

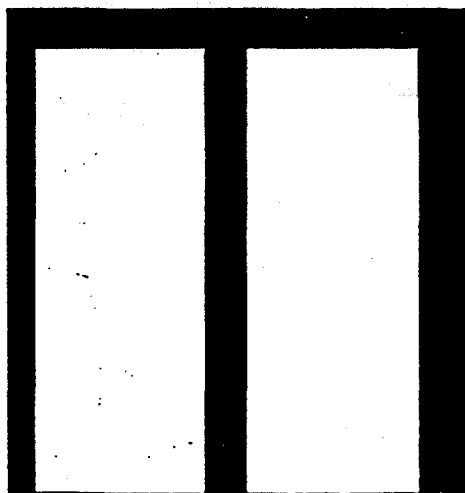
WHAT IS ADDED TO THE WHITE LEAD IN SWP TO RETAIN IT'S ATTRACTIVENESS?

Here is the Answer--

OZLO lead-zinc pigment
is made in Sherwin-Williams
smelters at Coffeyville, Kans.
and shipped to the S-W
paint factories in various
parts of the country.



S-W OZLO lead-zinc pigment fortifies the white lead carbonate in SWP so as
to control chalking and to make it more resistant to atmospheric discoloration.



In making OZLO pigment from the original ores, Sherwin-Williams fuses lead and zinc into ONE COMBINED PIGMENT which possesses the desired qualities of both lead and zinc and is superior to lead and zinc when mixed as separate pigments in house paint.

Note the difference in whiteness of the two paint
films in the picture on the left.

The left-hand panel was painted with straight white
lead paint; the right-hand panel with white lead paint
to which OZLO pigment was added.

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