

SHERWIN-WILLIAMS PRODUCTS

PRICE LIST

No. 67

EFFECTIVE JULY 26, 1926

Prices subject to change without notice

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MAY 1 1928
official



THE SHERWIN-WILLIAMS CO.

SALES OFFICES AND WAREHOUSES
IN PRINCIPAL CITIES

SHERWIN-WILLIAMS

PRICE LIST

No. 67

EFFECTIVE JULY 26, 1926

Reprint April 16, 1928

Prices Subject to Change Without Notice

MAKE YOUR STORE

PAINT HEADQUARTERS

BY CARRYING THE FULL S-W LINE

**THE HOUSEHOLD GUIDE IS CREATING A DEMAND IN
YOUR LOCALITY FOR OUR PRODUCTS BY NAME AND
UNLESS YOU CARRY THEM IN STOCK WE BOTH LOSE
BUSINESS**

TERMS

On Paints, Varnishes, Lacquers, Coal-Tar Products and ODF
Lead—60 days net; 2% for cash within 10 days from date of invoice.

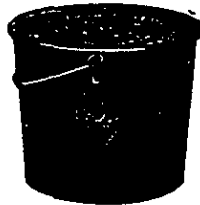
On Turpentines, Linseed Oil, Raducers, Dry Colors, Insecticide
Material and goods not of our own manufacture—30 days net; 1% for
cash within 10 days from date of invoice.

IMPORTANT

Shortages or errors in billing must be reported within ten days
from receipt of shipment to secure proper adjustment.

In making all shipments our responsibility ceases when we receive
a signed bill of lading from the transportation company. Claims for
losses and damage in transit must be filed with the transportation
company by our customers. If shipments are received in a damaged
condition, or short in the number of packages, be sure to have the
freight agent make such notation on the paid expense bill. This will
enable you to file and collect claim without affidavit.

SHERWIN-WILLIAMS PRODUCTS



SHERWIN-WILLIAMS O D P WHITE LEAD

A strictly pure white lead manufactured on the Old Dutch Process of corrosion. It is ground in strictly pure refined linseed oil and is actually finer in texture than any other white lead on the market. ODP White Lead is soft in the package and easy to work up, yet it preserves a covering capacity and a wearing consistency which is unequalled. ODP White Lead is of the same high quality that is found in every other Sherwin-Williams product, whether it be a paint, varnish, stain or enamel.

ODP White Lead is put up in strong steel kegs that keep out the moisture and air and do not absorb the oil, hence the lead is always fresh and in as good condition as when it left the mill. When empty, the steel packages are easily cleaned and may be put to many different uses in the paint shop or around the house.

For Prices See Special Price Card, Form E-356

PASTE WHITE PAINT

This is a composite paint manufactured from high quality pigments ground in pure linseed oil to a paste form. On account of its bulk and unusually fine grinding, it will take one gallon more oil per hundred pounds than a similar quantity of white lead. For this reason it is more economical than lead, and on account of its zinc content will cover more surface per gallon and outwear a paint made from lead alone.

	12½-lb.	25-lb.	50-lb.	100-lb.
	kegs	kegs	kegs	kegs
White.....	13½	12½	12½	12½

Net Prices

12½-lb., 4 to case.

25-lb., 4 to case.

PASTE WOOD FILLER

For Filling All Open-Grain Hardwood

	1-lb. cans	5-lb. cans	12½-lb. pails	25-lb. pails	100-lb. kegs
American Walnut					
Golden Oak (Brown Mahogany) ..					
Mahogany					
Transparent (Natural Oak)	25	20	17	16	15
*Antique Oak					
*Red Oak					

Trade Discount 25%

1-pound cans, 48 in case.

12½-lb. cans, 4 in case.

5-pound cans, 12 in case.

25-pound cans, 4 in case.

*To be discontinued when present stocks are exhausted.

SHERWIN-WILLIAMS PRODUCTS



Contents of Can:

Pigment by weight.....	99%
Liquid by weight.....	10%
	100%

Composition of Liquid:

Refined Linseed Oil.....	100%
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Composition of Pigment:

Lead Carbonate.....	66%
Lead Sulphate.....	3%
Zinc Oxide.....	25%
	100%

ZILO

Pure White Lead with Zinc added—Ground in Refined Linseed Oil

THIS GUARANTEE APPEARS ON EACH PACKAGE

GUARANTEE—This package is guaranteed to contain nothing other than the ingredients specified in the above declaration of contents.

White Zinc is universally acknowledged to be the right pigment to use with white lead to retard the objectionable chalking, characteristic of white lead paint. The proportion of zinc used, however, is most important, as zinc used alone shows faults just as objectionable as the chalking of white lead.

We offer Sherwin-Williams Zilo, pure lead with pure zinc added, not as a lead substitute, but as the modern paint pigment better than white lead. Zilo, used according to the directions on the package, will make a paint having a better and more lasting gloss than white lead paint and will be more economical and cost less by the job.

There's nothing radical about Zilo. Neither are there any untested theories involved in the making of it. Zilo is simply a factory-made, machine-ground combination of white lead and white zinc, put conveniently in the package ready to be let down with raw linseed oil and turpentine for use.

Zilo contains 75% pure white lead and 25% zinc oxide, the proportion most master painters advocate as ideal. However, if a painter has a job upon which he wants to use approximately 85% white lead and 15% zinc oxide and wants to be certain that he obtains pure zinc as well as pure white lead, all he has to do is to mix together 100 lbs. Zilo and 67 lbs. white lead. By mixing white lead and Zilo any amount of white zinc can be provided up to 25%. In other words, whenever you wish to add zinc to a white lead paint—use Sherwin-Williams Zilo.

Zilo is an exceptionally finely ground pigment. The big practical advantage of this fineness of grinding is found in the greater bulk of Zilo—a hundred pounds of Zilo will take three pints more of linseed oil than the same amount of lead. This fineness means, also, that a gallon of Zilo paint will go farther than a gallon of white lead paint because a thinner film of Zilo will hide the old surface, the Zilo pigment particles being finer and lying closer together.

The further advantage of using Zilo in preference to mixing your own lead and zinc is the cost.

Take your pencil and figure the best price at which you can buy 25 pounds of pure zinc oxide in pure refined linseed oil. To this add the figure you would have to pay for 75 pounds of strictly pure white lead today. Check your figures and compare the result with the price of Zilo. You will be surprised to find that Zilo costs you considerably less.

Zilo makes a noticeably whiter job than white lead. The pure white zinc in Zilo makes it whiter not only when newly applied but it keeps Zilo whiter because white lead takes on a grayish cast when exposed to the weather. When used for tints and colors, Zilo produces a cleaner and more brilliant tone than white lead and does not lose its character through chalking as does white lead paint.

Zilo comes in 100 lb. kegs, 50 lb., and 25 lb. steel pails.

(See Special Price Card, Form E-356)