Thinning Recommendations for Zilo Heavy Paste

NEW WORK Soft Wood	First Coat	Second Coat	Third Coat
ZILO	100 Lbs.	100 Lbs.	100 Lbs.
Pure Raw Linseed Oil	4 Gals.*	2 Gals.*	3½ Gals.*
Pure Turpentine	2 Gals.	2 Gals.	1 Pint
Drier	1 Pint	1 Pint	1 Pint
Makes	9¼ Gals.	7¼ Gals.	7½ Gals.

*If boiled Linseed Oil is used omit Drier.

REDUCING TABLE
FOR 12½-, 25- AND 50-POUND PACKAGES

50-LB. KEGS—Divide the above quantities by 2.
25-LB. KEGS—Divide the above quantities by 4.
12½-LB. KEGS—Divide the above quantities by 8.

IMPORTANT NOTE — Do not spoil the high quality of this Zilo by mixing it with cheap oil and cheap drier. USE THE BEST.

Add the oil a little at a time and stir in each portion thoroughly.

RESINOUS WOOD — Reduce as directed above except the first coat should have larger percentage of Pure Turpentine.

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

UNPAINTED OLD WEATHERED LUMBER — Reduce as directed above except first coat should have larger percentage of Pure Raw Linseed Oil.

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

FLAT FINISH — For flat finish on interior walls and woodwork, mix the contents of 100 pound pail with two gallons of Flatting Oil for both coats.

CAUTION — Allow each coat to dry. In all painting, give plenty of time for each coat to dry before applying 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 ZILO

Gentlemen: The fact that we are spreading approximately 8000 gallons of paint a year along the New Jersey shore has lead me to believe that we are satisfying our customers.

We know credit for our success is not only due to the thorough method we use in preparing the surface, or the evenness of a spray coat, but to the material used as well. Therefore I am taking it upon myself to pass the word on to my brothers in trade, "The Master Painters," who may wish to overcome the many griefs experienced in exterior painting at the seashore.

ZILO is the material we have used for over five years, and as long as the painter likes its easy spread, and I, the contractor, like its coverage and the property owner likes its durability, then there is nothing better to ask for.

(Signed) F. BURTIS CLAYTON
Painting Contractor
Spring Lake, N. J.

2066

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Dear Mr. Jordan: Since Mr. Rau founded this business over fifty-five years ago, we have always used the highest quality paints and varnishes, and when some eight or nine months ago, we standardized on "Zilo" for all our exterior basic pigment, we certainly made no departure from the policy that has always actuated this company.

"Zilo" represents for the Master Painter a material that is flexible, so that he can make use of his skill in manipulating the reduction with oil, turpentine and the other solvents to every requirement that any surface presents. For ease in working, opacity, hiding and long life, plus freedom from any necessity for exact formulations and mixing, I have yet to see any product that is superior.

We like it in every possible way, because aside from its appeal to the painter for the reasons I have mentioned above, it also has its appeal to the owner from the standpoint of color and gloss retention, and on white jobs a beautiful clarity and purity of tone that even the least experienced laymen immediately recognize as a material of outstanding superiority.

Very truly yours

(Signed) 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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ZILO

a modern paint pigment

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 Coffeeville, 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 seve
2. Elimination of characte
3. Smoother paint film —
4. Retention of smoothne chalk.
5. Finer general appeara due to freedom from e makes a very spotty su
6. A more economical m takes more oil than le thinner film because o ency to level without d
7. WASHABILITY — Zilo with soap and water — customer.

ZILO PROVIDES ZIN IN MOST DESIRABL

Zilo gives the painte tures of ready-to-use lation, combined with that the painter can m to suit his requireme Zilo is the pigment p form of paint to be same manner as the used white lead.

In Zilo, zinc oxide has white lead, not only in proportions, thorough white lead in a manne through hand mixing bined, intimately with so that we have still resistance to discolo is even more impor liams paint chemists countless tests that Zi sive hardness and ter fault dreaded by pain is used indiscriminate

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