

—Something Worth Knowing About Paint—

WHEN you are ready to paint, of prime importance is the quality of the material you use or specify. The mere physical appearance of any paint does not readily disclose its wearing qualities. It is therefore necessary to know something of the ingredients from which it is made—why they are there and if they are the best available.

Directly below, a most interesting chart illustrates and describes the more commonly used paint pigments and permits you to judge for your self the kind of paint that will assure greatest service and satisfaction.

The Martin-Senour Company are Pioneers of Pure Paint. For nearly half a century Monarch 100% Pure Paint has offered the buying public the very "peak of excellence" in a quality house paint. Monarch 100% Pure Paint is truly the "Standard of Comparison" among similar products and assures the maximum of satisfaction at the lowest cost.

No matter what kind of painting or decorating work you desire to do, the same high standard of quality and perfection is strictly maintained in the manufacture of all Martin-Senour paint products.

Whiting—(Calcium Carbonate)

Whiting is a transparent, chalky, light pigment largely used in the manufacture of ground house paints, oils, etc. The greater part of the world's supply of Whiting comes from the beds of shales in England and France. This is crushed and ground into the different grades, the finer of which is water-soluble, refined and largely used in the manufacture of ground paints.

Because of its size, when substituted for White Lead and Zinc Oxide, it provides an easy method of having manufacturing costs and its use in paint gives the quality in respect to the properties in which it is used.

Barytes—(Barium Sulphate)

Barytes is a rock-like substance usually found on or near the surface of the ground. It is first crushed, ground extremely fine and then pulverized and the finer grades are often used as substitutes for White Lead or Zinc Oxide.

Because of its weight, which approximates that of White Lead, its low cost and the fact that it is an inert, it offers a most desirable substitute for White Lead and Zinc Oxide. Its use in paint is only through the product and must previously remove its wearing qualities and its.

Silica

Silica is also occasionally used in the manufacture of ground paints as a substitute for White Lead and Zinc Oxide, principally because it is cheap and is inert. Silica or Silice exists in many forms in the earth's surface and is abundant almost everywhere.

By heating quartz rock, Silica is a dull, red heat and then plunging it in cold water, the sudden change in temperature splits the particles into a fine powder which is then ground water-soluble, dried and sifted. This process results in a hard, durable, inert pigment possessing great body and is certainly has no place in a quality outside house paint.

White Lead

The best known and most dependable of all major white paint pigments. Carbonate of lead has great affinity for linseed oil and is very sensitive. However, when used alone in combination with linseed oil, it chafes profusely and quickly loses its gloss.

To correct this objectionable fault and at the same time to increase the body and greatly increase the life of the paint film, it is necessary to combine with it a harder drying pigment such as calcium carbonate or zinc oxide or a heavy pigment like Zinc Oxide or Lithium. Such painting requirements.

Zinc Oxide

Zinc Oxide is a very opaque and intensely white pigment possessing exceptional affinity for linseed oil, almost twice that of White Lead.

For this reason, Zinc Oxide when combined in the proper proportions with Carbonate of White Lead, sometimes to a marked degree the most serious objection to White Lead—its tendency to chafe. Zinc Oxide has a tendency to dry hard and when combined with Carbonate of White Lead, which is a softer pigment, the combination of the two produces a rich in oil, long wearing, over spreading paint that will retain its color better and give greater satisfaction than is possible with any other combination of paint pigments and thinners.

Monarch 100% Pure

Monarch 100% Pure Paint is a correctly proportioned combination of Carbonate of Lead, Zinc Oxide, Linseed Oil, Japan Drier and the necessary amount of hard coloring matter. There are no inert materials or substitutes for White Lead and Zinc Oxide in Monarch.

Monarch 100% Pure Paint is made ready for use after many hours of milling and grinding in most modern paint mills, under the supervision of highly skilled experts. Because it contains ONLY these materials which should be found in quality outside house paint, it will spread or cover over a greater amount of surface and last longer than will the same amount of graded paint of Lead and Oil. It is, therefore, the most economical paint that can be purchased.

KOLOR-BRITE

Decorative Enamel

Thinly, enduring, irremovable enamel for use on hand-painted, breakfast room, porch, bathroom, furniture, tile and hardware walls, tile, etc. Quick, dry, fair to apply and dries over night without showing brush marks or signs.

IVORY

ORANGE

MILITARY BLUE

PURE GRAY

LAVERNER

RED BROWN

TALLY HO RED

WICKER GREEN

MONARCH

100% Pure Paint

Monarch 100% Pure Paint is unsuperseded for wood, brick or metal wherever a rich linseed oil paint is required. Monarch 100% Pure Paint is the most durable and the most economical house paint and is truly most economical.

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SENOUR'S

Floor Paint

The Old Reliable. For interior floors and woodwork, walls, ceilings, closets, washrooms, etc. Penetrates into the pores of the wood and dries into a hard, smooth, enamel-like glass finish that is "worn like iron."

23

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18

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NEU-TONE

Flat Wall Paint

The flat wall paint, beautiful, artistic, durable and washable. Easy to apply, imparts to the walls a soft, never-fading, neutral to the eye and truly harmonizing with any scheme of interior decoration.

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WOOD-VAR STAIN

Colored Varnish

The Artisan of Varnish Stains, Stains and finishes with one application. Varnish wood furniture, old floors and woodwork look new once again. Durable, waterproof, scratch-resistant and waterproof for floors and richness of tone. Easy to apply.

LIGHT OAK

GOLDEN OAK

DARK OAK

DARK BURGUNDY

WALNUT

Porch and Deck Paint

For porches, decks, steps and docks of waterfront. Supreme in quality and will withstand the roughest abuse and hard wear.

730

730

Red School House Paint

Longest and most-lasting. For barns, stables, bridges, roofs, etc., other of metal, wood or brick. The true economy paint.

800

800

KOTE-A-KAR

Motor Car Enamel

The perfect motor car enamel. Enamel your car today and drive it out tomorrow with a velvet, smooth, mirror-like finish that will withstand repeated washings and hard wear.

AUTO RED

SLACK

CAGO. BROOKLYN. LINCOLN **The MARTIN-SENOUR Co.** SAN FRANCISCO. LOS ANGELES. HOUSTON

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0007-SWP-000000056