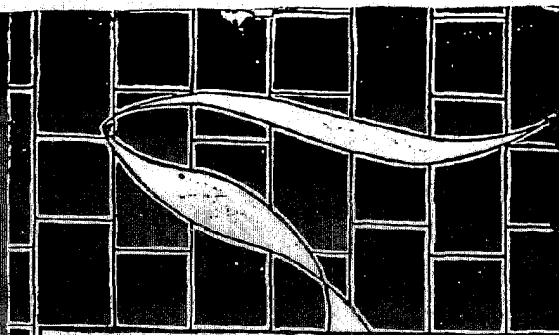




20-
54

MONARCH
TRADE MARK
MIXED PAINT
PURE LINSEED OIL PAINT
NO WATER NO BENZINE NO BARYTES
SENOUR MANUFACTURING COMPANY.
2520 & 2522 QUARRY ST.
CHICAGO.



0007-SWP-040489

△1884△1900△

As we look back at the past fifteen years since we, as pioneers, introduced into the market an absolutely pure mixed paint, we note that there has been a decided change in the mixed paint situation.

The public has come more and more to realize the great advantage of an absolutely pure paint thoroughly prepared by mill grinding and ready to apply, over the old process of stirring the ingredients together by hand.

The painter, at first opposed to the ready prepared product, has overcome his prejudice, realizing the great advantages to be gained; and why should the painter manufacture his own paint any more than the factory do the painting? Making paint and applying paint are two different trades and will always remain so.

We flatter ourselves that not a little of this change in sentiment is due to our effort to give the public an absolutely pure paint for house painting.

In 1880 the market was flooded with adulterated paints, containing barytes, benzine, alkalies, whiting, mixed oil, etc. Our belief in an **Absolutely Pure Lead and Zinc Paint** led us to put on the market our Monarch Mixed Paints, which at once proved a revelation to consumers who had been accustomed to use the adulterated kind.

The effect of this is very apparent now. Many of our competitors, who formerly made adulterated paints, have copied after us and cut down the percentage of adulteration, even in a few cases claiming absolute purity.

White Lead manufacturers have in the past few years spent thousands of dollars advertising the advantages of pure white lead over mixed paints.

These things show the trend of the times. Absolutely pure paint, thoroughly ground, ready to apply, is as surely supplanting the old-fashioned hand-made paint as electric power for transportation is supplanting old methods.

Respectfully,

Senour Mfg. Company.

NEW COLOR BOOK

OF

Monarch Mixed Paint

SHOWING

TWENTY-EIGHT SHADES

ARRANGED IN CONTRAST, WHICH WILL AID THE
BUYER IN SELECTING SUITABLE COLORS
FOR BODY AND TRIMMING.

IN ADDITION TO COLORS
SHOWN WE MAKE
OUTSIDE GLOSS WHITE
INSIDE GLOSS WHITE
INSIDE FLAT WHITE
YACHT WHITE (FOR MARINE USE)
BLACK



This paint is sold by one
authorized agent in nearly
every city or town in
New England.

SENOUR MFG CO., CHICAGO—SOLE MANUFACTURERS.

CARPENTER-MORTON CO.

PAINTS, VARNISHES, COLORS AND GLUES.

The New Sudbury Building,

77 SUDBURY STREET, NEAR COURT STREET,

BOSTON, MASS.

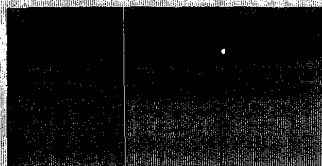
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0007-SWP-000123880

505
Ivory



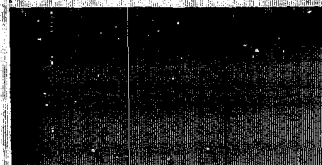
508
Indian Red



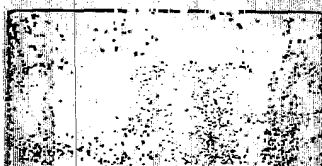
504
Light Sage



502
Light Olive



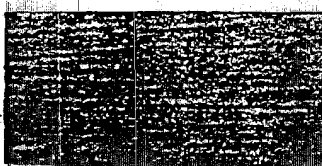
510
Pearl Gray



515
Dark Olive



511
Light Buff



W. T. S. BARTLETT,
HARDWARE AND PAINT SUPPLIES,
383 MERRIMACK STREET.

LOWELL, MASS., September 18, 1899.

CARPENTER-MORTON Co., Boston, Mass.

Gentlemen:—I am pleased with Monarch Paint. It is hardly a season since we began selling it; have put out quite a quantity, and have had complimentary things said of it; have yet to learn of first instance when goods have not given satisfaction; have just painted my own house with Monarch Paint and it looks bully. Monarch Paint is all right.

Yours very truly,

W. T. S. BARTLETT.

E. N. CUMMINGS & CO.,
HARDWARE, PAINTS, OILS AND GLASS,
350 MAIN STREET.

FITCHBURG, MASS., September 11, 1899.

CARPENTER-MORTON Co., Boston, Mass.

Gentlemen:—As this is our first year's experience with the "Monarch" Ready Mixed Paint, we presume you would like to have our opinion in regard to it. We have been dealing in ready mixed paint for the last twelve years, and we must say that we consider the "Monarch" the most satisfactory paint which we ever handled. We have already more than doubled our last year's sales on ready mixed paint, and are continually hearing words of praise for the "Monarch."

Yours truly,

(Dict. H. D. Collins.)

E. N. CUMMINGS & CO.

ESTATE OF GEORGE I. HAGAR,
HARDWARE AND PAINTS

BERLINGTON, Vt., September 9, 1899.

CARPENTER-MORTON Co., Boston, Mass.

Dear Sir:—The sales of the Monarch Paint this season have been far in excess of last year, and we intend to carry a much larger stock and to have all of which goes to show the advantage of handling an absolutely pure paint.

Very truly yours,

By H. H. HAGAR

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STONE, PENNIMAN & PAYSON,
GENERAL HARDWARE, STOVES AND FURNACES,
PAINTS, OILS AND VARNISHES,
FAT BLOCK.

WINDSOR, VT., September 9, 1890

CARPENTER-MORTON Co., Boston, Mass.

Gents:—We are glad to testify to the merits of the Monarch Paint. We have sold it to paint about forty buildings this season, and it has given satisfaction every time. It is the only mixed paint that we were ever able to sell to practical painters and have them satisfied.

Yours truly,

STONE, PENNIMAN & PAYSON

GEORGE F. HAWLEY,

DEALER TO C. A. CRAWFORD,

DEALER IN

All Grades of Wall Papers, Paints, Varnishes, Brushes, etc.
188 MAIN STREET.

DANBURY, CONN., August 4, 1890

CARPENTER-MORTON Co.

Gentlemen:—We have used and sold the Monarch Mixed Paint for several years past and during that time have found it to be superior in covering capacity and durability to any paint we ever used. It has also given perfect satisfaction to us and our customers.

Yours,

G. F. HAWLEY.

F. BLANCHARD & CO.
LEAD, OIL AND CARRIAGE COLORS, SHELF HARDWARE,
35 MAIN STREET.

MONTPELIER, VT., September 13, 1890

CARPENTER-MORTON Co., Boston, Mass.

Gentlemen:—We take great pleasure in attesting to the merits of Monarch Paint. We believe in its absolute purity its covering and wearing qualities.

Our sales are increasing each year, and a customer once obtained remains with us.

Respectfully yours,

F. BLANCHARD & CO

1900

Monarch Mixed Paint

SENOUR MFG CO.
CHICAGO

SOLE MANUFACTURERS
AND PROPRIETORS.....

Supplementary Color Card.

539
SKY BLUE

500
LIGHT BLUE GRAY

504
LIGHT DRAB

550
LIGHT YELLOW

528*
BOTTLE GREEN

525*
SCARLET

CARPENTER-MORTON CO...BOSTON.

0007-SWP-040492

0007-SWP-000123882

DIRECTIONS FOR USING MONARCH PAINT.

Use from one to two quarts of Boiled Oil to a gallon of paint for priming coat, the more Oil the better.

If the house has been previously painted, scrape all the loose paint off before first coat.

If new wood, see that it is perfectly dry and all sappy parts or knots are covered with Shellac. Do not paint after rain until the wood has thoroughly dried. As much time as possible should intervene between first and second coats.

Brush the Paint out as far as it will go, the thinner the paint the better the job, as it will wear longer and better. Do not put it on thick.

TO ASCERTAIN THE AMOUNT OF PAINT YOU REQUIRE...

No rule can be given for the exact amount required—the condition of the surface depends.

Add the number of feet front and rear to the number of feet length of both sides. Multiply this by the average height. Divide by 300 (as one gallon will cover 300 square feet, two coats) will give the required number of gallons.

To make a simple matter of it we have figured out several houses of average dimensions, and give, approximately, about the number of gallons of Monarch Paint will require on an average surface for two coat and three coat work.

A house, say

15 x 30	will take about
12 ft. posts,	3½ galls. for two coats,
	5½ galls. for three coats.

A house, say

20 x 40	will take about
20 ft. posts,	8 galls. for two coats,
	12 galls. for three coats.

A house, say

30 x 50	will take about
25 ft. posts,	13 galls. for two coats,
	20 galls. for three coats.

The object of the above examples is to put the figures in a practical way, so that you can tell at a glance about how much paint it would require to paint your own house without going to the trouble of measuring up the house and figuring it out. Few people realize at first glance how much surface 300 square feet, *two coats*, really means, and are apt to over-estimate the amount of paint required. It really takes very little Monarch Paint owing to its *wonderful* covering capacity.

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