

Headline: **Two Texas Traditions: Family and Texas Paint & Wallpaper**

Texans are big on family. We hold family to be more important than just about anything else. Maybe that's partly why Texas Paint has been so successful at growing deep roots in the Metroplex area.

We're a family, you see. Since the founding of our company way back in 1947, we've been family operated and family owned. Several generations have gone by, and marriages and business partnerships have occasionally changed some of the names involved. But all along we've been family. And we still are.

But family ties extend beyond just the ownership and management of Texas Paint; they extend to our customers, too. Because generations of *our* family have been honored to serve generations of our *customers'* families.

Just as the ownership of Texas Paint has been passed down through generations of family, many of our customers' families have passed down the tradition of relying upon Texas Paint for all of their paint and decorating needs.

We're proud of being a Texas company. We're proud of having been an integral part of the growth of the Metroplex for more than a half century. But perhaps more than anything else, we're proud of the fact that so many of our customers were taught to rely upon us by their parents and grandparents.

Subhead: **Family Ties Aren't Enough...**

Of course, it takes more than family ties to grow a successful business. It takes an ironclad dedication to quality and service. It takes a mindset of always putting our treasured customers first, and doing whatever it takes to be the go-to source for quality products and industry expertise.

And yes - those are easy ambitions to splash upon a page, and not so easy to live up to. But we've been working at it for several generations. And we haven't let up.

We carry one of the largest selections of quality, name-brand paint products in the state of Texas. And the associates in each of our stores can answer *any* of your paint and decorating questions; you won't be able to stump them. (We double-dog dare ya to try!)

So allow us the opportunity to serve you. We'd be thrilled to welcome you into our family of customers. We'll do everything in our power to please you. And you can be sure that we won't simply treat you as a customer; we'll treat you like family.

Because that's how we'll think of you.

