

Quality and Consistency

since 1962



Murals and paintings by Lori LeMare



The Alternative to Ordinary *create* with the Artist's Series



Visit modernmasters.com
To find product and purchase information on our
Metallic Paints, Architectural Textures,
Front Door Paint, Theme Paint, Blacklight Paints,
Glazes, Varnishes and Crackles.



Valencia, CA 91355 USA
(800) 942-3166
modernmasters.com
© 2016, Modern Masters Inc.

310127 0616

JWR
ARTIST'S
SERIES



1916-2006

The Artist's Series Tribute to James W. Rogers

James Rogers was a coating innovator before WWII. He was mentored by the inventor of the alkyd resin and was part of a special R&D team that formulated top-secret coatings to support the war efforts. After the war, he owned and operated a paint manufacturing plant and store in Los Angeles. He was intrigued with several customers who were artists and decided to formulate a product more suited to their needs. His vision was a versatile, concentrated, acrylic paint that could be used by fine artists, graphic artists and muralists alike. He closed his paint store in 1962 and began selling artist's acrylics, keeping his business small so that he could camp and fish. James never labeled his products, instead he wrote the name of the paint color on the can with

a permanent marker! Only by word of mouth were the products known and sold. A lot has changed over the years, but we are still making the same tried and true formulas today. Whether these have been your product of choice for years or your first time trying them, I hope your passion for art is inspired by my Father's passion for these products.



James W Rogers II
President, Modern Masters Inc.

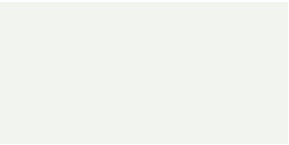


JWR Artist's Acrylics

JWR Artist's Acrylics were designed with the necessary attributes that allow for a wide variety of application techniques. All 24 colors dilute easily in water for outstanding watercolor effects, washes and glazes and when diluted, they become excellent airbrush paints. Long brush stroke, high pigment concentration, consistent matte finish, long-term durability, colorfastness and compatibility with all other water based products have made Modern Masters' JWR Artist's Acrylics the professional's choice for premium artist's acrylics. Available in Gallon size only.

- **100% Acrylic Binders:** Flexible, non-yellowing and water resistant.
- **Permanent Pigments:** Excellent light-fast rated pigments for color longevity.
- **Medium Body:** Paint has a creamy, easy to brush consistency.
- **Versatile Formula:** Easily diluted in water for watercolor techniques and air brushing. Mix with Gel and Varnish Mediums for impasto and glazing techniques.
- **Matte Finish:** All colors dry to a consistent matte finish.
- **Conforms to ASTM-D4236:** All products conform to labeling laws.

JWR Artist's Acrylics Palette



101 Titanium White



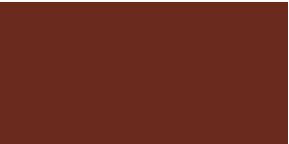
102 Carbon Black



103 Raw Umber



104 Burnt Umber



105 Burnt Sienna



106 Raw Sienna



107 Yellow Ochre



108 Organic Yellow



109 Azo Yellow Medium



110 Hansa Yellow



111 Mineral Orange



112 Organic Orange



213 Cadmium Orange Hue



116 Naphthol Red Light



118 Organic Red



119 Quinacridone Magenta



121 Calbizol Violet



122 Thalo Blue



123 Ultramarine Blue



127 Thalo Green



129 Permanent Green Medium



138 Olive Green



180 Maganese Blue Hue



211 Cobalt Blue Hue

To find the dealer nearest you and to obtain product information go to: modernmasters.com

Art Gel Medium (151 Gloss & 152 Matte)

Manufactured with our exclusive vacuum process which eliminates air bubbles and promotes a smooth and extended application. This heavy-bodied, transparent, gloss or matte Art Gel Medium is used to extend our acrylic colors for producing textures, glazes, etc. on canvas, paper and other flexible surfaces. It dries clear and is non-yellowing, so it is perfect for color print enhancing and texturing flat canvas art. Available in Gallon and 5 Gallon sizes.

Texture Paste Light - SHV (198)

Texture Paste Light SHV is a lightweight, flexible, non-mud cracking alternative to Modeling Paste, when flexibility and weight are a factor. Its unique properties make it perfect for texturing everything from paintable wall-coverings to fine art. Texture Paste Light can be mixed with any of our acrylic paints and mediums, and it weighs in at an incredibly low 4 lbs/gallon. Available in 2 Gallon size only.

GET INSPIRED!



See instructional videos on the Modern Masters YouTube Channel



Get creative ideas on our blog at ModernMastersCafe.com