



JAMES W. ROGERS
1916-2006

JWR ARTIST'S ACRYLICS

**QUALITY & CONSISTENCY
SINCE 1962**

100% Acrylic

1 US Gal. / 3.78 L

Medium Body

TRIBUTE TO JAMES W. ROGERS

James Rogers was a coatings 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 purchased deep, saturated colors of his house paint and after some investigation, found out they were artists. He visited them often and decided to formulate a product more suited to their needs. He eventually closed his paint store and focused entirely on his new passion, artist acrylics and began manufacturing and selling them in 1962. To keep his business small, so he could camp and fish, he never labeled his products. He actually wrote the name of the paint color on the can with a permanent marker! Only by word of mouth was the product known and sold. A lot has changed over the years, but we are still making the same tried and true formula today. The only difference is this Tribute label. Whether this has been your product of choice for years or your first time trying it, I hope your passion for art is inspired by my Father's passion for this product.

James W. Rogers II
President, Modern Masters Inc.

WHERE TO USE: Use on canvas, paper, masonite, plaster, wood, masonry or any non-slick non-oily substrate. *JWR Artist's Acrylics* are permanent, water resistant, flexible and will dry to a smooth matte finish.

HOW TO USE: *JWR Artist's Acrylics* colors and mediums can be intermixed to achieve varied effects. For airbrushing, thin with up to 50% water.

CLEAN UP: Clean tools, brushes and equipment with warm, soapy water immediately after use. Promptly wipe up spills and splatters with a damp cloth.

HANDLING & STORAGE: To avoid skinning, close container after each use. Keep lid tightly closed during storage. Protect from freezing. If contents freeze, allow thawing at room temperature before use. Dispose of unused or unwanted product in accordance with local laws regulating water base coatings.

HEALTH & SAFETY: Conforms to ASTM D4236. Avoid contact with eyes. Wash hands after use. Do not take internally.

KEEP OUT OF REACH OF CHILDREN

WARRANTY: This product will perform as claimed if directions are followed. Directions are as complete as possible, but cannot encompass all conditions, applications, techniques, and or surfaces, which are beyond our control. Warranty is limited to replacement or refund value of product actually used, if such product proves defective within two years of manufacture. No other warranty is expressed or implied.

Visit modernmasters.com for more information on our Metallic Paints, Architectural Textures, Theme Paint, Blacklight Paints, Glazes, Varnishes and Crackles.

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