dark Oak	75	45	25	15	10	5
Natural Floor Finish	75	45	25	15	10	5
Ground Color	65	35	20	10	5	3

Gross amount of this assortment \$17.20
Less 40 per cent. discount 6.92

Regular price \$10.00
Assortment price 10.00

Packed ready for shipment with attractive advertising matter for store display.

0007-SWF-000002446

Davies' Varnish Stains.

SAMPLES OF THE COLORS.

These samples are shown on ordinary paper, but when the goods are applied upon a proper surface, much handsomer results are secured.

WALNUT



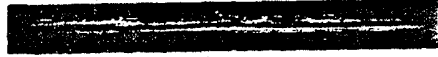
CHERRY



DEEP ROSEWOOD



LIGHT OAK



MAHOQANY



DARK OAK



DEEP CHERRY



BOG MOSS



EBONY



When these stains are used over previously painted surfaces which are not similar in color to natural wood, a handsomer result will be insured by the use of a cream colored coat of paint before applying the stain.



Davies' Varnish Stains.

For renewing the finish of furniture and wood-work of every description. Stains and varnishes at a single application, producing handsome imitations of expensive woods.

LIST PRICES.

	Gals	1/2 gals.	Qts	Pts.	1/2 pts	1/4 pts
Walnut.....	\$2 10	\$1 10	60	35	20	15
Cherry.....	2 10	1 10	60	35	20	15
Mahogany.....	2 10	1 10	60	35	20	15
Dark Oak.....	2 10	1 10	60	35	20	15
Light Oak.....	2 10	1 10	60	35	20	15
Deep Rosewood.....	2 10	1 10	60	35	20	15
Bog Moss.....	2 10	1 10	60	35	20	15
Ebony.....	2 10	1 10	60	35	20	15
Deep Cherry.....	2 10	1 10	60	35	20	15

Discount from above Prices on Application.

Write for Sample Card.

A liberal supply of attractive advertising matter furnished with these goods.



Colonial Floor Wax.

For producing a hard wax finish upon floors, furniture and woodwork of all kinds.

LIST PRICES.

	Per pound
1 lb. tins.....	} \$0 50
2 lb. tins.....	
4 lb. tins.....	
8 lb. tins.....	

Discount from above Prices on Application.

An attractive show card furnished with these goods.



Neal's Enamels

THE GENUINE

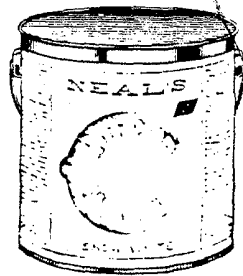
The kind for furniture, woodwork, earthen and metal surfaces. Imparts a genuine enamel finish and can be applied successfully by any inexperienced person.

LIST PRICES.

	Gals.	1/2 gals.	Qts.	Pts.	1/2-pt.	3/4-pt.
Lustrous Black.....	\$4.00	\$2.10	\$1.10	60c	35c	20c
Ven. Flat Finish (Dead Black).....	4.00	2.10	1.10	60	35	20
Snow White.....	4.00	2.10	1.10	60	35	20
Nile Green.....	4.00	2.10	1.10	60	35	20
Blue Tint.....	4.00	2.10	1.10	60	35	20
Pale Primrose.....	4.00	2.10	1.10	60	35	20
Sea Green.....	4.00	2.10	1.10	60	35	20
Ivory.....	4.00	2.10	1.10	60	35	20
Fresh Tint.....	4.00	2.10	1.10	60	35	20
Cream.....	4.00	2.10	1.10	60	35	20
Wild Rose.....	4.00	2.10	1.10	60	35	20
Apple Green.....	4.00	2.10	1.10	60	35	20
Silver Gray.....	4.00	1.10	1.10	60	35	20
Gobelin.....	4.00	2.10	1.10	60	35	20
Oak Brown.....	4.00	2.10	1.10	60	35	20
Brilliant Blue.....	4.00	2.10	1.10	60	35	20
Vermilion.....	4.00	2.10	1.10	60	35	20
American Green.....	4.00	2.10	1.10	60	35	20
Oriental Blue.....	4.00	2.10	1.10	60	35	20
Gold.....	In glass bottles put up in 3/4-pt. tin cartons			Per Can		
Silver.....				3/4-pt. only. 20c		

Discount from above Prices on Application.
Write for Sample Card.

Orders are accompanied by a liberal amount of attractive advertising matter.



Neal's Interior Enamel.

Sanitary, artistic, durable and economical. A strictly high-class enamel for finishing interior woodwork, walls, ceilings, etc. Costs about the same as ordinary paint. Is easily applied and imparts a genuine enamel finish.

LIST OF COLORS.

Snow White	Black (dead or lustrous)
Primrose	Claret Color
Apple Green	Cream
Blue Tint	Ivory
Light Blue	Pearl Gray
Gobelin	Flesh Tint
Green Stone	Shell Pink

Priming White—For use under Snow White and all colors as a body coat to build up the surface. When Priming White is to be used under any of the tints, some of the enamel of the shade to be used should be added to the Primer to give it the proper tone.

Offered regularly in gallons, half-gallons, quarts, pints, half-pints and quarter-pints.

Net prices on application.

Attractive advertising matter will be furnished with these goods.



Neal's Aluminum Enamel.

The kind for radiators, registers, steam pipes, gas ranges, stoves, ovens, lamp posts, letter boxes, grates, ornamental iron work, engines, machines, and metal surfaces of all kinds. It is unaffected by extreme heat, cold or moisture. Remains bright and attractive and can be applied by any inexperienced person.

LIST PRICES.

Gallon cans.....	\$7.00 per gallon
Half-gallons.....	7.20 " "
Quarts.....	1.85 each
Pints.....	1.00 "
Half-pints.....	.55 "
Quarter-pints.....	.30 "

Discount from above prices on application.



Venetian Flat Finish.

A dead black (lustreless) finish for wrought iron work, inside and outside iron work, andirons, grille work, lamps and ornamental iron or metal articles of all kinds. Imparts the dull, wrought iron finish so much in vogue.

LIST PRICES.

Quarts.....	\$: 10
Pints.....	60
Half-pints.....	35
Quarter-pints.....	20

Net Prices on Application.



Neal's Bath-Tub Enamel.

The kind for bath-tubs, walls, ceilings and wood-work of bath-rooms, or any surface exposed to hot or cold water, steam or moisture in any form.

LIST PRICES.

	Gals.	1/2-gals.	Qts.	Pts.	1/2-pt.	1-pt.
Pure White.....	\$5 00	\$2 60	\$1 40	\$0 75	\$0 45	\$0 25
Ivory.....	5 00	2 60	1 40	75	45	25
Blue Tint.....	5 00	2 60	1 40	75	45	25
Sea Green.....	5 00	2 60	1 40	75	45	25

Discount from above Prices on Application.
Write for Sample Card.

A handsome line of advertising matter.



Neal's Screen Enamel.

The kind for window and door screens and frames. Does not clog the meshes and imparts a handsome enamel finish.

LIST PRICES.

	Qts.	Pts.	1/2-pt.
Green.....	\$0 60	\$0 35	\$0 20
Black.....	60	35	20

Discount from above Prices on Application.
Write for Sample Card.

Attractive advertising matter accompanies goods.



Golf Ball Enamel.

A pure white, tough, elastic and extremely durable enamel specially prepared for use upon golf balls. Will not chip off and is easily applied.

LIST PRICE.

In ¼-pt. "easy-to-open cans".....\$3 00 per dozen

Discount from above Price on Application.



Neal's Florentine Enamel.

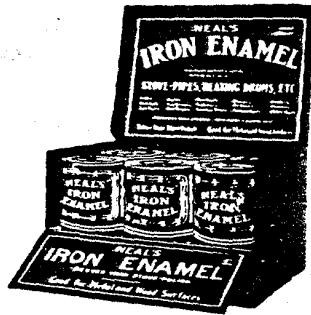
The kind for renewing the finish on stovepipes, heating drums, grates, fenders, coal hods, etc.

LIST PRICES.

	Per Dozen			
	Qts.	Pts.	½-pt.	¼-pt.
Russia Iron Color.....	\$13 20	\$7 20	\$4 20	\$2 40
Black.....	7 20	4 20	2 40	1 80

Discount from above Prices on Application.

Attractive advertising matter accompanies goods.



Neal's Iron Enamel.

A brilliant, jet black enamel for renewing the finish of stove pipes, heating drums, sinks, coal hods, gas pipes, grates, fire screens, gas ranges, fire fronts, radiators, gasoline stoves, blowers, oil stoves, furnace pipes, fenders, mantels, water pipes and all metal and wood surfaces.

LIST PRICES.

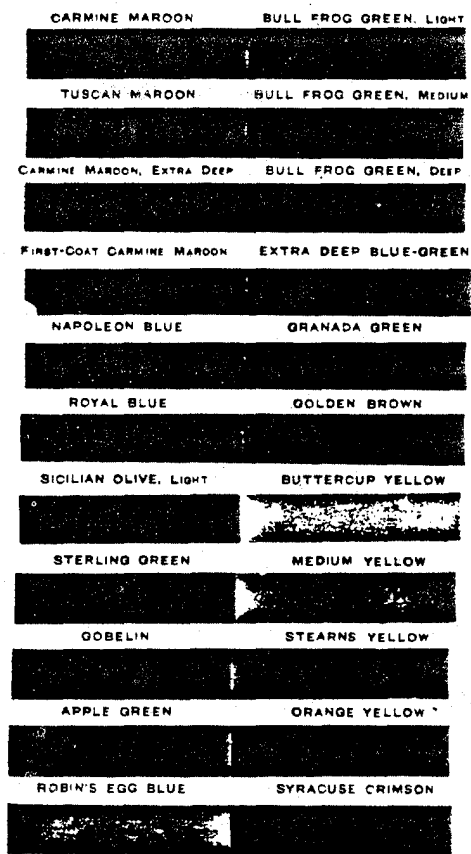
In display box, with dozen half-pint easy-to-open cans and one dozen brushes..... \$3.00

Discount from above Prices on Application.

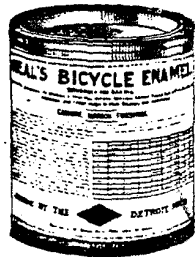
Neal's Bicycle Enamels.

BRUSHING AND BAKING.

SAMPLES OF THE COLORS.



In addition to above colors we also furnish White and Black in First Coat and Finishing, also Transparent Finishing Pale for use over Black and all colors except White. We offer Transparent Finishing Enamel White for use over White.



Neal's Bicycle Enamels.

Brushing and Baking.

An elastic, durable and tenacious Baking Enamel, offered in an assortment of popular colors and specially prepared to withstand the vibration and rough usage to which Bicycle Enamel is necessarily subjected. They produce an elegant, tough, lustrous finish. These Enamels should be used only by practical persons who possess facilities for baking the goods.

LIST PRICES.

	Per gallon			
	Gals	qt.	pts.	Per gallon
Finishing Black Superfine.....	\$3.00	\$2.50	\$4.00	\$4.50
" " Extra Extra.....	2.50	2.70	3.00	4.00
" " Extra.....	2.00	2.2	2.50	3.50
First Coat Black Extra.....	2.50	2.70	3.00	4.00
" " No. 1.....	2.00	2.20	2.50	3.50
Blues:				
Gobelin.....				
Robin's Egg.....				
Royal.....				
Napoleon.....				
Brown				
Golden.....				
Greens:				
Bull Frog Green, Light.....				
" " Med.....				
" " Deep.....	4.50	4.70	5.00	6.00
Extra Deep Blue-Green.....				
Granada.....				
Apple.....				
Sicilian Olive, Light.....				
Sterling.....				
Yellows:				
Buttercup.....				
Medium.....				
Orange.....				
Stearns.....				
Reds:				
First-Coat Carmine Maroon.....	4.00	4.20	4.50	5.50
Carmine Maroon Finishing.....				
Carmine Maroon Finishing.....				
Extra Deep.....	4.50	4.70	5.00	6.00
Tuscan Maroon.....				
Syracuse Crimson.....	10.00	10.20	10.50	11.50
White and Ivory:				
White Finishing.....	4.50	4.70	5.00	6.00
First-Coat White (use under				
Ivory and White Finishing.....	4.00	4.20	4.50	5.50
Ivory Finishing.....				
Transparent Finishing & En-	4.50	4.70	5.00	6.00
amel, Pale.....				
Transparent Finishing En-				
amel, White, (for use over	7.50	7.70	8.00	9.00
White and Ivory Finishing.....				

We offer special Reducers for our Colored, Black and Transparent Baking Enamels.

Discount on Application. Write for Sample Card.

Neal's Brewers' Wall Enamels.

Adapted for enameling and finishing in a most durable and satisfactory manner, any wood, iron, stone, brick, cement or plastered surface, such as walls and ceilings, fermenting rooms, malting rooms, beer vaults, cellars, etc. Surfaces covered with these Enamels present a hard, lustrous, water-proof finish, easily cleansed, preventing steam or moisture from penetrating, and thereby keeping same in a sweet, clean and sanitary condition.

LIST OF THE COLORS

Ivory.	Flesh Tint.	Azure Blue.	Stone Color.
Sea Green.	Apple Tint.	Nile Green.	Turquoise.

We also furnish White, Black or any special color desired.

Neal's Brewers' Keg Enamels.

Specially prepared for enameling the heads, sides and hoops of kegs, barrels, etc. These enamels possess most excellent covering capacity, and dry quickly and hard with a lustrous enamel finish. They are also water-proof and extremely durable. Nearly all brewers are now placing on their kegs, barrels, cases, etc., distinctive colors as a distinguishing mark. If we do not present suitable colors in our regular line, we are in position to originate or duplicate any color that may be desired.

LIST OF THE COLORS

Vermilion.	Gobelin.	Persian Red.
Light Blue.	Apple Green.	Orange.
Yellow.	Deep Blue.	Brilliant Green.

We also furnish White, Black or any special color desired.

Neal's Brewers' Graphite Enamels.

These Enamels are for use on iron columns, stair cases, condensers, tanks, pipes, roofs or any metal or wooden surface where the exposure is great and an extremely durable, non-corrosive paint is required for the protection and preservation of the surface.

LIST OF THE COLORS

Dark Slate.	Bronze Green.
Seal Brown.	Oxide Red.
Black.	

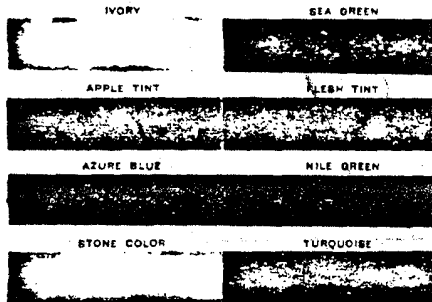
Neal's Brewers' Insulating Enamels.

Elastic, tenacious and durable. Adapted for the protection and preservation of pipes, condensers, tanks, etc.

Offered only in two colors, Dark Red and Black.

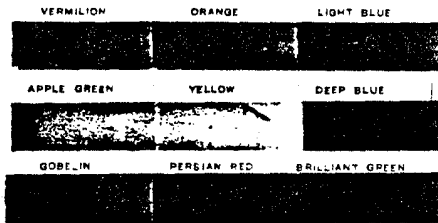
Neal's Brewers' Wall Enamels

SAMPLES OF THE COLORS.



Neal's Brewers' Keg Enamels

SAMPLES OF THE COLORS.



We also furnish White, Black, or any special color desired.

Neal's Brewers' Graphite Enamels

SAMPLES OF THE COLORS.



Neal's Brewers' Insulating Enamels

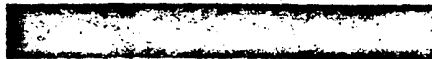
SAMPLES OF THE COLORS.



Neal's 'Cycle Enamels

SAMPLES OF THE COLORS.

BUTTERCUP YELLOW



CARMINE MAROON



ROBIN'S EGG BLUE



GOLDEN BROWN-LIGHT



ROYAL BLUE



EXTRA DEEP BLUE-GREEN



BRIGHT RED



STERLING GREEN



STEARNS YELLOW



BREWSTER GREEN



BULL FROG GREEN-LIGHT



In addition to above we also furnish Ivory, White
and Jet Black.



Neal's 'Cycle Enamel.

The kind for imparting a perfect enamel finish in popular colors to bicycles, tricycles, tandems, etc., that have become scratched and defaced.

LIST PRICES.

Jet Black.....	} In ¼-pt. Penny Lever Cans. \$3.00 per doz.
White.....	
Ivory.....	
Buttercup Yellow.....	
Robin's Egg Blue.....	
Royal Blue.....	
Extra Deep Blue-Green.....	
Bright Red.....	
Sterling Green.....	
Carmine Maroon.....	
Stearn's Yellow.....	
Brewster Green.....	
Bull Frog Green—Light.....	
Golden Brown—Light.....	

Discount from above Prices on Application.

Write for Sample Card.

Ample supply of advertising matter furnished with the goods.



Acme Household Paints.

Put up in standard size, pint and quart cans.

For re-painting the innumerable articles about the home that become shabby, such as tables, chairs, benches, shelves, flower pots, stands, etc.

Put up in "easy-to-open" cans. Color of contents shown on each package.

LIST OF COLORS.

Black.....	
White.....	
Peacock Blue.....	
Dark Brown.....	
Light Brown.....	
French Gray.....	
Pea Green.....	
Sage Green.....	
Dark Olive.....	Standard size.....c per can
Light Olive.....	Pints.....c per can
Dark Red.....	Quarts.....c per can
Terra Cotta.....	
Cream.....	
Lilac.....	
Pink.....	
Cherry Red.....	
Lead Color.....	
Bright Red.....	
Egyptian Green.....	Standard size.....c per can
Bright Blue.....	Pints.....c per can
Bright Yellow.....	Quarts.....c per can
Orange Yellow.....	

Net Prices

FOR SCREENS, WIRE CLOTH, ETC.

Screen Green.....	} Standard size.....c per can Pints.....c per can Quarts.....c per can
Screen Black.....	

A full case of one color contains 24 standard cans, 24 pint cans or 12 quart cans.

Net Prices on Application. Write for Sample Card.

A liberal supply of attractive advertising matter furnished with these goods.



Porch Furniture Enamel.

For painting wood or iron porch chairs, settees, lawn swings, iron railings, etc. Imparts a tough, durable and lustrous finish. Withstands outside exposure. Ready for use. Offered in three handsome colors. Put up in easy-to-open packages.

LIST PRICES

	Qts.	Pts.	1/2-pt.
Chair Red	\$0 75	\$0 45	\$0 25
Settee Green.....	75	45	25
Railing Black.....	75	45	25

Write for Sample Card.

An attractive show card furnished with these goods.

SPECIAL \$5.00 ASSORTMENT.

	List Prices			Assortment		
	Qts.	Pts.	1/2 pts.	Qts.	Pts.	1/2 pts.
Chair Red	\$0 75	\$0 45	\$0 25	1	4	5
Settee Green.....	75	45	25	1	4	5
Railing Black.....	75	45	25	1	4	5
				2	9	12

Gross amount of this assortment..... \$8 55
 Less 40 per cent. discount..... 3 42

Regular price..... \$8 13
 Assortment price..... 5 00

Packed ready for shipment with attractive advertising matter for store display.

SAMPLES OF THE COLORS

CHAIR RED

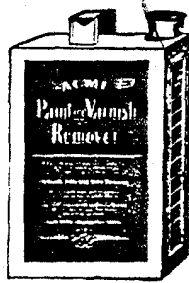


SETTEE GREEN



RAILING BLACK





Acme Paint and Varnish Remover.

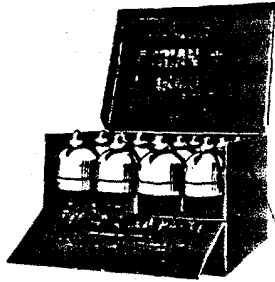
Will not only do a better job than the old-time, slow and expensive method of using a paint torch, but does the work much quicker, and at a corresponding saving of time and labor. Will entirely remove paint or varnish from *Iron, Metal, Glass, Earthenware, Wood or any surface*, leaving same in perfect condition to refinish in such a manner as may be desired. Contains neither acid, alkali nor water, and will not raise the grain or discolor the most delicate woods. It is a quick, safe and certain Remover, that does not injure the hands or the brush, does not burn and darken the wood as does a torch, and is *entirely free from any disagreeable odor.*

LIST PRICES.

	Per Gallon
Gallons	\$2 50
Half-gallons	2 60
Quarts	2 80
Pints	3 20
Half-pints	4 00

Discount from above prices on application.

Attractive advertising matter furnished in connection with these goods.



Tyrian Gold Paint.

Liquid or Ready-Mixed. All Ready to Apply. Brilliant and Permanent.

For the artistic gilding and decorating of bric-a-brac or any article in wood, metal, paper, leather, pottery, plaster, stone, papier-mache, lincrusta-walton, etc., etc. Put up in attractive polished wooden boxes, each box containing a bottle of Gold Paint, brush and directions for use. Anyone can apply.

Packed in neat display boxes, each box containing one dozen.

LIST PRICES.

One-gross lots.....	\$40 00 per gross
Half-gross lots.....	32 00 " "
Three-dozen lots.....	33 00 " "
Less quantity.....	3 00 per dozen

Discount from above Prices on Application.



Tyrian Silver Paint.

In Liquid Form. Ready to Apply.

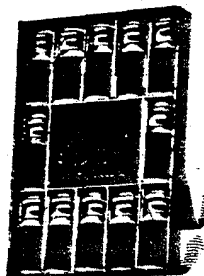
A high-grade article possessing superior merit for decorative purposes.

Put up in exactly the same style as Tyrian Gold Paint.

LIST PRICES.

One-gross lots.....	\$40 00 per gross
Half-gross lots.....	32 00 " "
Three-dozen lots.....	33 00 " "
Less quantity.....	3 00 per dozen

Discount from above Prices on Application.



Eldora Gold Paint.

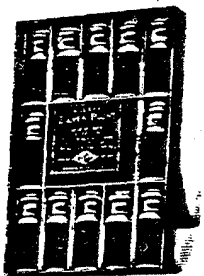
In Liquid Form. Ready for use.

To meet an existing demand for a reliable article of this description that can be sold at a lower price than our Tyrian brand, we offer our Eldora Gold Paint which is adapted in every particular to give unqualified satisfaction. The goods are put up in larger bottles than are generally offered at the prices which we quote below, and are packed one dozen each with brushes, in a convenient and attractive container provided with an easel back, especially adapted for displaying upon counter or showcase.

LIST PRICES.

One-gross lots.....	\$18 00 per gross
Half-gross lots.....	10 00 " "
Three-dozen lots.....	20 00 " "
Less quantity.....	1 80 per dozen

Discount from above Prices on Application.



Eldora Silver Paint.

In Liquid Form. Ready for Use.

Put up in exactly the same style as Eldora Gold Paint.

LIST PRICES.

One-gross lots.....	\$18 00 per gross
Half-gross lots.....	10 00 " "
Three-dozen lots.....	20 00 " "
Less quantity.....	1 80 per dozen

Discount from above Prices on Application.



Mazolene.

Our Furniture, Piano, Carriage and Bicycle Polish.

For thoroughly cleaning and renewing the lustre of furniture, pianos, carriages, bicycles, or any varnished surface which has become dimmed and marred by use or exposure.

Unlike the many polishes offered, Mazolene contains no sticky or gummy ingredients which prevent it from drying and allow it to gather dust. It dries *very quickly*, thoroughly removing all dirt and stains.

LIST PRICES.

	Per Gallon
Barrels	\$1 00
Half-barrels	2 00
Five-gallon cans	2 00
One-gallon cans	2 10
Half-gallon cans	2 30
	Per Dozen Cans
Quarts	\$8 35
Pints	5 00
Half-pints	3 00

In Glass Bottles.

Per dozen, in display box containing twelve four-ounce bottles..... \$1 80

Discount from above Prices on Application.

We furnish an attractive show card in connection with these goods.



Acme Liquid Slating.
Black and Deep Green.

Made from the best materials and with the greatest care. Will give perfect satisfaction as regards finish and durability.

LIST PRICES.	Per Gallon
Gallon cans.....	\$3 00
Half-gallon cans.....	3 20
Quart cans.....	3 60
Pint cans.....	4 00
Half-pint cans.....	4 80

Discount from above prices on application.



Acme Sheep Marking Liquid.

Offered in four colors: Oxide Red, Blue, Green and Black.

A superior article for marking or branding sheep. It contains nothing whatever detrimental or injurious. It is weather-proof, but easily removed in the scouring. The difficulty and labor involved in removing many preparations that are used, such as tar, etc., causing a reduction in price, is avoided. Our colors are distinctive, clear and of good tone, and being thoroughly ground and mixed by machinery the paint is of proper consistency and texture, enabling the user to secure much more satisfactory results than can be obtained with any crude, hand-mixed material.

LIST PRICES.	Per Gallon
Five-gallon cans.....	\$6 05
Gallon cans.....	1 00
Half-gallon cans.....	1 05
Quart cans.....	1 10

Net Prices on application.



Popular Varnishes.

A special line of varnishes put up in the new Utility packages. Easy to open. Easy to close. No broken nozzles. Contents can be kept free from dust with no loss by evaporation. This package is a very desirable one for the consumer, as the cover is easily removed and is easily replaced. The package can be used as a varnish cup, as the large opening admits of the varnish being used direct from the package, doing away with the necessity of pouring out and into another can.

LIST PRICES.

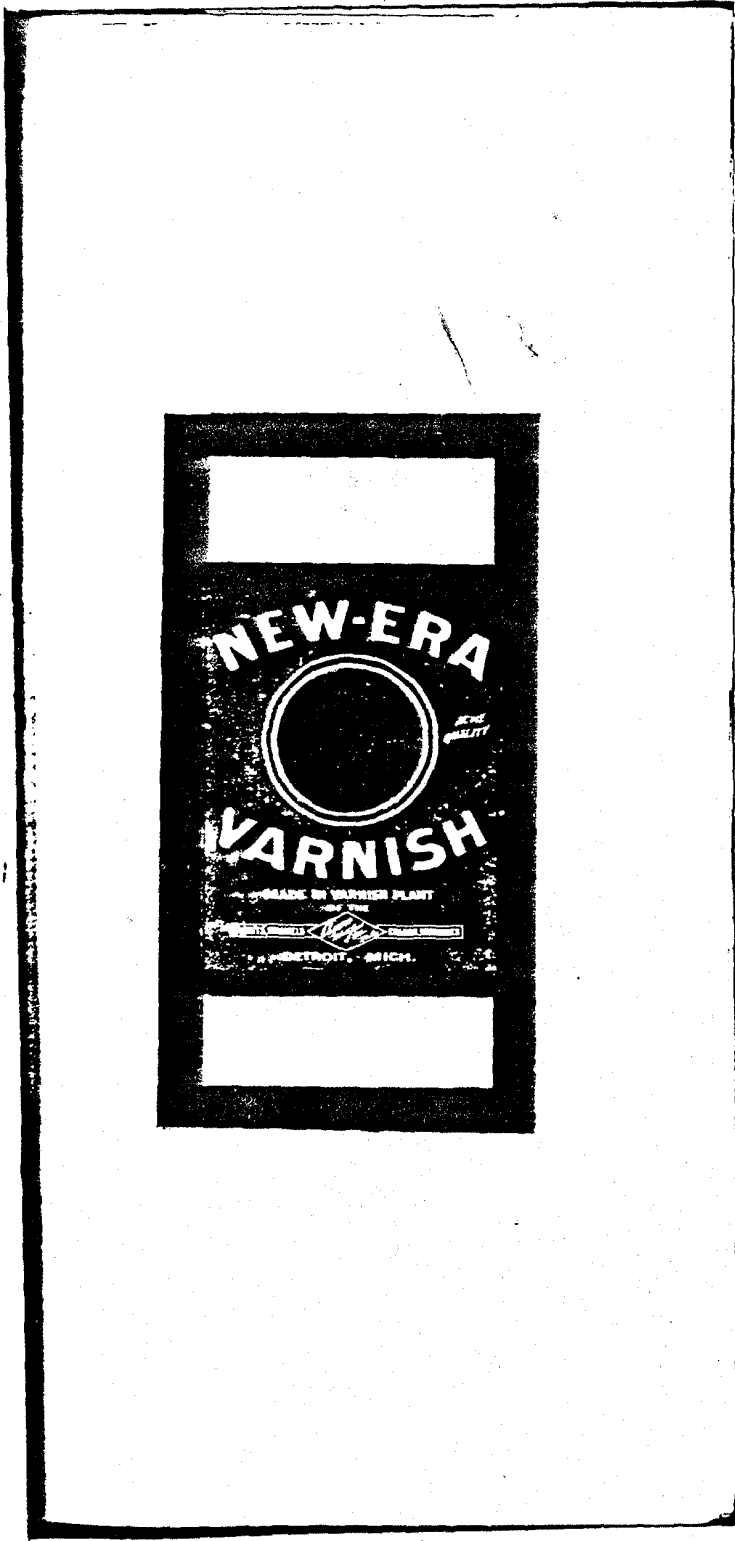
	Qts.	Pts.	1/2 pts.	1/4 pts.
No. 1 Furniture.....	\$0 40	\$0 25	\$0 15	\$0 10
No. 1 Coach.....	50	30	20	15
Hard Oil Finish, Light.....	50	30	20	15

Discount from above prices on application.

SPECIAL \$10.00 ASSORTMENT.

	List Prices				Assortment			
	Qts.	Pts.	1/2 Pts.	1/4 Pts.	Qts.	Pts.	1/2 Pts.	1/4 Pts.
No. 1 Furniture.....	\$0 40	\$0 25	\$0 15	\$0 10	4	6	6	6
No. 1 Coach.....	50	30	20	15	4	6	6	6
Hard Oil Finish, Light.....	50	30	20	15	5	6	6	6
					13	18	18	18
Gross amount of this assortment.....								\$16 00
Less 40 per cent. discount.....								6 72
Regular price.....								\$10 28
Assortment price.....								10 00

The above line of varnishes will be found extremely convenient for the dealer, and should be found in every stock. The assortment, as made, represents staple and salable goods, and a trial order will convince the trade as regards their desirability and merit.



0007-SWP-000002470



New Era Varnishes.
SPECIALTIES.

NEPTULITE Is an especially prepared article, expressly adapted for the finish of all natural woods on the spars, decks and cabins of steamships, and all steam and sailing craft where the most extreme cases of atmospheric influences are constantly working havoc and destruction to all painted and varnished surfaces. Fully realizing the great exposure an article of this sort is subjected to, we have prepared on the most scientific principles in Neptulite the palest, toughest, most elastic, and best water-proof varnish ever offered the marine and ship chandlery trade. It is also most suitable for front doors, vestibules, and all outside architectural work where great exposure exists.

LIST PRICES.

	Per Gallon
5-gal. cans...	\$3 90
1-gal. "	4 00
½-gal. "	4 25
Quart "	4 25
Pint "	4 50
½-pint "	4 80

DURABLE SPAR This is an excellent varnish for exterior exposure, carefully made from selected materials to meet the requirements demanded, and can be relied upon to give perfect satisfaction upon all exposed surfaces such as spars, decks and cabins of steamships and vessels, store fronts, front doors, vestibules and similar exposed surfaces. It is tough, durable, elastic and water-proof, withstanding the action of the elements in a marked degree.

Per Gallon.

5-gal. cans...	\$2 90
1-gal. "	3 00
½-gal. "	3 15
Quart "	3 25
Pint "	3 50
½-pint "	3 80

EXTEROLITE For exterior exposure on store fronts, vestibules, front doors, verandas, and for all requirements where a pale, tough, elastic finish is desired. Its durability and free working qualities are its successful merits. The drying properties are strictly in accordance with a varnish of this elastic nature, and if a dead finish is desired plenty of time must be allowed for drying and hardening.

Per Gallon.

5-gal. cans...	\$3 00
1-gal. "	4 00
½-gal. "	4 15
Quart "	4 25
Pint "	4 50
½-pint "	4 80

New Era Varnishes.

SPECIALTIES.

(CONTINUED)

INTEROLITE For general work on interior decorations where an idea finish is desired to withstand most extreme usage, as in bath-rooms, where soap and hot water, steam, etc. are constantly working devastation. Window casings and inside blinds are constantly exposed to ravages of frosted window panes, which when the sun strikes them, causing the ice to melt and run down on the casings and window-sills. Such exposure as this is intense, and must have an extra fine piece of goods, which you will find in Interolite. This varnish has sunbent working qualities and can be rubbed to a dead finish, if desired, leaving a tough, durable finish.

LIST PRICES.

	Per Gallon
5-gal. cans...	\$2.40
1-gal. " " " "	2.50
1/2-gal. " " " "	2.65
Quart " " " "	2.75
Pint " " " "	3.00
1/2-pint " " " "	3.30

VARNOTILE The most perfect floor finish ever offered the public for floors of residences, hospitals, asylums, public offices and buildings where elasticity and wearing properties are constantly required. Natural woods are nature's rarest gift and when the different grains and shades in a hardwood floor are brought out and beautified by our Varnotile, the best possible results are obtained. It prolongs the life of linoleum or oil cloth when one coat is applied, keeping them from fading, and otherwise affording protection.

Per Gallon.

5-gal. cans...	\$2.40
1-gal. " " " "	2.50
1/2-gal. " " " "	2.65
Quart " " " "	2.75
Pint " " " "	3.00
1/2-pint " " " "	3.30

WHITE MAPLE FINISH. An unusually pale varnish for finishing all kinds of light natural woods, such as white mahogany, bird's-eye maple, and other delicate shades, dries dust free in from 8 to 10 hours, and admits of rubbing in from 48 to 60 hours. If a beautiful polish is desired, let it stand another day or so. This varnish works very free.

Per Gallon.

5-gal. cans...	\$3.00
1-gal. " " " "	4.00
1/2-gal. " " " "	4.15
Quart " " " "	4.25
Pint " " " "	4.50
1/2-pint " " " "	4.80

SATINWOOD FINISH. This fine article is adapted for work where a light varnish is required, but is not as light as our White Maple Finish. We heartily recommend and urge its use for house interiors, cabinets, mantels, etc. It works easily and will rub nicely in from 36 to 48 hours, and if so desired, can be polished to a very high-gloss finish.

Per Gallon.

5-gal. cans...	\$1.00
1-gal. " " " "	2.00
1/2-gal. " " " "	2.15
Quart " " " "	2.25
Pint " " " "	2.5
1/2-pint " " " "	2.80

New Era Varnishes.

SPECIALTIES.

CONTINUED

LINOILITE is far ahead in body, color, brilliancy, transparency, working and drying qualities than most manufacturers' best brands. It dries very hard and can be left in the gloss-finish, or rubbed with water or oil and pumice stone. This varnish is not as pale as our better grades, but for general work its use is of great value. This varnish will rub under favorable conditions in from 36 to 48 hours.

LIST PRICES.

	Per Gallon
5-gal. cans...	\$1.65
1-gal. " ...	1.75
1/2-gal. " ...	1.90
Quart " ...	2.00
Pint " ...	2.25
1/2-pint " ...	2.55

NO-RUB FLAT FIN-

ISH is a hard-drying, tough and durable flat finish for use over any gross-varnish surface for the purpose of producing the effect of a perfectly "rubbed finish" without incurring the expense and labor of actually rubbing the work. Dries hard over night. Will not turn white under water, and is especially recommended to resist moisture in any form. It saves time and labor, and is superior to a varnish that requires rubbing because it is quicker, cheaper, cleaner, less laborious and *more durable*. No Rub Flat Finish adds a coat to a surface instead of rubbing one away.

	Per Gallon
5-gal. cans...	\$2.40
1-gal. " ...	2.60
1/2-gal. " ...	2.75
Quart " ...	2.75
Pint " ...	3.00
1/2-pint " ...	3.30

Our "New Era" Ti-Ki Specialties will be put up only in sealed cans up to five gallons, and can not be bought otherwise. Every one of our Ti-Ki Specialties is of superior merit, and is intended for a specific purpose, as directions on the cans designate, and it is our earnest desire that you secure these goods in their original packages, in the following sizes:

Five-gallon cans.	1 or 2	to a case.
One-	6 or 12	" "
Half-	12 or 24	" "
Quart	24	" "
Pint	24	" "
Half-pint	24	" "

Miscellaneous Varnishes for Architectural Work
and General Purposes.

LIST PRICES.

	Per Gallon:				
	Gals	1/2 gal.	Qts.	Pts.	1/2 pts.
Diamond White Enamel Varnish.....	\$4.00	\$4.15	\$4.25	\$4.50	\$4.80

A beautiful, pale, transparent, white varnish, for the artistic finishing of white enamel work or light shades of wood where delicate colors predominate, such as white mahogany, bird's-eye maple, white birch, etc.

Leaves a tough, lustrous surface that may be left in the gloss or rubbed and polished in from 4 to 5 days. Permanency is a prime factor in this article.

Bar Top Finish.....	4.00	4.15	4.25	4.50	4.80
---------------------	------	------	------	------	------

A light colored, heavy-bodied varnish. Flows freely and levels perfectly. Dries to re-coat in 24 hours, and can be rubbed in 4 days. It is impervious to both water and spirits and is perfectly adapted for finishing bar tops and similar surfaces upon which the finish is subjected to severe wear and hard usage.

Hard Drying Seat Finish.....	2.00	2.15	2.25	2.50	2.80
------------------------------	------	------	------	------	------

This is an extra heavy-bodied, light colored varnish. Works freely and flows out with a full round lustre. Sets dust free in from 1 to 4 hours, dries to handle in from 12 to 20 hours, and to ship in from two to 3 days without printing. Will not mar or scratch white. Can be rubbed or polished in from 4 to 5 days, but is more frequently used as a gloss varnish.

Diamond Church Oak.....	2.00	2.15	2.25	2.50	2.80
-------------------------	------	------	------	------	------

This varnish is light in color and heavy-bodied. Flows out freely with a full round lustre, and dries dust free in 4 hours, to handle in 16 hours, to ship in from 2 to 3 days. Adapted for furniture, church seats and railings, which are to be left in the gloss, but is not intended to be rubbed and polished.

Extra Pale Hard Oil Finish.....	2.00	2.15	2.25	2.50	2.80
---------------------------------	------	------	------	------	------

A pale, durable and brilliant article. It works easily, flows out well and can be rubbed in about 30 hours.

Pale Hard Oil Finish.....	1.50	1.65	1.75	2.00	2.30
---------------------------	------	------	------	------	------

A free working and light colored finish for general interior work. Can be rubbed to a dull or flat finish in 24 to 30 hours.

Light Hard Oil Finish.....	1.25	1.40	1.50	1.75	2.05
----------------------------	------	------	------	------	------

Light in color, has good body, flows freely and dries with a brilliant lustre.

Walnut Hard Oil Finish.....	1.25	1.40	1.50	1.75	2.05
-----------------------------	------	------	------	------	------

Suitable for use upon dark woods, equal in working qualities to Light Hard Oil Finish.

**Miscellaneous Varnishes for Architectural Work
and General Purposes.**

(CONTINUED)

	Per Gallon			
	Gals.	½-gals.	Qts.	Pts.
Pale Durable Coach.....	\$2 50	\$2 65	\$2 75	\$3 00
This is a superior article, having a fine lustre, light in color, dries well, and can be thoroughly jellied on as being a good, tough, elastic varnish. Suitable for good, hard use, exterior or interior.				
Exterior Coach.....	2 00	2 15	2 25	2 50
This is a fine varnish of medium shade, having the same body and many of the favorable qualities as our Pale Durable Coach. Dries quicker, but is still a very serviceable varnish.				
Interior Coach.....	1 50	1 65	1 75	2 00
This varnish is heavy bodied, light in color and is well adapted for general interior use, as it may be rubbed to a dead finish or left in the gloss. It will dry hard in from 30 to 36 hours.				
Extra No. 1 Coach.....	1 50	1 65	1 75	2 00
This is somewhat darker than our Interior Coach, but has a fine body, good lustre and has good drying and working qualities.				
No. 1 Coach.....	1 25	1 40	1 50	1 75
This varnish has a good body and lustre, being well adapted for grained work or jobs of a similar character.				
Extra Furniture (or Copal).....	1 50	1 75	1 75	2 00
This varnish has a good body, quite light in color, works freely under the brush and hardens with a good, round lustrous finish.				
Extra No. 1 Furniture (or Copal).....	1 25	1 40	1 50	1 75
This varnish is pale in color, works out freely, has full body and lustre, dries well, and is well adapted for the purpose intended.				
No. 1 Furniture (or Copal).....	1 00	1 15	1 25	1 50
Suitable for general cheap work, first-coatings, etc. Very quick dryer.				
No. 1 Copal.....	1 00	1 15	1 25	1 50
A very quick-drying varnish for general purposes and first-coatings. Especially adapted for work where an inexpensive finish is desirable.				
Pure White Batavia Damar.....	2 50	2 65	2 75	3 00
This varnish is made from the very best quality of gum and strictly pure turpentine is full bodied, very white and hard drying. Readily mixes with white lead or zinc. Dries in about 12 hours.				

Miscellaneous Varnishes for Architectural Work
and General Purposes.

(CONTINUED)

	Per Gallon					
	Gals.	1/2 gal.	1 qt.	Pts.	1/2-pt.	
Selected White Damar.....	\$2.00	\$2.25	\$2.50	\$2.75	\$2.50	\$2.80
A white, hard-drying Damar varnish perfectly transparent, mixes well with white lead or zinc.						
No. 1 Damar.....	1.75	1.00	2.00	2.25	2.55	
Very light in color, dries hard, and mixes readily with lead and zinc. An exceptionally good Damar but not quite as white as the more expensive grades.						
Linoleum Varnish.....	2.20	2.35	2.45	2.70	3.00	
A heavy-bodied varnish specially adapted for finishing linoleum and oil cloth. Flows freely under the brush, is easy working and dries hard over night with a beautiful lustre.						
Ceylon Shellac—						
White.....	2.00	2.15	2.25	2.50	2.80	
Orange.....	1.85	2.00	2.10	2.35	2.05	
This is a perfect substitute for shellac varnish, fulfilling all the purposes for which regular shellac may be used. It possesses excellent working qualities, dries as quickly as shellac, can not be surpassed for filling and surfacing properties and is an excellent article for covering knots, sappy and pitchy places.						
Rockline Shellac.....	1.35	1.50	1.60	1.85	2.15	
A shellac substitute for priming all woods to be finished in the natural. Possesses a better body and holds up after-coats in a superior manner. Imparts a hard, non-porous surface and prevents suction. Dries to sandpaper over night.						
Light Oil Shellac.....	1.25	1.40	1.50	1.75	2.05	
Particularly designed for under-coating. It dries in about six hours so that two coats may be applied the same day.						
O. K. Fresco Sizing.....	1.00	1.15	1.25	1.50	1.80	
This is a very quick-drying varnish sizing, extra light in color and is especially intended to prevent absorption and suction. The lightest and most delicate shades may be sized with this article without fear of discolorment.						
Stucco Wall Size.....	.60	.75	.85	1.10	1.40	
A perfect coating or size for walls where a good, tough, hard first-coating is desired. It prevents all suction, and succeeding coats stand out better over it than any other article offered the public for similar purposes. It is unexcelled for damp walls before papering, as moisture does not affect it.						
Bronzing Liquids—						
Extra, Extra.....	2.00	2.15	2.25	2.50	2.80	
Extra.....	1.50	1.65	1.75	2.00	2.30	

0007-SWP-00002476

Miscellaneous Varnishes for Architectural Work
and General Purposes.

(CONTINUED)

	Per Gallon			
	Gals.	1/2 gals.	Qts.	Pts. 1/2 pts.
Raven Black Asphaltum	\$1 25	\$1 40	\$1 50	\$1 75 \$2 05
It is made from selected bright gum and is very elastic and durable and most suitable for castings, iron fences, grates and all structural iron work. This article is very black and brilliant. Can be reduced with turpentine and benzine.				
Eureka Black Asphaltum	1 00	1 15	1 25	1 50 1 80
This black varnish is made from selected goods, is free working, dries hard in from four to six hours. Suitable for all work where a full brilliant jet black asphaltum is required.				
Union Black Asphaltum80	.95	1 05	1 30 1 60
For same uses as above goods, but on cheap, quick work.				
Best Japan Gold Size	3 50	3 05	3 75	4 00 4 30
For binding, drying and hardening colors, and especially adapted as a gold-leaf size. Owing to the purity and powerful strength of this Japan not as large a quantity is required, as it is much stronger than most Japans.				
Gibraltar Pale Japan	2 00	2 15	2 25	2 50 2 80
For binding, drying and hardening light colors. Mixes readily with raw linseed oil, and is warranted not to injure colors.				
Axiom Coach Japan	1 75	1 90	2 00	2 25 2 55
This Japan is a powerful dryer, of medium color, and mixes with oil without causing a separation of the mixture.				
Neoteric Liquid Dryer	1 35	1 50	1 60	1 85 2 15
A very strong dryer of superior strength, being almost double that of any other dryer. Once known it is indispensable to painters, and we heartily recommend its use to all those looking for a strictly first-class dryer of real merit.				
Ozone White Dryer	1 25	1 40	1 50	1 75 2 05
This is a very strong and pale dryer, particularly adapted for use in white and light colored paints.				
Mangazone Liquid Dryer	1 20	1 35	1 45	1 70 2 00
A very fine dryer, mixes well with oil, but not equal to the above but still an excellent dryer.				
Safety Oil Dryer	1 10	1 25	1 35	1 60 1 90
This is a Manganese dryer, mixes readily with oil and is especially adapted for house and ship painting use.				
Giant Liquid Dryer65	1 10	1 20	1 45 1 75
A strong dryer suitable for house painters use. Mixes readily with oil and can be relied on as a very fine article for the money.				

Miscellaneous Varnishes for Architectural Work
and General Purposes.

(CONTINUED)

	Per Gallon				
	Gals	½-gals.	Qts.	Pts.	½-pt.
Orient Japan.....	\$0 80	\$0 65	\$1 05	\$1 30	\$1 60
A very good article for cheap mineral paints.					
Banner Liquid Dryer.....	65	50	00	15	1 45
A good, cheap dryer for general work. Will not precipitate and mixes well without curdling.					

VUL-K-LAC is a very superior first-coating and finishing varnish, of medium color and good body. Works freely, dries dust free in 1 hour, can be handled in 6 to 8 hours. Dries to sand and second-coat over night and can be rubbed and polished in 24 to 36 hours. It is suited to all classes of interior work and polishes to a high lustre. Withstands extreme moisture, and is recommended for bathrooms, bar fixtures and similar surfaces.

As a first-coating varnish it possesses very superior properties, forming a hard surface that will best support after-coats and obtain a full, well-rounded finish that can not be secured over more absorbent surfaces.

Per Gallon.	
5-gal. cans...	\$1 65
1-gal. "	1 75
½-gal. "	1 00
Quart "	2 00
Pint "	2 25
½-pint "	2 55

VUL-K-LAC, PALE is very light in color, good body and possessing the same general working properties as Vul-K-Lac. Suitable for use on white maple and similar light-colored woods.

Per Gallon.	
5-gal. cans...	\$2 15
1-gal. "	2 25
½-gal. "	2 40
Quart "	2 50
Pint "	2 75
½-pint "	3 05

Shellac Varnishes.

We are prepared to furnish this line of goods at the lowest market price in white, bleached or orange shellac, cut either with pure grain or wood alcohol.

Owing to the shellac turning dark when coming in contact with iron or metal, such as tanks, faucets, etc., we put our shellacs up in the following manner:

Barrels: ½-barrels, 5-gallon buckets, 1-gallon jugs, ½-gallon jugs, and in bottles as follows: ¼s. 1s., 1-16s., 1-32s.

The goods are neatly sealed and labeled. Terms on shellac: 30 days, 15 to days, f. o. b. Detroit.

Notice.

When desired in larger packages than noted in the foregoing, a reduction of list prices (of 1-gal. cans) will be made as follows:

Five-gallon cans.....	\$0 10 per gallon
Half-barrels.....	17 " "
Barrels.....	25 " "

Advertising
Matter.

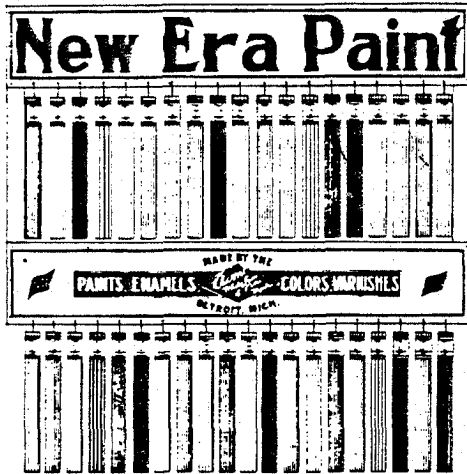
New Era Paint

Samples of the Colors.

LIGHT BUFF 25	IVORY 12	DARK OLIVE 16	FRENCH GRAY 8	INTERIOR LILAC 124	LIGHT OLIVE 1
SILVER GRAY 44	LEAD COLOR 10	PEACH TINT 43	SHAMROCK 14	COLONIAL YELLOW 17	SEAL BROWN 23
MEADOW GREEN 130	STONE COLOR 6	MOSS COLOR 13	DRAB TINT 5	OTTOMAN RED 131	PEARL GRAY 27
HAZEL BROWN 24	OLD GOLD 30	LIGHT STRAW 32	W. B. GREEN 38	WARM GRAY 51	TERRA COTTA 46
VICTORIA RED 120	FLESH COLOR 53	SLATE COLOR 132	MEDIUM OLIVE 19	TAN BROWN 54	LAVEN- DER 52
SKY BLUE 42					
GREEN STONE 9	BRONZE GREEN 126	PALE GRAY 33	POMPEIAN RED 18	TUR- QUOISE 50	SYLVAN GREEN-DP 127
INTERIOR PINK 123					

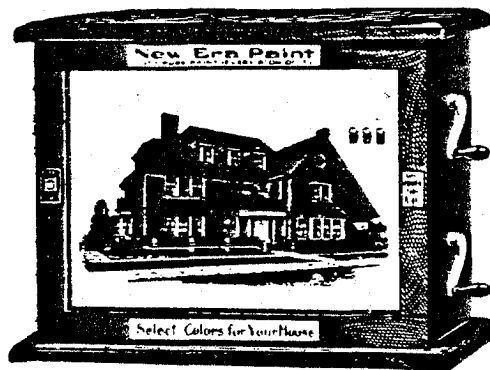
We Also Furnish Inside and Outside White and Black.

Lithographed Metal Color Rack.



This is an exact representation of Color Rack furnished with a stock of New Era Paint, except that colors are not shown on panels suspended from signs. Size 27x28½ inches.

Counter Panorama of Color Plates.



This is a novel device, invented by us, patented May 26, 1903, for showing desirable combinations of colors of New Era Paints. The color plates are printed upon enameled cloth and wind over rollers operated by handles shown at right of illustration. The case is quartered oak, finished in flemish oak style. Dimensions, 12½ inches high, 16 inches wide and 6½ inches in depth. Simple in construction and cannot get out of order. Furnished only in connection with stock of 50 gallons or more.

Lithographed Metal Agency Sign.



This is a heavy gauge steel sign, lithographed on both sides in colors shown in illustration. It is flanged so as to be readily screwed to door frame, and should be set at right angles with the street, so that both sides will be displayed. It is meant to withstand outside exposure and forms a very durable and attractive sign. Size 14 x 22 inches.

Painters' Sets of Sample Shades.



The above is an illustration of a set of Painters' Sample Shades. They are put up in slide boxes and comprise all of the regular shades in New Era Paint. The box also contains cards pertaining to our eight Ti-Ki Specialties and Neoteric Liquid Dryer and booklet embodying additional lines which are of interest to painters.

We will mail these to painters whose names are sent us, where they will be of benefit, and can also send a supply with goods for dealers who will hand them to painters.



BODY - - 27
 TRIMMING - WHITE
 ROOF - - 48

THE ABOVE DESIGN SHOWS A COMBINATION
 OF COLORS OF THE

New Era High-Grade Prepared Paints

MADE BY THE
 ACME WHITE LEAD AND COLOR WORKS,
 DETROIT, MICH.

Painters' Business Cards.

We furnish these cards to dealers for painters, whose names they furnish, and who are in the habit of buying goods from them. The house designs in colors are especially appreciated by house painters.

220

M.
 P
 D

MILWAUKEE

We use and
 by the Acme
 Detroit, Mich.
 Butler, Mont.



BODY - - 48
 TRIMMING - 27
 ROOF - - 127

THE ABOVE DESIGN SHOWS A COMBINATION
 OF COLORS OF THE

New Era High-Grade Prepared Paints

MADE BY THE
 ACME WHITE LEAD AND COLOR WORKS,
 DETROIT, MICH.

Dealer's Business Cards.

A quantity of business cards with dealer's name and business, as indicated in illustration, will be furnished in connection with order for New Era High-Grade Prepared Paints.

C. M. PUTNAM

DEALER IN

Hardware, Paints,
 Oil, Etc. ❀ ❀

MORIAH, - N. Y.

I recommend and constantly keep in stock the paints manufactured by the Acme White Lead and Color Works, Detroit, Mich.

6607-SMF-000002484

Booklets.

Points on
Painting
A House.

FOR SALE BY
F. C. ROBINSON & CO.,
Dealers in Drugs, Paints, Oils, etc.,
PARIS, TEX.

The above is illustration of cover of a sixteen-page booklet furnished dealers in connection with New Era High-Grade Prepared Paint. It gives complete information regarding the goods and will be of great assistance to consumers who may be investigating the house paint question. Dealer's name and business are printed on these.

Special Solicitation.

We ask dealers handling New Era High-Grade Prepared Paint to send us at any time the names of parties whom they may know intend to paint. We shall be glad to write them specially about the goods, referring them to the dealer for supplies.

0007-SWF-000002485

NEW ERA Veranda Floor Paint

SAMPLE COLORS.

WARM GRAY



DEEP DRAB



LIGHT LEAD COLOR



YELLOW



BRIGHT TAN



OLIVE



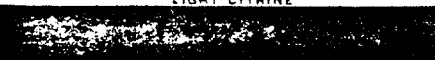
DUST DRAB



RICH RED



LIGHT CITRINE



RED-BROWN



1304

0007-SWP-00002486

Lithographed Metal Agency Sign.



A handsome sign, lithographed in colors, as shown in the illustration, and embossed on heavy gauge steel. Size, 11 1/2 x 17 inches. Furnished to all Dealers handling our New Era Varnishes.

CC07-SWP-C00002487

Hanger.

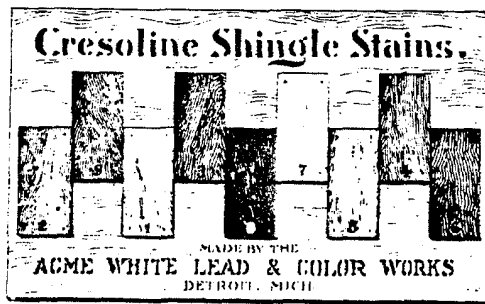


The above hanger, 11x14 inches, printed on heavy enameled card stock, is furnished to all dealers handling New Era Varnishes. It displays finished wood samples. It is provided with an easel back, and may be displayed upon counter, or suspended by means of eyelet hole at the top.

FIG. 1

CCC7-SWF-CC0002488

Display Sign.



The above illustrates display stand, the background of which is a large unfinished shingle, $15\frac{1}{2} \times 28\frac{1}{2}$ inches, on which are fastened small shingles, $2\frac{1}{2} \times 5\frac{1}{4}$ inches, stained with the various colors of the goods. The sign is supported by an easel back. Furnished with the first order of six gallons or more.

Lithographed Metal Color Rack.



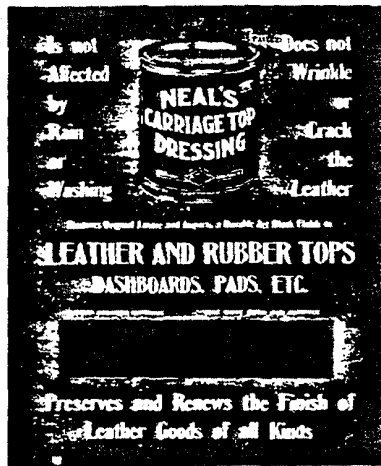
This is an attractive sign, lithographed in colors and embossed on metal. The spokes suspended from same are taken from worn out wheels and are partially finished with Neal's Carriage Paint, showing the handsome result secured by one coat of the goods over old work. Size, complete sign, 25x16 1/2 inches. Furnished to all dealers ordering an assortment amounting to ten dollars.

Lithographed Cut-Out.



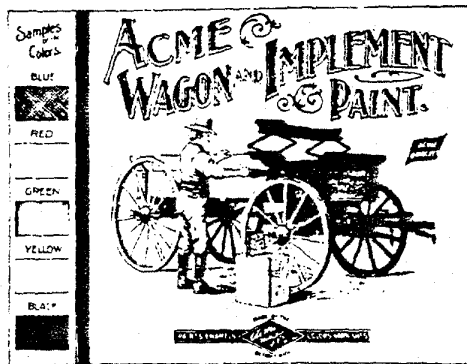
The above illustration does not do justice to the original, which is lithographed in eight colors on heavy stock, bringing out the "Mahoney Dog Cart" design, so long identified with Neal's Carriage Paints, in a truly artistic and striking piece of lithographic work. The sign is provided with an easel back and will be furnished to all dealers handling the goods. Size, 24 1/2 x 30 inches.

Hanger.



The above hanger, 11 x 14 inches, printed on heavy enameled card stock, is furnished to all dealers handling Neal's Carriage Top Dressing. A piece of leather from an old carriage top is partially covered with the goods and attached to the card. It is provided with an easel back and may be displayed upon counter or suspended by means of eyelet hole at the top.

Hanger.



Printed in colors as shown in illustration on heavy enameled card stock. Provided with enamel back for counter display, or may be suspended from eyelet hole. Supplied to all dealers handling Acme Wagon and Implement Paints. Size, 11x14 inches.

0007-SWF-000002492

Lithographed Metal Color Rack.



Lithographed in colors as shown in illustration and embossed on metal. Panels suspended from sign represent the various shades of Granite Floor Paints. An attractive sign that is of material assistance to the dealer in making sales. Size of complete sign, 12x16 $\frac{1}{2}$ inches. Furnished to all dealers ordering an assortment amounting to ten dollars.

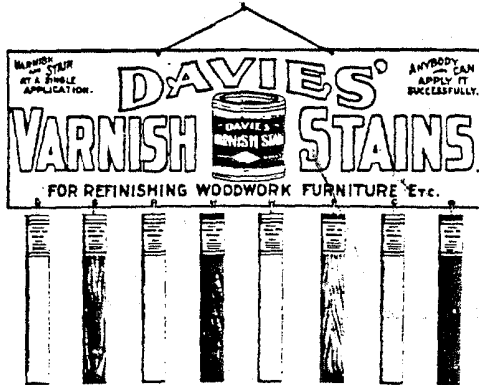
Hanger.

This hanger, which is 12x14 inches, shows the various colors of Granite Floor Paints. It may be suspended from eyelet hole or placed on counter, as it is also provided with an ease back. Printed on heavy enameled card stock. Furnished to all dealers handling the goods.

138

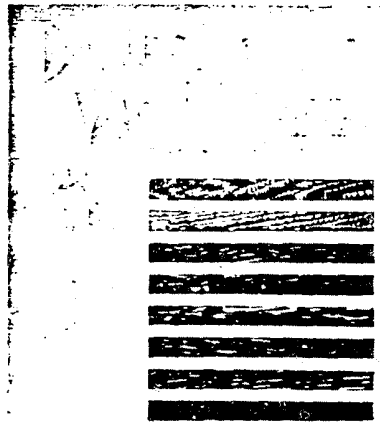
0007-S&P-000002493

Lithographed Metal Color Rack.



Panels suspended from sign as shown above represent the various colors of Davies' Varnish Stains, clearly indicating the handsome results that may be secured by any inexperienced person. The sign is lithographed on metal and embossed. Size, 14x1 1/4 inches. Furnished to all dealers ordering an assortment amounting to ten dollars.

Hanger.



The above hanger is provided with an easel back for displaying on counter or may be suspended from eyelet hole. Size, 11x1 1/4 inches. Printed in colors as shown in illustration on heavy enameled card stock. Sample colors of Davies' Varnish Stains are shown. Furnished to all dealers handling the goods.

Hanger.

COLONIAL
FLOOR
WAX

FOR FINISHING
HARDWOOD
FLOORS,
FURNITURE AND
WOODWORK OF
EVERY
DESCRIPTION

Provides a hard finish that gives the user's furniture a beautiful appearance and protects it from moisture and scratches. It is easy to apply and dries quickly. It is available in many colors and finishes. It is also available in a liquid form for use on floors. It is also available in a solid form for use on floors. It is also available in a liquid form for use on floors.

ANYBODY CAN APPLY IT

MADE BY THE  DETROIT MICH

The above is a fac-simile of hanger furnished all dealers in connection with an order for our Colonial Floor Wax. Printed in colors as shown in illustration on heavy enameled card stock and may be suspended from eyelet hole or placed on counter by means of easel back which is also provided. Size: 11x14 inches.

Hanger.



The above hanger, 11 x 14 inches, printed on heavy enameled card stock, is furnished to all dealers handling the goods. It is provided with an easel back, and may be displayed upon the counter or hung up by eyelet hole at the top.

14234

CCC7-SWF-0C0CC2496

Porch Furniture Enamel

FOR WOOD AND IRON PORCH
AND LAWN CHAIRS, SETTEES,
SWINGS, FLOWER STANDS,
IRON RAILINGS, ETC. :: ::

Withstands Outside Exposure
READY FOR USE

CHAIR RED



SETTEE GREEN



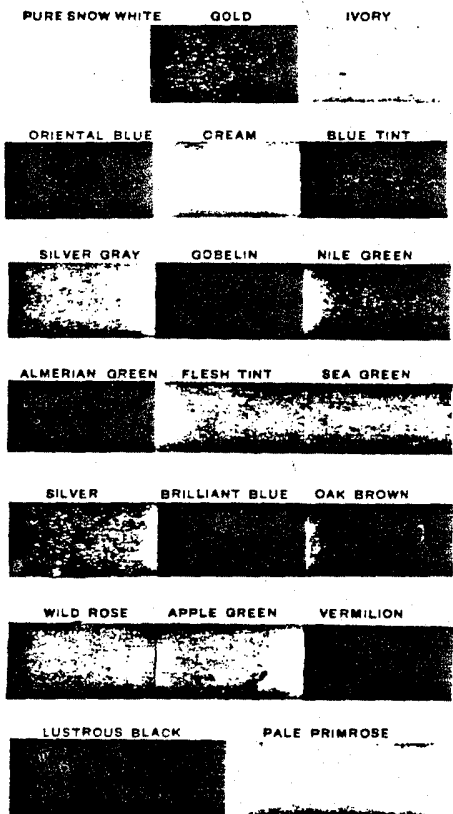
RAILING BLACK



Neal's Enamels

THE GENUINE

SAMPLES OF THE TINTS AND COLORS

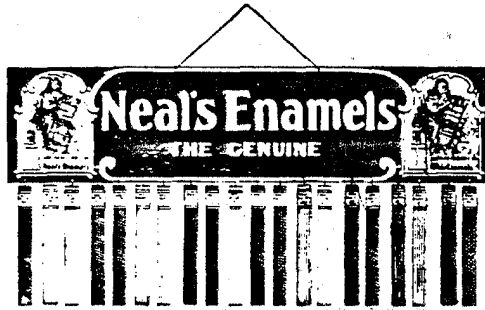


Where a "flat" or "no gloss" effect is desired on wood or metal, use our

Venetian Flat Finish

(Dead Black)

Lithographed Metal Color Rack.



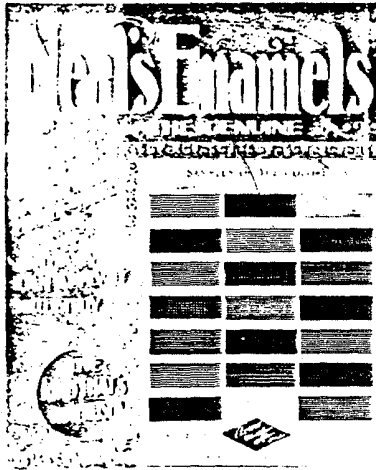
The sign of the above Color Rack is lithographed in colors on metal and embossed. It makes a handsome and striking advertisement; the beauty of which is enhanced by the colors of Neal's Enamels as shown on the panels. Furnished to dealers in connection with an order amounting to ten dollars. Size 27 by 14 inches

Lithographed Cut-Out.



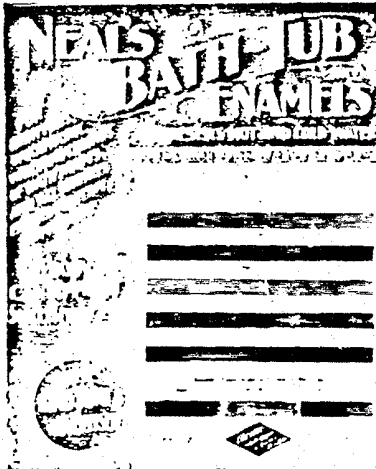
These are lithographed in eleven colors on heavy enameled card stock, cut out as shown in design and provided with an easel back. It is a beautiful work of art from the best lithographic artists in the country. Furnished to all dealers handling Neal's Enamels. Size 14 1/2 by 21 inches

Hanger.



The hanger as shown in above illustration is furnished to all dealers handling Neal's Enamels. Size, 11 by 14 inches. In addition to eyelet hole, from which it may be suspended it is provided with easel back for displaying upon counter. Samples of the colors of Neal's Enamels are shown on same.

Hanger.



The above hanger shows colors of Neal's Bath-Tub Enamels, and being provided with easel back in addition to eyelet hole, may be either suspended or placed on counter. Printed on heavy coated card stock. Size, 11 by 13 1/2 inches. Furnished to all dealers handling the goods.


Lithographed Cut-Out as shown on page 124 is also furnished with this line.

Hanger

NEAL'S INTERIOR ENAMELS
Satisfy and Attract Neal's Enamels Durable and Economical
For the Decoration of Interior Woodwork, Walls and Ceilings

SAMPLES OF THE COLORS

Produces a Hard, Lustrous Finish to which Dust and Dirt will not cling
Easily applied and impervious
Easily kept bright and clean
From a Bakery and Artist's Standpoint Best & Finest to be Found in Wall Papers or Oilcloth Finishes

MADE BY THE  BEYOND WHICH

The above hanger, 11x14 inches, is furnished to all dealers handling Neal's Interior Enamels. Wood samples finished in the various tints are shown. The hanger is provided with an easel back and may be displayed on counter, or suspended from eyelet hole at the top.

Neal's Interior Enamels

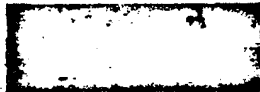
SAMPLES OF THE COLORS.

PRIMROSE

CREAM

APPLE GREEN

IVORY



BLUE TINT

PEARL GRAY



LIGHT BLUE

FLESH TINT



GOBELIN

SHELL PINK



GREEN STONE

CLARET COLOR

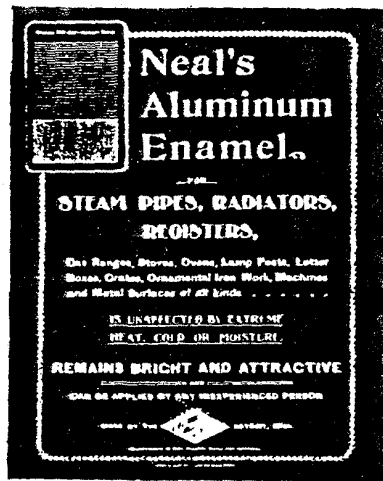


Snow White

and Lustrous Black or Dead Black

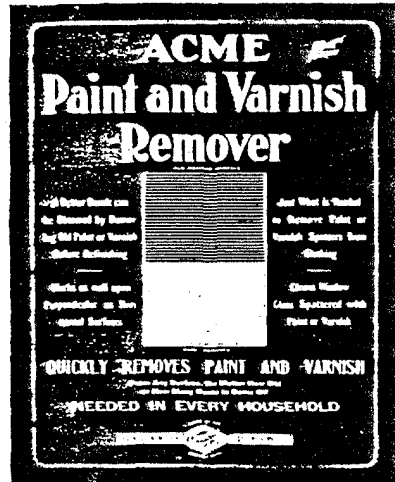
1407

Hanger.



The above is a fac-simile of hanger furnished all dealers in connection with an order for Neal's Aluminum Enamel. Printed in aluminum ink on heavy black cardboard, and showing sample of the goods on iron. May be suspended from eyelet hole or placed on counter by means of an easel back, with which it is provided. Size, 11x14 inches.

Hanger.



The above hanger, 2 1/2 x 4 inches, printed on heavy enameled card stock, is furnished to all dealers handling Acme Paint and Varnish Remover. A piece of painted wood with part of the paint removed, is shown. The hanger is provided with an easel back and may be displayed upon counter, or suspended by means of eyelet hole at the top.

Neal's Bath-Tub Enamel

The Kind for Bath-Tubs.

Samples of the Colors.

• • • •

IVORY

SEA GREEN



PURE WHITE

BLUE TINT

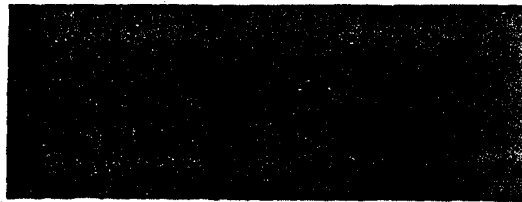


Neal's Screen Enamel

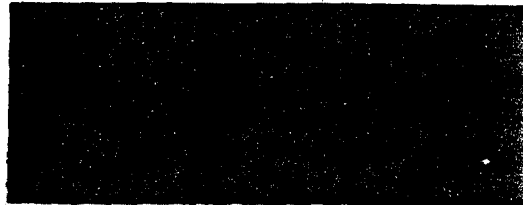
The Kind for Wire Screens of all Sorts.

SAMPLES OF THE COLORS

GREEN



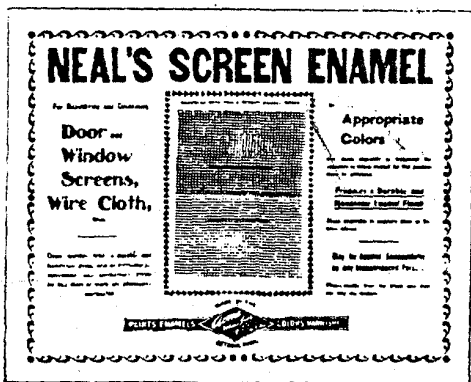
BLACK



1475

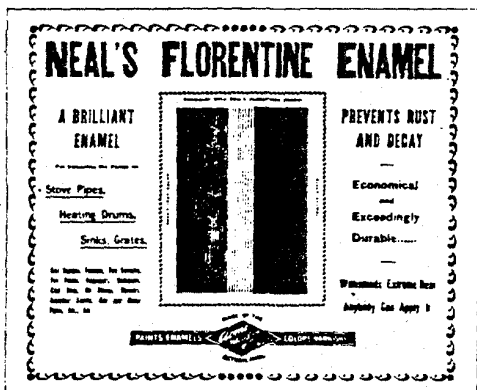
0007-SWP-000002506

Hanger.



The above hanger, which is furnished to all dealers in connection with a stock of Neal's Screen Enamels, is 11x14 inches. Printed on heavy enameled card stock. It may be suspended from eyelet hole or placed on counter by means of easel back with which it is provided.

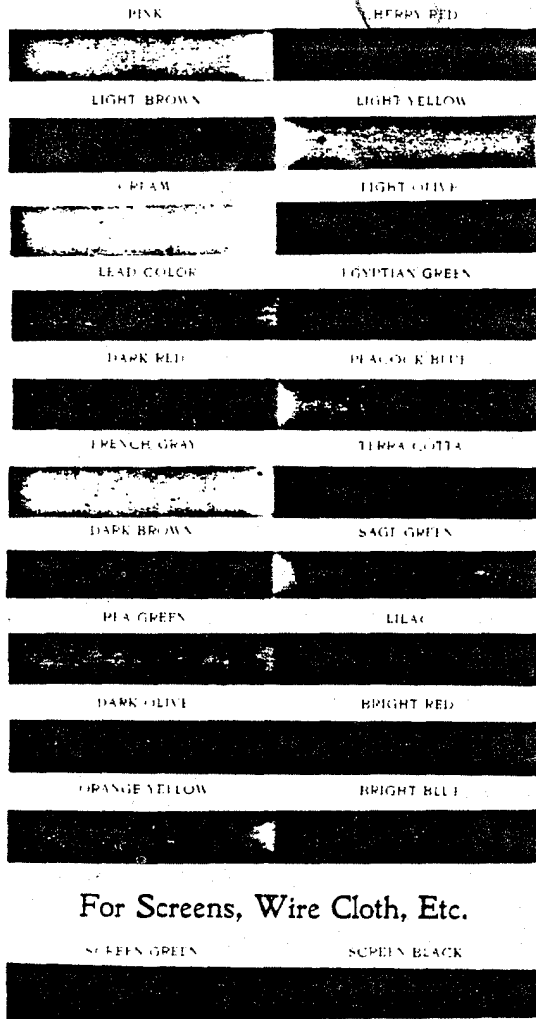
Hanger.



The above is a correct illustration of the hanger furnished with a stock of Neal's Florentine Enamel, amounting to six dollars. Samples of the colors are shown on a piece of Russia Iron, which is attached to the card. Size, 11x14 inches.

Acme Household Paint

Samples of the Colors



For Screens, Wire Cloth, Etc.

In addition to above colors we furnish Black and White.

0007-SWF-000002508

Hanger.



Fac-simile of hanger furnished all dealers in connection with an order for Popular Varnish. May be suspended from eyelet hole, or placed on counter by means of an easel back, with which it is provided. Size 1 1/2 x 1 1/4 inches.

1517

0007-SWF-000002509

Hanger.



Fac-simile of hanger furnished all dealers in connection with an order for Mazolene. May be suspended from eyelet hole, or placed on counter by means of an easel back with which it is provided. Size, 11x14 inches.

Keystone Metallic Paint

SAMPLE SHADES

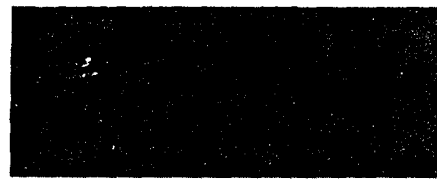
No. 100



No. 101



No. 102



Eclipse Graphite Paint

Extremely tenacious and durable, possessing great resistant qualities to acids, alkalis, sulphur or chemicals, fumes or gases, salt water or air, the extremes of heat or cold. Desirable for painting iron and wooden structures, bridges, elevators, tanks, roofs (iron or shingle), boilers, boiler fronts, or any metal or wooden surface where the exposure is great and an extremely durable, non-corrosive paint is desired for the protection and preservation of same. Possesses great covering capacity.

SAMPLES OF THE COLORS

NATURAL GRAPHITE



SEAL BROWN



INDIAN RED



DEEP OLIVE



OXIDE RED



MARINE BLACK



We also furnish Smokestack Black

Acme Oil Wood Stains

SAMPLES OF THE STAINS.

WALNUT



CHERRY



LIGHT OAK



ROSEWOOD



MAHOGANY



FLEMISH OAK



DEEP CHERRY



DARK OAK



CYPRESS GREEN



Acme Sheep Marking Liquid

SAMPLES OF THE COLORS.

BLUE



OXIDE RED



BLACK



GREEN



TEL.

0007-SWP-000002514

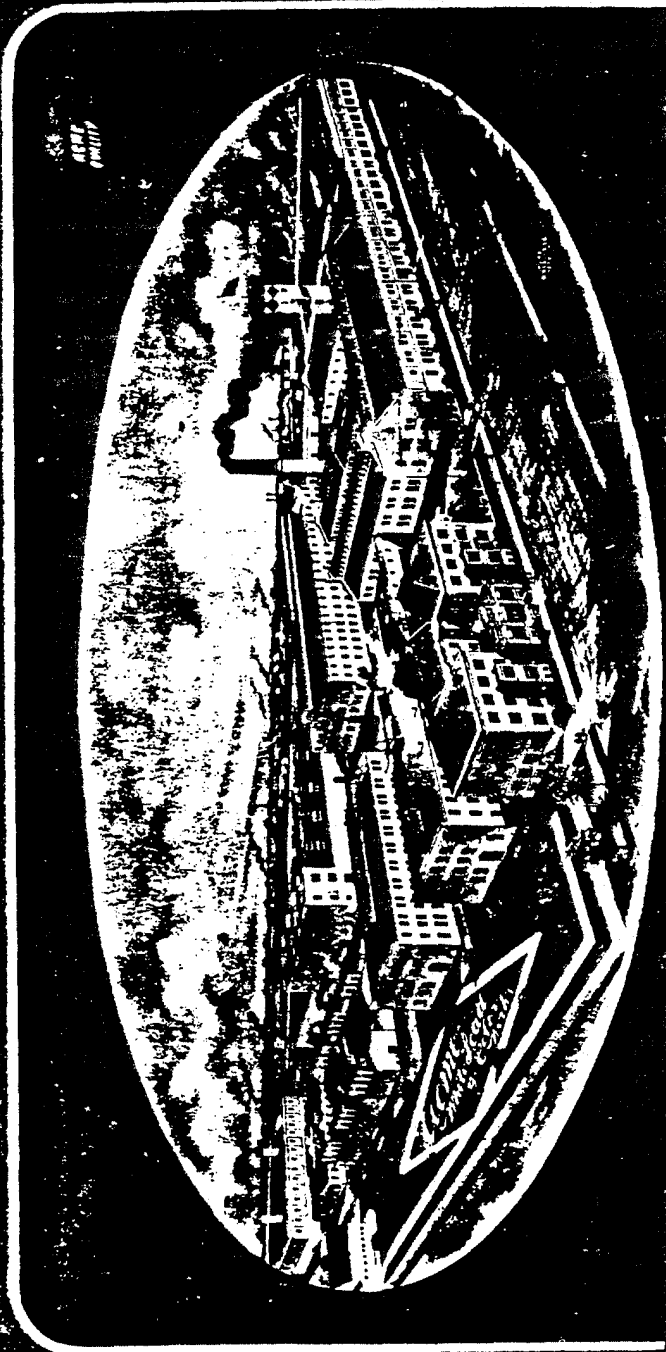
INDEX

A	PAGES	D	PAGES
Acme Crack and Crevice Filler.....	76½	Davies' Varno Stain Lac.....	62½-63
Acme Flat Brick Colors.....	23	Devil's Red, in Oil.....	40
Acme Household Paint.....	74	Devil's Red, Master Painters.....	7
Acme Liquid Slatting.....	87	Distemper Colors, Superfine.....	50
Acme Oil Wood Stains.....	29	Dry Colors—	
Acme Paint and Varnish Remover.....	76	Blacks.....	33
Acme Patent Dryer.....	46	Blues.....	33
Acme Prepared Graining Colors.....	46	Browns.....	34
Acme Sheep Marking Paint.....	87	Greens.....	34
Acme Strictly Pure White Lead, in Oil.....	24	Lakes.....	38
Acme Superfine Coach and Car Colors.....	53-54	Metallic, or Mineral.....	42
Acme Wagon and Implement Paint.....	61½-61¾	Mortar Color.....	37
Adamant Barn and Roof Paint.....	73	Reds.....	41
Aluminum Enamel, Neal's.....	68	Venetian Reds.....	37
American White Lead, in Oil.....	17	Vermillions.....	41
Antwerp Zinc White, in Oil.....	26	Whites.....	42
Architectural Varnishes.....	44½	Yellow Ochres.....	38
Art Wood Finish, New Era.....	24½	Yellows.....	38
B			
Barn Red, Eclipse.....	10		
Barn and Roof Paint—		E	
Adamant.....	73	Eclipse Barn Red.....	10
Cambria Metallic.....	13	Eclipse Graphite Paint.....	9
Keystone Metallic.....	9	El Dorado Golden Ochre, in Oil.....	21
Miss Green.....	8	Enamel, Golf Ball.....	70
Bath-Tub Enamels, Neal's.....	66	Enamel, Neal's (The Genuine).....	66
Bicycle Enamel, Neal's.....	70½-71	Enamel, Neal's Iron.....	70½
Brewers' Wall Enamels, Neal's.....	72-72½	Enamel, Porch Furniture.....	75
Brewers' Keg Enamels, Neal's.....	72-72½	English Venetian Red, in Oil, X.....	22
Brewers' Graphite Enamels, Neal's.....	72-72½	English Venetian Red, in Oil, XX.....	22
Brewers' Insulating Enamels, Neal's.....	72-72½	F	
Brick Colors, Acme Flat.....	13	Flat Brick Colors, Acme.....	13
Bristol White Lead, in Oil.....	14	Flat Finish, Venetian.....	66-68½
Bronzing Liquids.....	92	Floor Paint, Granite.....	62½
Bull Frog Permanent Green, in Oil.....	40	Floor Wax, Colonial.....	65
C			
Cabinet Enamel, Neal's.....	24	Florentine Enamel, Neal's.....	70
Carriage Paints, Neal's.....	60-61	French Ochre, Imperial.....	21
Carriage Top Dressing, Neal's.....	50	French Crown Tinting Ochre.....	20
Cambria Metallic Paint.....	12	French Washed Yellow Ochre, in Oil, X.....	21
China Glos Zinc White, in Varnish.....	26	French Washed Yellow Ochre, in Oil, XX.....	21
Coach and Car Colors, Acme Superfine.....	53-54	Furniture Enamel, Porch.....	75
Coach and Carriage Varnishes, New Era.....	95-98	Furniture Polish (Mazolene).....	76
Colonial Floor Wax.....	65	G	
Colors in Oil—		Globe White Lead, in Oil.....	17
Master Painters.....	45-46	Gloss Finish Zinc White, in Varnish.....	26
Crack and Crevice Filler, Acme.....	76½	Golden Ochre, El Dorado, in Oil.....	21
Cresoline Shingle Stains.....	23	Golf Ball Enamel.....	70
Cycle Enamel, Neal's.....	72½-73	Graining Colors, Acme Prepared.....	46
D			
Davies' Liquid Wood Filler.....	30	Granite Floor Paint.....	62½
Davies' Paste Wood Filler.....	22	Graphite Enamels, Neal's Brewers'.....	72-72½
Davies' Varnish Stains.....	64-65	Graphite Paint, Eclipse.....	9
E			
H			
Household Paint, Acme.....	74	Huron Stone Ochre.....	18

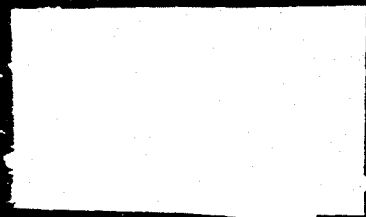
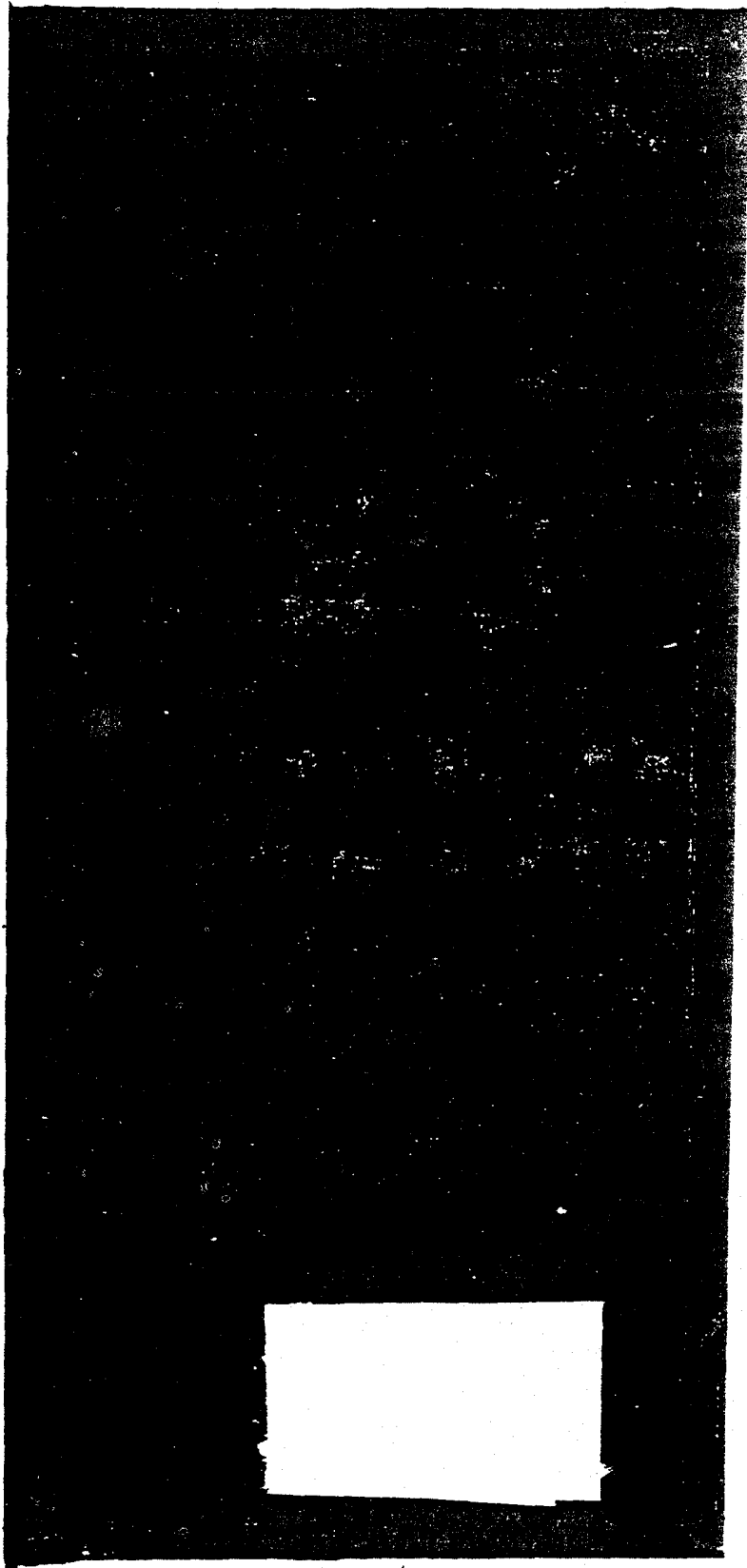
INDEX

CONTINUED.

	PAGES		PAGES
Imperial French Ochre, In Oil.....	21	Paste Wood Filler, Davies'.....	20
Insulating Enamels, Neal's Brewers.....	72-72½	Patent Dryer, Acme.....	46
Interior Enamels, Neal's.....	67	Permanent Green, Bull Frog, In Oil.....	49
Iron Enamel, Neal's.....	70½	Popular Varnishes.....	82
K		Porch Furniture Enamel.....	75
Keg Enamels, Neal's Brewers.....	72-72½	Primer, New Era.....	6
Kensington Venetian Oxide, In Oil.....	22	Pure Silver Crown Zinc, In Oil.....	25
Keystone Metallic Paint.....	9	Pure Snow White Parlor Zinc, In Oil.....	25
L		Putty.....	30
Liquids, Bronzing.....	02	Pyramid White Lead, In Oil.....	14
Liquid Staining, Acme.....	81	R	
Liquid Wood Filler, Davies'.....	30	Red Devil's, In Oil.....	49
M		Red Seal French Zinc, In Oil.....	25-26
Master Painters' Colors, In Oil.....	45-46	S	
Master Painters' Devil's Red.....	7	Screen Enamels, Neal's.....	69
Master Painters' Stock White.....	6	Sheep Marking Paint, Acme.....	81
Master Painters' Trimming Green.....	7½	Shellac Varnishes.....	04
Mazolene (Furniture Polish).....	79	Shingle Stains, Cresoline.....	23
Metallic Paints—		Stain Lac, Davies' Varnish.....	62½-63
Cambria.....	12	Stock White, Master Painters'.....	6
Dry.....	43	Stone Ochre, Huron.....	18
Keystone.....	9	Strictly Pure White Lead, In Oil.....	14-17
Michigan Seal White Lead, In Oil.....	14	Superfine Distemper Colors.....	50
Mortar Color.....	42	T	
Moss Green Roof Paint.....	8	Tinting Ochre, French Crown.....	20
N		Trimming Green, Master Painters'.....	7½
Neal's Carriage Paints.....	60-61	V	
Neal's Carriage Top Dressing.....	59	Varnishes, Architectural.....	91-94½
Neal's Enamels—		Varnishes, New Era.....	82-86
Aluminum.....	68	Varnishes, Shellac.....	04
Bath-Tub.....	60	Varnishes, Popular.....	82
Bicycle.....	70½-71	Varnish Stains, Davies'.....	65
Brewers' Wall.....	72-72½	Veranda Floor Paint, New Era.....	11
Brewers' Keg.....	72-72½	Venerian Flat Finish.....	66-68½
Brewers' Graphite.....	72-72½	Venetian Reds, In Oil—	
Brewers' Insulating.....	72-72½	Kensington.....	22
Cabinet.....	24	X English.....	22
Cycle.....	72½-73	XX English.....	22
Florentine.....	70	W	
Interior.....	67	Wagon and Implement Paint, Acme.....	61½-62
Iron.....	70½	Wall Enamels, Neal's Brewers.....	72-72½
Neal's (The Genuine).....	66	White Leads, In Oil.....	14-17
Screen.....	69	Wood Fillers—	
New Era Art Wood Finish.....	24½	Davies' Liquid.....	30
New Era Paint.....	5	Davies' Paste.....	29
New Era Primer.....	6	Y	
New Era Varnishes.....	87-88	Yellow Ochre, French Washed, XX.....	21
New Era Veranda Floor Paint.....	11	Yellow Ochre, French Washed, X.....	21
O		Z	
Ochres, In Oil—		Zinc Whites, In Oil—	
El Dorado Golden.....	21	Antwerp.....	26
Huron Stone.....	18	Green Seal, French.....	25-26
Imperial French.....	21	Pure Snow White Parlor.....	25
X French Washed.....	22	Red Seal, French.....	25-26
XX French Washed.....	23	Silver Crown.....	25
Oil Wood Stains, Acme.....	29	Zinc Whites, In Varnish—	
P		China Gloss.....	26
Paint, New Era.....	5	Gloss Finish.....	26
Paint and Varnish Remover, Acme.....	76		
Painters' White Lead, In Oil.....	14		



0007-SWF-000002517



0007-SWP-000002518