

**HERE'S WHAT YOU, TOO, WILL
THINK OF ZILO**

• If boiled Linseed Oil is used omit Drier.

FOR 12½, 25- AND 50-POUND PACKAGES

Add the oil a little at a time, thoroughly.

PREVIOUSLY PAINTED SURFACES — When in good condition, reduce as directed above for second and third coats.

Since conditions and surfaces vary, no definite amount can be given.

CAUTION — Allow each coat to dry. In all painting, allow plenty of time for each coat to dry before applying the next coat.

ing another. Inside work should have at least twenty-four hours and outside work two or three days between coats.

**HERE'S WHAT YOU, TOO, WILL
THINK OF ZILLO**

Customer: The fact that we are spreading approximately 5000 gallons of paint a year along the New Jersey shore has lead me to believe that we are satisfying our customers.

We have credit for our common to not only due to the thorough method we use in preparing the analyses, or the economy of a good coat, but to the material used to make. Therefore I am taking it upon myself to give the word on to my brethren in trade. The laborer follows, who may wish to exerting the many great experimental in water painting at the academy.

ZILCO is the material we have used for over five years, and as long as the painter likes its easy spread, and its emulsifier, like its coverage and the property which allows its durability, then there is nothing better to ask for.

(Signed) T. MURKIS CLAYTON
Painting Contractor
Spring Lake, N. J.

2066

Dear Mr. Simpson: Since Mr. Hart forwarded this journal over fifty-five years ago, we have always used the highest quality points and washers, and often more than one size month ago, we standardized on "Zils" for all our various bands. Again, we strictly made no departure from the policy that has always entered this company.

"Only" represents for the Member Public a material threat to health, so that he can make use of his skill in manufacturing the reduction with oil, transportation and the other relevant to every requirement, that any nation possesses. For some in working, specifically, killing and living life, plus freedom from any possibly for some harmful, illness and military, I have yet to see any product that is superior.

So there is in every possible way, because such a theme is opposed to the positive for the reasons I have mentioned above, it also has its appeal to the error from the outside. That of error and open renunciation, and on which falls a historical clarity and purity of them that even the best epistemological laymen immediately recognize as a material and overriding importance.

Very truly yours

(Designed) THE HENRY S. RAU CO., INC.
Philadelphia, Pa.

THE SHERWIN-WILLIAMS CO.

ADMINISTRATION OFFICES, CLEVELAND, OHIO

SALES OFFICES, FACTORIES AND WAREHOUSES

IN PRINCIPAL CITIES
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ZILLO
 THE FINEST
 POLISHING
 COMPOUND
 BETTER THAN
 WHITE LEAD



For the Master Painter

0007-SWP-041021

SHERWIN-WILLIAMS

ZILO

Zilo is the modern paint pigment, of highest quality, made by Sherwin-Williams to give the painter a paste paint possessing the basic advantages found in SWP Sherwin-Williams House Paint.

Zilo is guaranteed to contain nothing but strictly pure white lead carbonate, white lead sulphate and zinc oxide, ground in pure refined linseed oil. (Pure turpentine is included in the Zilo furnished in soft paste consistency.)

COMPOSITION OF LIQUID

Refined Linseed Oil.....100%

COMPOSITION OF PIGMENT

Lead Carbonate.....66%
Lead Sulphate.....9%
Zinc Oxide.....25%
100%

CONTENTS OF PACKAGE BY WEIGHT

Pigment.....90%
Liquid.....10%
100%

The white lead carbonate used in making S-W Zilo is Sherwin-Williams ODP White Lead — which may also be bought separately — the finest quality white lead possible to produce.

There are several well-defined advantages Zilo brings to the painter who uses paste paint to "mix his own":

These advantages are obtained through fortifying white lead carbonate by grinding it together with S-W OZLO. OZLO is pure white lead sulphate in intimate chemical union with pure zinc oxide so that the white lead and the zinc oxide are, in actuality, one single pigment. OZLO is made only by Sherwin-Williams in their smelters in Coffeyville, Kansas, from ores taken from Sherwin-Williams mines in New Mexico.

How Does S-W OZLO Fortify White Lead Paint?

1. RESISTS ATMOSPHERIC DISCOLORATION

White lead carbonate is readily affected by sulphur fumes present in the air even in residential sections wherever there is natural gas or wherever coal is burned. A chemical reaction takes place: white lead carbonate is changed to black lead sulphide.

White lead sulphate used in making OZLO is not readily affected by these conditions and zinc oxide — not at all.

Zilo, fortified by S-W OZLO retains its whiteness longer than a straight white lead (carbonate) paint and tints made with Zilo retain their character and clarity much longer.

2. BETTER WEATHERING CHARACTERISTICS

Progressive painters are now familiar with the benefits derived when white lead paint is "tempered" with zinc oxide. We list them for reference:

1. Control to reduce severity of chalking.
2. Elimination of characteristic lead "check."
3. Smoother paint film — better retention of gloss.
4. Retention of smoothness due to uniform shallow chalk.
5. Finer general appearance of the job in service, due to freedom from erosion or "washing" which makes a very spotty surface.
6. A more economical material for the painter — takes more oil than lead — can be spread to a thinner film because of greater opacity and tendency to level without deep brush marking.
7. WASHABILITY — Zilo paint can be washed clean with soap and water — much appreciated by the customer.

ZILO PROVIDES ZINC IN MOST DESIRABLE FORM

Zilo gives the painter the desirable features of ready-to-use factory-mixed formulation, combined with paint in paste form, that the painter can make into liquid paint to suit his requirements. In other words, Zilo is the pigment portion of any desired form of paint to be used in exactly the same manner as the painter has always used white lead.

In Zilo, zinc oxide has been combined with white lead, not only in scientifically correct proportions, thoroughly mixed with the white lead in a manner impossible to attain through hand mixing — BUT — it is combined, intimately with white lead sulphate so that we have still better whiteness and resistance to discoloration. AND — what is even more important — Sherwin-Williams paint chemists have learned from countless tests that Zilo is free from excessive hardness and tendency to crack — a fault dreaded by painters when zinc oxide is used indiscriminately in house paint.