

Receiving
in Years of

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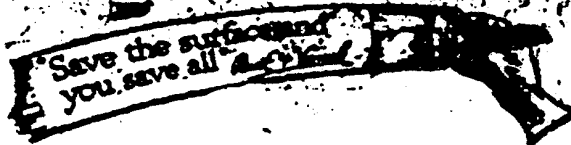
Adv. Copy

Attached are copies of the
series of Point Talks that
the Raymond L. Baker was in
the local newspaper.
I regret that I cannot
get copies of all the other ones
they have but I will
continue to make an effort
to get some out of the
back files of the newspaper
office. If I am successful I
will forward them to you
C. C. Taylor

RECEIVED
PEN. PT. VAS. 1922

JUL 1 1922

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PAINT TALK NO. 1

Realizing the tremendous use of paint, and the absolute economy and necessity of paint to preserve and protect all surfaces from deterioration, we will endeavor in this and subsequent talks to lay before the public, FACTS about the quality and economy of Peninsular Ready Mixed Paint.

In painting your house, factory, store or out buildings, either interior or exterior, the cost of the paint only represents one-third of the total cost of the job and labor the remaining two-thirds.

Taking this as the basis of argument, it is the truest form of economy to use Peninsular Ready Mixed Paint, because—

1. Peninsular Ready Mixed Paint will cover approximately one-third more surface to the gallon than white lead and oil.
2. Peninsular Ready Mixed Paint has, by actual test, been proven to give at least two-fifths longer service than is possible to obtain from white lead and oil, under present conditions.
3. Peninsular Ready Mixed Paint will, at the end of the above service leave your building in better condition to be repainted, thereby saving an extra cost of labor for scraping or bringing off the old paint.

Taking these facts into consideration, is it any wonder that the largest consumers of paint in the United States—viz.—Pennsylvania Railway, Philadelphia & Reading Railway, the United States Coast Survey, the United States Steel Corporation, etc., absolutely insist on Ready Mixed Paint.

Is this not recommendation enough for you, Mr. Consumer, that Ready Mixed Paint is superior to white lead and oil?

Watch this space on next Sunday for further facts regarding Peninsular Ready Mixed Paints.

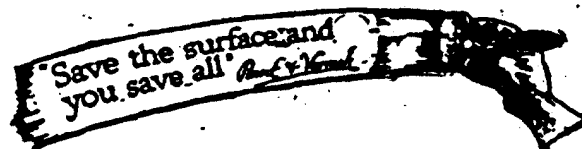
There is a Peninsular Product for every surface to be covered and the Peninsular quality has stood the test for over sixty years.

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PAINT TALK NO. 2

In our Talk No. 1 we endeavored to tell you why Ready Mixed Paint was superior to White Lead and Oil. In this and subsequent talks we will explain why Peninsular Ready Mixed Paint is the best Ready Mixed Paint on the market today.

Method of Manufacture means much in the finished paint product. From exactly the same raw materials used in the same proportions (the same formula) different manufacturers produce finished products that differ radically in characteristics and desirability from the standpoint of the user. This applies in paint-making the same as it does in the production of any commodity from one or more materials that must be treated properly in order to secure the best result. Of the brands or "makes" of almost any commodity, there is one which is recognized as "the best," not because it is produced from different materials, but for the reason that it fulfills its purpose more satisfactorily. The essential difference is not in "composition," but in "results." There is no better illustration of this than in the case of the woman especially expert in preparing an article of food. She may give her friend the exact recipe (or formula) and fullest directions but, try as she may, the friend is unable to produce the same result. She lacks the expertness and experience in making, essential to produce the best and to do it every time.

In making PENINSULAR READY MIXED PAINT, the manufacturers have become expert through long experience and the result of careful observation and exhaustive tests. Each color and tint is a law unto itself. Not only does it require the selection of proper materials to produce the color desired and insure working and wearing properties, but to accomplish this to the highest degree of perfection the process of combining the ingredients, grinding, tinting and every step in manufacture must be closely watched by experienced men, who know what to do and how and when to do it to insure the ultimate result desired and to get this result everytime. Their workmen have at their command the most modern and complete facilities in every department, much of which is specially designed and built by them. As they manufacture the pigments, driers, colors and principal thinners used, they also have the advantage of being able to regulate and maintain a uniform and high grade quality in these materials which is impossible with makers not so fortunately situated, and who must secure such supplies from outside sources.

This is just another reason why you should insist on Peninsular Brand of Paints, Stains, Enamels or Varnishes for your work.

WATCH FOR OUR NEXT PAINT TALK NEXT SUNDAY

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Save the surface and
you save all.

PAINT TALK NO. 3

The formula of each color of PENINSULAR READY MIXED PAINT appears upon the label. It is an indication of our confidence in the materials. Each ingredient in every color has its distinct use in making a perfect product. The care exercised in manufacturing and the expertness gained by long experience cannot be shown in a formula but we know that while the best materials are essentials to produce good paint, it requires in addition, the care in methods of manufacture, resulting from long usage to insure the best product. With unskilled handling, the best materials cannot produce a satisfactory article of paint.

The real value of paint depends upon the services it will render. The services to be rendered may properly be classified as follows:

FIRST: Its durability—it must resist to the maximum exposure to rain, sunshine and temperature variation.

SECOND: It must penetrate properly and must cover the largest possible amount of surface to the gallon—actually cover with an opaque solid coating.

THIRD: The White, Tints, Shades Colors must be uniform and the pigment must be combined so as to secure the greatest durability and permanence of color in the paint coat.

FOURTH: It must, when the time arrives for repainting, present a surface to which subsequent coats of paint will adhere readily.

True economy in the use of paint does not consist in purchasing at the lowest price per gallon, but in being reasonably sure that the paint is honestly made and possesses in the fullest degree the qualifications above outlined. The cost of applying paint is about double the cost of the paint itself. It is, therefore, not economy to purchase paint that will wear only from one to two years, rather than four years or more, as it should, and thus pay twice as much as is necessary for paint and painting.

A perfect white paint is produced by combination of white lead, Zinc Oxide, and a small percentage of reinforcing pigments, together with the proper vehicle. The weaknesses of both the White Lead and Zinc Oxide are overcome by their combination in proper proportions and with the addition of the small percentage of the proper reinforcing pigments, a paint is produced which cannot be surpassed in durability, working qualities and all the essentials which constitute a perfect paint. However, it must not be inferred from the above that paint-making entails the mere mixing of the different pigments and liquids. The manufacture of a carefully prepared paint requires the use of powerful, especially designed machinery, to insure a thoro combination of the different materials, special apparatus for testing each ingredient and, above all, the experience and knowledge of men who know just how a perfectly satisfactory paint must be made.

Another Reason Why You Should Insist on Peninsular Mixed Paint

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PAINT TALK NO. 4

Paints are made from pigments and reducing vehicles (or thinners). The pigments may be divided into two general classes—whites and colors. The liquid vehicle portion of honestly made paint, intended to give the best service, consists of Linseed Oil and Drier, together with turpentine and other Volatile Oils.

White Lead (Carbonate) and Zinc Oxide are the most important and the most generally used of White Pigments and should be used where possible.

White Lead (Carbonate) alone, however, does not make a perfect paint. It possesses greater body—opacity and density than any other White Pigment, but does not spread over as much surface as Zinc Oxide. When used alone it has a tendency to 'chalk off' or 'flour' in a comparative short time, thus failing to afford proper protection to the surface upon which it is applied.

Zinc Oxide, on the other hand, forms a hard and practically non-porous coating which possesses very little elasticity. Should there be any moisture in the surface over which it is applied, it shows a decided tendency to peel off in large flakes. When used alone its lack of elasticity causes the surface to crack and check, and its extreme hardness and brittleness renders it very difficult for subsequent coatings of paint to adhere to the surface.

White Lead (Sulphate) and Zinc Lead, while not used as extensively in the manufacture of White paints, as White Lead (Carbonate) and Zinc Oxide possess properties which render them of great value in making paints that must resist the action of salt, air, gases, etc. In several tints and shades in which certain chemical colors are used, it is necessary to use these pigments instead of the White Lead (Carbonate) as the chemical action produced, when tinting colors of this character are brought into intimate contact with Carbonate of Lead, will soon result in the tint or shade being practically destroyed, as well as affect the durability of the paint.

Reinforcing White Pigments are designated as reinforcing pigments, because that is the logical name for them. They are used in a properly made paint, to control, modify and correct the defects, weaknesses and evil tendencies of the other pigments. Among these reinforcing pigments are Sulphate of Barium (Barytes), Silica, Magnesium Silicate, Aluminum Silicate, Calcium Carbonate. Each one of these pigments has a specific use, such as controlling the thickness of the paint coat, keeping the paint in suspension and preventing it from settling hard in the can, securing ease of working under the brush, etc. All these pigments are decidedly useful factors in the making of a paint that is desired to give the best possible services when they are used in the proper proportion, that will improve the product. When used to excess and when used unnecessarily, they should properly be termed adulterants, as under such conditions they are likely to impair the value of the paint.

The manufacturers of Peninsular Paints long experience and their thoroughly modern chemical laboratories enables them to make up a paint with exactly the right amount of the right kind of material to insure you of the utmost service.

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WATCH FOR OUR NEXT PAINT TALK NEXT SUNDAY

PAINT TALK NO. 5

In making PENINSULAR READY MIXED PAINT, each White, Tint, Shade or Color is made especially with the view of producing the best results from the use of that particular White, Tint, Shade or Color.

It seems hardly necessary perhaps in this age of enlightenment and progressiveness to discuss the relative merit of a Hand Made or Machine Made product, such as paint. Back of the Machine Made, which in itself means not only economy on account of large production at the least cost, is the perfection of grinding, thoroughness of mixing, uniformity of tinting and all the advantages that occur from perfectly adjusted organization, whose sole occupation is to make the best paints that can be made. Back of the Machine Made paint is the modern factory, such as ours, with chemical laboratories, and chemists who are constantly experimenting to produce better paints. The Hand Made paint combined in a crude and imperfect manner by human muscle and stick or paddle, from materials, the chemical properties of which are unknown or guessed at, cannot possibly compare in results with paints combined in accordance with scientific knowledge, that knows just what and how much of each ingredient to use to make each tint, each shade and each color, and how the Whites for various purposes must be prepared and manipulated.

There is a Peninsular Product for every purpose. Call on any of the following dealers and make your paint wants known to them. They will furnish you with the correct piece of goods for your particular needs.

Insist on Peninsular Quality.

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