

Practice with Hints

Use the Notes column to take notes and use SALSA™ strategies. There are a few hints to get you started.

Keystone Art Supply

The Finest Supplies at the Fairest Prices, Right Here at Home

Order Online or Call (800) 555-8637

Home **Art Supplies** **Craft Supplies** **How To** **Gift Ideas**

Featured Products

- Kuhnn Color Drawing Set Only \$64.95!** **BUY**

The Kuhnn Color Drawing Set is a must-have for anyone who loves to draw, from beginners to serious artists. Includes 24 charcoal pencils, 12 graphite pencils, 8 chinks, a selection of artist's erasers, and sharpeners. Order now and get 10% off any paper purchase of \$19.95 or more.
- Harbour Watercolor Kit Only \$34.95!** **BUY**

Harbour is known by artists around the world for its high-quality paints. This watercolor kit has 18 Harbour 5 milliliter tubes. Colors include Burnt Sienna, Prussian Blue, Vermillion, Permanent Yellow Light, and Ivory Black. The kit comes with two round bristle brushes. Also included are a plastic palette, a water bottle, and two sponges. An excellent starter kit.

Shop at Keystone

Audio/Visual	Books & Media	Canvas & Paper
Clays & Ceramics	Drawing Supplies	Easels
Graphic Design	Paints & Brushes	Printing Supplies
Sculpture Supplies	Studio Supplies	Other Products

Notes

Skim The browser bars at the top and side are clues that this is a Website.

Look The company's slogan gives you a hint about the purpose of their Website.

Skim The Website highlights these products. Why are they important?

Ask How do these Website links help organize the site?

Notes

Skim What does this subhead suggest about the section it introduces?

Solve If you're not sure what entrepreneur means, *Read Ahead* to find context clues.

Look Sometimes, the main idea is stated at the end of a passage.

About Keystone Art Supply

Keystone Art Supply is Pennsylvania's premier source for artist's materials. For more than 65 years, we've offered local, regional, and national artists the world's finest paints, brushes, pens, inks, charcoals, canvases, papers, clays, and much, much more.

Our story begins in Reading, Pennsylvania, the hometown of Jonathan Beaner. Mr. Beaner was an amateur artist who specialized in oil paintings of local landscapes. He was also an entrepreneur on the lookout for new business opportunities. Frustrated by how hard it was to find high-quality paints and brushes in Reading, he decided to combine his two passions. So, in May of 1938, Jonathan Beaner opened his first store, called Keystone Supplies and Materials for Artists. His mission was summed up by the message on his door: "The finest supplies at the fairest prices, right here at home."

Few of Jonathan Beaner's friends and colleagues thought Keystone Supplies would succeed. They simply didn't believe there were enough artists in Reading. At first, there weren't many customers. But Jonathan Beaner believed in Keystone, and he kept the store open. Word spread that the best art supplies in the world could be found right in town. Customers started arriving from Reading, then from New Castle, Harrisburg, York, and even Philadelphia. The store was a success.

However, Jonathan Beaner didn't stop there. One store turned into two, then three. Soon the Beaner family had Keystone stores all over the state. They introduced a mail-order catalog that reached countless artists across the country. And now, Keystone Art Supply is open to the world through the Internet.

Through it all, though, we've stayed true to our roots. Keystone Art Supply is still run by the Beaner family. And we still offer the finest supplies at the fairest prices, right here at home.

Keystone Art Supply
 P.O. Box 100897
 Reading, PA 19600
 E-mail: info@keystoneartsupply.com
 Customer Service: (800) 555-8637
 FAX: (800) 555-1358