



THE LAWRENCE PAINTS

Are the
Most Durable Paints Made,

being composed only of
pure materials, containing

...NO WATER OR BENZINE...

to cause rust.

Are Practically Fire - Proof,

hence of great value, particularly for shingle roofs.

Are the

Most Economical Paints Made,

as one gallon will cover twice as much surface as a cheap paint, and surfaces painted with these paints will outwear several times those painted with the so-called "cheap" paints.

The Lawrence Paints

Have been
adopted by the U. S.
Government as the **most
durable and economical;**
they are in use at the Navy Yards at
Washington, New York and Norfolk, Va.
By the U. S. Light House Service. By the
War Department at Rock Island Arsenal,
Allegheny Arsenal, Frankford Arsenal,
Philadelphia, Indianapolis Arsenal, and
at many other Government depots, hospitals,
public buildings, etc.

Furnished in packages containing
1, 2, 3, 4, 5, 6, 8, 10, 15, 20, 25,
30 and 50 gallons.

Prices furnished on
application.

W. W. LAWRENCE & CO.
PITTSBURGH & NEW YORK.

THE LAWRENCE ROOF AND BARN PAINTS

**MIXED READY
FOR USE.**

FOR
ROOFS
BARN
FENCES
DEPOTS
STABLES
WAREHOUSES
OUTBUILDINGS



THE CUSTOM OF PAINTING ROOFS

HAS become so well established that thoughtful property owners should consider what they are using or allowing to be used on their roofs. Before the introduction of the Lawrence Roof Paints the general sentiment was "anything is good enough for the roof," and when owners of property were indifferent those who repaired and painted roofs adopted this idea easily, especially as roofs are rarely, if ever, inspected by their owners, and in consequence the most worthless paint can be used on them without detection or objection.

Owners of Barns and Fences until recently have thought the lowest priced paint was just the thing for their use; "anything so it is red, cheap and glossy" has been their cry, and their wants have been satisfied with mixtures of clay, water and benzine, with rosin to supply the gloss, the whole guaranteed to last forever, etc.

Paying the Bills for repairing and repainting rusted and leaky roofs and buildings has forcibly thrust upon many property owners the idea that to expend hundreds of thousands of dollars in erecting roofs or buildings, giving close attention to the quality of material used and then allowing mixtures (composed of they know not what) to be applied as paint, which, instead of preserving the work, start a process of corrosion or destruction, is not exactly a policy calculated to fill them with admiration of their own foresight; or to check the flow of their cash for repairs.

The fact is, the course usually pursued is thoughtless, wasteful and expensive.

Roofs, (whether of iron or wood), barns, fences, etc., if properly painted, need not be painted every year or two, and the paint should not powder, crack or peel off.



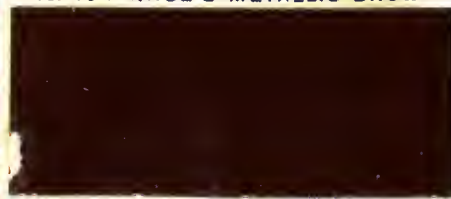
No. 38 PENN'A R. R. RED



No. 39 SLATE



No. 40 PRINCE'S METALLIC BROWN



... THE SO-CALLED "CHEAP" PAINTS ...

are composed largely of colored clays, thinned with water or benzine, which evaporate the moment the paint is put on, leaving the dry material with nothing to hold its particles together, **hence the chalking and powdering tendency noticed so frequently.** The high gloss of such paints, which never lasts longer than two months, is secured by the use of rosin, an article so brittle and worthless as a paint that it will injure the value even of a good paint if mixed with it.

Water, benzine and rosin all contain elements which will start rust wherever applied.

... AN HONEST PAINT FOR IRON AND TIN ...

should be made with a high grade oxide of iron, finely powdered, carefully ground to the last degree of fineness, and mixed with pure linseed oil to the proper consistency for use. Such a paint is

The Lawrence Paint
FOR ROOFS AND IRON WORK GENERALLY.



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