Benjamin Moore and Company

New York Chicago Cleveland Toronto

Moore's House Colors
Ready for Use

A Pure Linseed Oil Paint

For sale by American Wall Paper & Paint Co.
102-108 Church Street Hartford, Conn.
Benjamin Moore & Co's HOUSE COLORS

A PURE LINSEED OIL PAINT

Our paint is made from the very best and most lasting pigments, combined with Pure Linseed Oil and high grade Linseed Oils.

In order perfectly hard with a gloss, yet possessing sufficient fluidity to prevent cracking or peeling. Its excellence and lasting qualities have been thoroughly tested at seashore and inland, and more new names will remain on it as the world has been given by both dealer and consumer.

We feel confident in stating that our House Colors give not only cheaper to the consumer than White Lead, but when properly applied, will never show blisters, hold their tints and other colors and give better satisfaction than any other paint in the market.

Put up in Gallon, Half Gallon, Quart, Pint and Half Pint Cans. Also in Five Gallon Cans, Half Barrels and Barrels. Packed in cases of 8 One Gallon Cans each. Packed in cases of 12 Half Gallon Cans each. Packed in cases of 32 Quarter Gallon Cans each.
**Directions For Use**

For all practical purposes the following may be considered correct.

1. Use the surface to be painted is perfectly dry.
2. All gritty or sappy sizes should be abraded.
3. Use the second coat till the first is thoroughly dry.
4. Use thin coats on new work will not wear well.
5. Not allowing time to dry between coats.
6. Excess of oil in undercoats especially the middle one in three-coat work.
7. Crockiness or lack of judgment in methods of application.

**Why Good Paint Sometimes Fails**

- Paint is too thick.
- Painting in damp, foggy, weather.
- Painting in rain.

**Points About Painting**

- A porous surface needs more oil in the paint than a hard surface.
- Do not thin paint with turpentine.
- Do not thin paint with too much oil or thin it with turpentine.
- On old painted work, sometimes the first coat requires turpentine to make it stick.
- Turpentine often prevents blistering on wood exposed to the sun.
- In cold weather a little turpentine is often necessary in undercoats.
- Do not paint a building until the plastering is thoroughly dry.

---

**Table: Recipes for Paints**

<table>
<thead>
<tr>
<th>Paint</th>
<th>Recipe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Drying Paint</td>
<td>5 parts Linseed Oil, 1 part White Lead, 1 part Turpentine</td>
</tr>
<tr>
<td>Drying Paint</td>
<td>4 parts Linseed Oil, 1 part White Lead, 1 part Turpentine</td>
</tr>
</tbody>
</table>

---

**Notes:** Use of linseed oil is recommended for all but exterior work, where a slower-drying binder is desirable. For exterior work, use a linseed oil modified with a drying agent. Always use a good grade of linseed oil, as cheaper grades may cause the paint to crack and blister. Always stir the paint well before using and allow it to stand before applying. Avoid using paint that is more than a day or two old. The above suggestions are general and may need to be modified depending on the specific job and conditions.
MOORE'S
HOUSE COLORS
READY FOR USE
23
PURE
BROWN
LINSEED OIL PAINT

MORRIS
MOORE & CO.
CINCINNATI, OHIO

NOV. 9. 1883