FOR ALL INTERIOR PAINTING

READY FOR USE

PRODUCES THE IDEAL SOFT VELVET FINISH

MANUFACTURED BY
Benjamin Moore & Co.

NEW YORK FACTORIES CHICAGO CLEVELAND
ST. LOUIS CARTERET TORONTO
The IDEAL PAINT for all
INTERIOR PAINTING

Absolutely NON-POISONOUS as it contains NO LEAD.

Especially adapted for Walls where a Soft Finish is desired.

Of Great Body and Covering Qualities, two coats covering perfectly.

Works Easy and Sets Slowly, showing no Laps or Brush Marks.

NON-CHANGEABLE, the White positively will not turn yellow with age.

SANI-FLAT can be cleaned with Water without injury, excepting to the dark shades.

Can be used as an undercoat for Enamel.

One Gallon covers 500 to 700 square feet of surface.

Put up in Gallon, Half-Gallon and Quart Cans.
SANI-FLAT, in its wearing qualities, is superior to all others for the reason that only properly prepared and treated oil is used as a binder; there is absolutely no rosin or gum used in its composition, which causes similar coatings to crack, craze or alligator, particularly when used around windows or on surfaces subject to the rays of the sun, which is the real test for finishes of this character. A cheap rosin binder with a little China wood oil might temporarily answer the purpose and flat all right and apparently make a good job, but after a few years, in order to re-paint, it will be necessary to remove the coat. Therefore, the only safe finish to use is one made with an oil binder, such as SANI-FLAT, so as to forever keep elastic and offer a surface that may be painted over after a number of years of wear.
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NON-CHANGEABLE, the White possibility will not turn yellow with age.
Sani-Flat can be cleaned with Water without injury, excepting to the dark shades.
Can be used as an undercoat for Enamel.
One Gallon covers 100 to 200 square feet of surface.
Put up in Gallon, Half-Gallon and Quart Cans.

Ivory
Light Buff
Cream
Buff
Tan

Sky Blue
Light Blue
Light Blue
Deep Blue
Warm Gray

Ecru
Pink
Light Gray
French Gray
Sunset

Office Wall Green
Apple Green
Pea Green
Olive
Permanent Red
DIRECTIONS FOR USE

Shake the package well and allow opening, work at the common through from the bottom end.\n\nThe material may appear quite thick, but should be used as received and no thinned unless otherwise directed. If thinned, the paint becomes thin and will work freely, add sufficient turpentine to obtain the desired consistency. Apply with a good short brush, finishing on freeley.\n\nAll dust and dirt a greyish nature should be removed from old painted surfaces before repainting. Fill cracks in plainized walls with putty made from Whiting and San-Flax, before the first coat is applied. Putty holes in woodwork may be filled with the same material, after first coat is applied.\n\nAs San-Flax undergoes a change in drying, you cannot judge of the color until the paint is thoroughly dry.\n\nAny of the shades shown on the card can be made lighter by mixing with White San-Flax and many other beautiful shades may be obtained by intermixing the various colors.\n\nIt is well known that planned walls and ceilings contain more or less lint dust, also that it is sometimes hard to determine what steps to present. If such a condition does exist it is difficult to obtain a satisfactory job, without properly preparing the surface. There are many small objects which are bound to be used as a stain coat on plastered surfaces, which when present in minute sizes will interfere with the finish. This will prevent the invisible chemical action of these colors on colors used in Flat Wall Paints.\n
DIRECTIONS FOR USE

NEW PLASTERED WALLS, walls, board or burlap, should first receive a coat of Impero Surface. The second coat and all coats preceding the finishing coats should be arranged on one gallon of San-Flax or the desired color and one pint of lined oil. For the fast or finishing coat, San-Flax or received in the package should be used. Where there are favoron-
able planter conditions the first coat applied on new outerized surfaces may be a mixture of equal parts of Impero Surface and San-Flax of the desired color, followed by the same suc-
ceding coats as when Impero Surface is ap-
pied as a tint.\n\nBest results are sometimes obtained with two coats work on new walls, eyebrow, board, corner board, by mixing equal parts of Impero Surface and San-Flax for the first coat and filling with the desired shade of San-Flax.\n\nFOR OLD PAINTED SURFACES or new wood, add one pint of pure lined oil to the gallon of San-Flax, stirring thoroughly and applying as a first coat. This will, when properly finished on, an elastic, solid and non-marking foundation over which succeeding coats of paint may be applied.\n\nAs San-Flax has a tendency to skin over when exposed to the air, care should be taken, after a package has been opened and not all used the same day, to properly cover it so as to exclude the air. This may be done by covering the surface of the San-Flax remaining in the packet with turpentine, which should be covered or dipped off before using the paint. San-Flax should be stored in air-tight ajar.\n
SAN-FLAT, in its wearing qualities, is superior to all others for the reasons that only properly prepared and treated oil is used as a binder; there is absolutely no resin or gum used in its composition, which causes similar coatings to crack, craze or alligator, particu-
larly when used around windows or on surfaces subject to the rays of the sun, which is the real test for finishes of this character. A cheap resin binder with a little China wood oil might temporarily answer the purpose and stay all right and apparently make a good job, but after a few years, in order to re-paint, it will be necessary to remove the coat. There-
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