

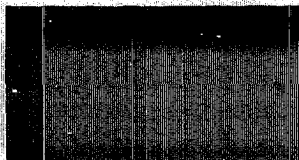
W. 2

"Blazing the Trail"

0007-SWP-040494

The **IN-SEMPER Co.**
© **PIONEERS OF PURE PAINT** ©

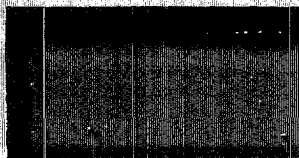
THE PROOF



WHITING

(Calcium Carbonate)

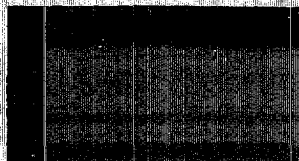
Whiting is chalky, transparent and lacks durability. It is used in paint, as a substitute for White Lead and Zinc Oxide, because of its bulk and cheapness. Whiting makes good putty, but a house cannot be painted with putty. Note the poor hiding and covering properties.



BARYTES

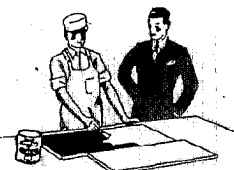
(Barium Sulphate)

Blended from the earth in the form of rock, it is crushed and pulverized for use in paint. Its exceptional weight and low cost permits its use as a deceptive substitute for White Lead and Zinc Oxide. As the chart shows, Barytes is badly lacking in hiding and covering capacity.



SILICA

This material is quite similar to Barytes. It is low in cost and used extensively in making graded paints as a substitute for White Lead and Zinc Oxide. The very poor spreading and hiding qualities are quite apparent. There is no place in a quality house paint for this substance.

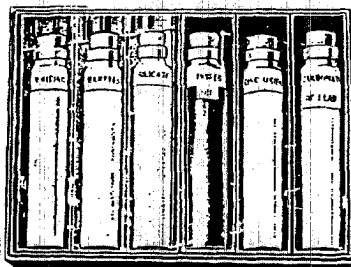


Compare These Brush-Out Tests

On the left hand side of this page are reproductions of actual photographs showing the results of brush-out tests made with the most commonly used inert materials or substitutes for pure White Lead and pure Zinc Oxide.

On the right hand side of the page and in exactly the same manner, brush-out tests have been made with the materials used exclusively in the manufacture of Monarch 100% Pure Paint, with a brief description of these ingredients and their merits.

Equal quantities of each material, combined with Linseed Oil, have been used in making the tests. The comparison speaks for itself.



MINIATURE PAINT FACTORY

The greatest silent paint salesman ever placed in the dealer's hands. It enables the dealer to tell the complete story shown on this page and produce the actual proof before the customer's eyes.

FORMULAE



CARBONATE OF WHITE LEAD

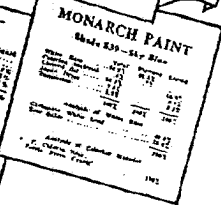
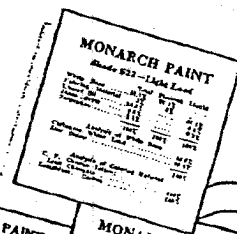
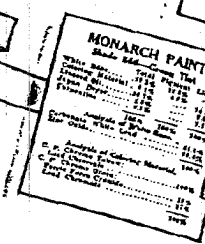
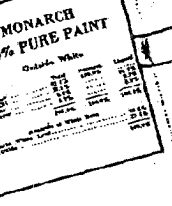
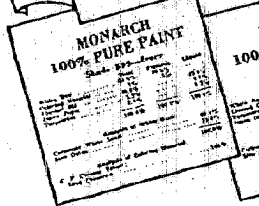
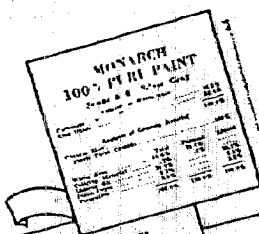
The most opaque of all white paint pigments. Paint authorities agree that Pure Carbonate of Lead is absolutely necessary in the manufacture of a quality outside house paint. Notice how well it hides and spreads over the surface. It has great affinity for Linseed Oil.

ZINC OXIDE

Zinc Oxide is intensely white and absorbs the greatest amount of linseed oil of all white paint pigments. It has exceptional hiding and spreading capacity. Zinc Oxide is a necessary ingredient for a perfect house paint because it retards chalking and provides greater and easier spreading.

MONARCH 100% PURE PAINT

Pure White Lead and Pure Zinc Oxide combined in a proportion of 60% lead and 33% zinc, together with Pure Linseed Oil, Turpentine, and Turpentine Japan Dryer, produce a paint film that is extremely tough, elastic and leathery.



0007-SWP-040495

0007-SWP-000123885