

Machine-Made Paints vs. Hand-Mixed Paints

THEN AND NOW

YEARS ago paint as mixed by the painter, consisted mainly of two ingredients, White Lead and Linseed Oil. There is still some paint of this character used, but a great deal less than formerly, as modern science, practical tests and thorough research work have developed that a paint made from pure Carbonate of Lead and Linseed Oil alone is not the most satisfactory or durable paint coating.

Ingredients that Make a Good Paint

Pure White Lead and Linseed Oil are good as far as they go, but they do not go far enough. It is an acknowledged fact that White Lead when mixed alone with Linseed Oil has a tendency to powder and chalk. Zinc added in the right proportion counteracts this action. Zinc also increases the life

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does not produce so high a degree of efficiency as when it is combined with Sulphate of (or Sublimed) Lead. It is therefore important that a good prepared paint should contain not only Carbonate of Lead, Zinc and Linseed Oil, but also Sulphate of (or Sublimed) Lead, and it is equally important that these three ingredients should be put together in the correct proportions. Our long experience, the many tests we have made, the valuable practical results we have reached, and our reputation as high-grade paint makers, are the best guarantee we can offer to anyone that Rogers Machine-Made Paints, as we put them together, make a perfect paint. If we knew how to improve them further, we should gladly do so.

THE RAW MATERIALS

Through our direct connections we have control over the manufacture of Carbonate of Lead, Sulphate of (or Sublimed) Lead, Oxide of Zinc, Linseed Oil and Japan Dyer, which go into the making of Rogers Machine-Made Paints, a circumstance that insures greater uniformity than can possibly be attained to by

other manufacturers who are dependent upon the open market for their supply of raw materials, or by the master painter, who has no possible means of knowing whether the Lead and Oil that he buys are pure or adulterated.

OUTSIDE GLOSS WHITE

The basis of Rogers Outside White consists of the following ingredients in absolutely the right proportions:

Pure Carbonate of Lead Pure Oxide of Zinc
Pure Sulphate of (or Sub- Pure Linseed Oil
limed) Lead Pure Japan Dyer
Pure Turpentine

THE MACHINERY EMPLOYED

Rogers Machine-Made Paints are made in "the best equipped paint and varnish plant in the world." The ingredients are stirred together in large mixers and ground exceedingly fine between powerful mill-stones, and finally thinned and agitated and filled into cans by actual weight, giving a perfect check on the uniformity of color and consistency of the body of the paint, and insuring a product with unequalled covering power, spreading capacity, permanency of finish and wearing qualities. It is more economical than Lead and Oil as mixed by the painter.

We claim that Rogers Machine-Made Paints carry the best paint value that money can buy.

Some Important Suggestions

To obtain the best possible results in painting not only must the best paint be used, but this must be carefully applied under favorable conditions and on a suitable surface. It is therefore of great importance that everything pertaining to the application of paint should be carefully considered before the paint is applied. A better prepared paint than Rogers Paint, Machine-Made, is not and cannot be produced, and if this paint is properly applied the result cannot fail to be perfectly satisfactory.

Any person about to use paint on a building should bear the following facts in mind:

- 1—A good result cannot be obtained with any paint when it is applied over an Ocher Primer, especially when mixed with boiled linseed oil.
- 2—Don't apply paint over a previous coat that is not perfectly dry.
- 3—Don't apply paint to a surface that is covered with smoke or grease.
- 4—Don't apply paint to a green or pitchy lumber.
- 5—Don't apply paint to a surface that is wet or frosty.
- 6—A good four-inch wall brush should be used, and the paint should be thoroughly brushed into the pores of the wood. Two thin coats are better than one heavy one.

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Ingredients that Make a Good Paint

Pure White Lead and Lined Oil are good as far as they go, but they do not go far enough. It is an acknowledged fact that White Lead when mixed alone with Lined Oil has a tendency to powder and chalk. Zinc added in the right proportion counteracts this action. Zinc also increases the whiteness of the paint, and, when used with White Lead as a base, imparts to the mixture a quality that makes it take the coloring matter readily. Zinc further, on account of its light gravity, enables the manufacturer to incorporate the largest possible quantity of Lined Oil in each gallon of paint, and, as is well known, Lined Oil gives life and durability to the paint.

All good prepared paints contain Lead, Zinc and Lined Oil. Lead is incorporated in the form of both Carbonate and Sulphate (or Sublimed). Zinc is used in the form of an Oxide. Much expert experimenting has demonstrated clearly that Carbonate of Lead alone when used with Zinc does not produce so high a degree of efficiency as when it is combined with Sulphate of (or Sublimed) Lead. It is therefore important that a good prepared paint should contain not only Carbonate of Lead, Zinc and Lined Oil, but also Sulphate of (or Sublimed) Lead, and it is equally important that these three ingredients should be put together in the correct proportions. Our long experience, the many tests we have made, the valuable practical results we have reached, and our reputation as high-grade paint makers, are the best guarantee we can offer to anyone that Rogers Machine-Made Paints, as we put them together, make a perfect paint. If we knew how to improve them further, we should gladly do so.

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