House" Beauty



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White—what color more perfect back-*White?*

d your own neigh-y season. Pick out hat attract you ook more livable nd you'll find that e. Because *White* th all the seasons *hite* gives a strik-ity to any dwell-vners who have in their homes in-them *White*.

Gallon

Zinc-O-Lith Is a New and Better White

White—The Playground of Sunshine and Shadows

JUST as the sun reflects its glory on the clouds so does it throw its myriad colors onto the home dressed in white. Some evening as the sun is setting in its royal splendor watch it throw its brilliantly colored lights in ever moving shafts over an arbor or home painted a glossy *White*. Watch the shadows form and dance in imaginary glee with the brilliant hues of the sun as they break through the foliage of the trees or the lattice work of the rose arbor. There you will find the playground of the sunshine and shadows and there you will find comfort in a restful harmony of beautiful soft reflections.

You can obtain these wonderful effects with the use of *Zinc-O-Lith Pure White* on your own home. And you will find that not only can you get a glossy white surface, but you will get a *White* that is *White* and stays *White*. No matter what surface you have to paint — your home, trellises or arbors — paint them *White*, and—when you paint *White*, use *Zinc-O-Lith*.



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Zinc-O-Lith Covers More Surface

Zinc-O-Lith Has Wonderful Hiding Properties



Some of the Unusual Qualities of *Zinc-O-Lith*

THE first painter to use *Zinc-O-Lith* made a prophecy. He foretold that some day *Zinc-O-Lith* would be the leading house paint with his trade. Although *Zinc-O-Lith* has been on the market but a few years, thousands of painters have now used this remarkable product and their approval of *Zinc-O-Lith* is the best indication of its qualities. From careful investigations that have been made *Zinc-O-Lith* has been found to give absolute satisfaction in every instance and in no case has it been found that a painter who once used *Zinc-O-Lith* did not use it again on similar painting work. Results count—the painters of America know the value of a product like *Zinc-O-Lith* and their continued use of *Zinc-O-Lith* is proof that it is the paint that's all paint.

There are many advantages in *Zinc-O-Lith*—outstanding points of merit that make *Zinc-O-Lith* valuable to the home owner. Here are some of the interesting facts:

Zinc-O-Lith is Non-Poisonous—For the painter who prefers to work only with materials that cannot harm his health *Zinc-O-Lith* is as harmless to use as enamels. It contains absolutely no lead and is guaranteed non-poisonous.

Zinc-O-Lith is a PURE White that STAYS White—The pigments used in the manufacture of *Zinc-O-Lith* are of the whitest made. Pure Zinc and Lithopone cannot be surpassed for perfect whiteness. These materials are ground only in the best grade of

Don't keep brushes when not in use in sun or heat.
Don't leave open can of Zinc-O-Lith uncovered over night.
Don't putty nail holes or cracks before priming coat.

Zinc-O-Lith Is Absolutely Non-Poisonous

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Zinc-O-Lith Leaves a Perfect Surface for Repainting

Some of the Unusual Qualities of *Zinc-O-Lith*—*Continued*

refined linseed oil and pure white Japan Dryer. *Zinc-O-Lith* is not affected by the actions of sulphuric gases present in coal smoke, nor does it discolor when subject to salt air, as do many other house paints.

Zinc-O-Lith is Ready for Use—It will save time and labor on the job—time that is often wasted in mixing is completely eliminated where *Zinc-O-Lith* is used. Even where tints are desired, the time necessary for tinting is reduced, due to its remarkably uniform consistency.

Zinc-O-Lith is for Outside or Inside—It is a general purpose paint that can be used either on interior walls and woodwork or for exterior painting. *Zinc-O-Lith* mixed equal parts with Flat Wall Paint makes an excellent wall coating or enamel undercoating.

Zinc-O-Lith has Wonderful Hiding Properties—It is extremely opaque, and due to the infinite fineness of the pigments it hides similar to fine enamels. Although it is heavy in appearance *Zinc-O-Lith* brushes out with absolute ease and spreads on like ordinary house paint.

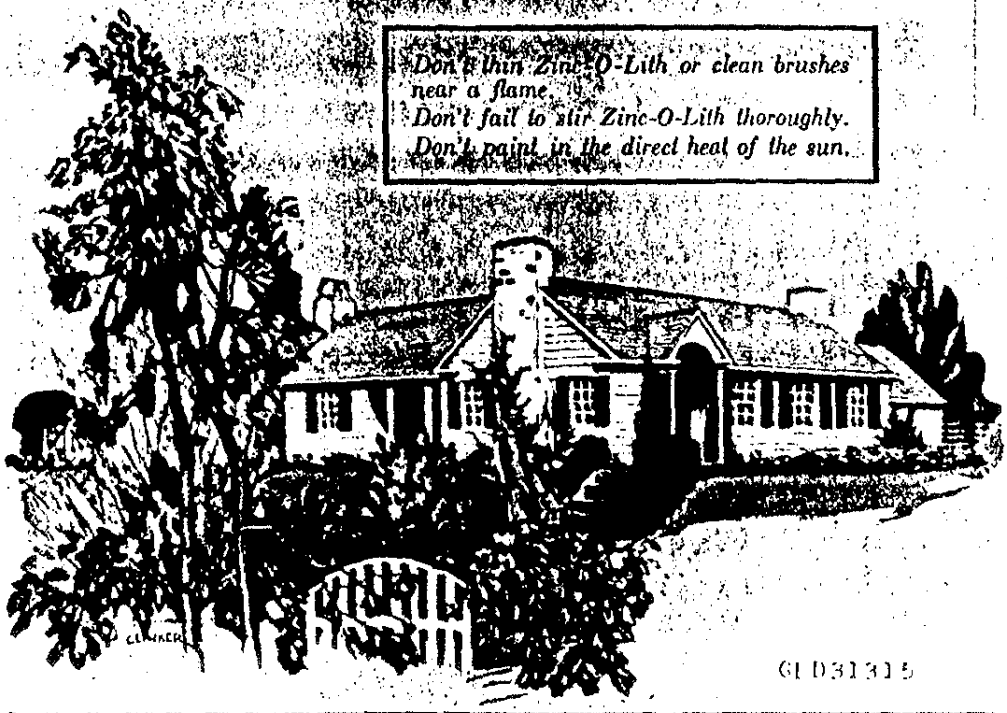
Zinc-O-Lith Covers More Surface—It covers as well as it hides. Approximately 20% more surface will be covered by *Zinc-O-Lith* than with the usual hand-mixed house paint.

Zinc-O-Lith Leaves a Perfect Surface for Repainting—It will not break, chip or crack when properly applied. Due to the pigment content and the oil used in grinding, *Zinc-O-Lith* chalks slowly, leaving a perfect paint film for repainting. The unusual fineness of the pigment gives an even, smooth surface. Only the best grade of refined linseed oil is used in grinding, thereby assuring a fine paint film.

Zinc-O-Lith Wears for Years—It has withstood the most severe weather exposure for a period of six years. Hundreds of tests made have proven conclusively that *Zinc-O-Lith* will wear as long or longer than the highest grade of house paints made. It can be applied with absolute assurance that it will wear and stand up satisfactorily under any weather exposure.

Zinc-O-Lith Costs Less Per Gallon—Although *Zinc-O-Lith* is of the finest grade it actually costs less per gallon than other high grade house paints. While it is apparent that *Zinc-O Lith* is in all respects equal, and in some respects superior, to other high grade paints, nevertheless the raw material costs are lower and this fact, as well as longer wear, gives it a considerable economic advantage. *Zinc-O-Lith* gives better work at less expense.

Don't thin Zinc-O-Lith or clean brushes near a flame.
Don't fail to stir Zinc-O-Lith thoroughly.
Don't paint in the direct heat of the sun.



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Zinc-O-Lith Reduces Painting Costs