BY SPECIAL APPOINTMENT

ARTISTS' COLOURMEN TO THEIR MAJESTIES THE KING AND QUEEN
And to H.M. QUEEN ALEXANDRA

Winsor & Newton Ltd.

Manufacturers of Artists' Oil and Water Colours

WINSOR & NEWTON'S

Moisture-Resisting Flake White

In view of the well-known facts

1. That the durability of an Oil Painting exposed to daylight is dependent on the moisture-resisting properties of the materials with which it is painted;
2. That Flake White enters more largely into the composition of the majority of Oil Paintings than all other pigments put together;

Messrs. Winsor & Newton desire to draw the attention of Oil Painters of the exceptional moisture-resisting properties conferred by their special method of preparing Flake White as an Artists' Oil Colour, and to the unique testimony printed below in support of this claim.

66 Tivoli Road,
South Yarra,
Melbourne,
May 5, 1913

Messrs. Winsor & Newton Ltd.
Rathbone Place,
London, W.

Dear Sirs

You will no doubt be interested to know that whilst on a sketching tour in Gippsland (Victoria) two years ago, I had a large surplus of your Flake White on my palette at the completion of a day's work, and, with the aid of my palette knife, applied it to the surface of a fallen tree, which was minus its bark.

Last month I paid another visit to the locality and have had an opportunity of comparing the paint with some fresh from the tube, and find it has not discoloured in the slightest.

This proof of permanency is of importance in itself, but when I add that the paint has been exposed to Australia's summer sun for two years, and the tree lies on marshy land, and had for several days of each winter been submerged by the overflow of the River Latrobe, these facts are worthy of record and speak well for the purity and permanency of your Flake White.

I need hardly say that I am acquainting my fellow artists with the result of the foregoing experiment, and feel I should also apprise you of the splendid tribute which this unique and severe test affords of the high standard of efficiency which your Company has achieved in manufacturing such a valuable product.

Cordially yours,
(Signed) E. J. SHEARSBY,
Exhibiting Member,
Victorian Artists' Society.

Offices - - RATHBONE PLACE, LONDON, W
New York Branch - - - - - 298 BROADWAY

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