

Reduction Recommendations for S-W ODP White Lead

FIRST COAT

New Work—Soft Wood

100 lbs. ODP White Lead
4 gallons Pure Raw Linseed Oil
2 gallons Pure Turpentine
1 pint S-W Hercules Drier

Makes about 9½ gallons of paint.

SECOND COAT

100 lbs. ODP White Lead
2 gallons Pure Raw Linseed Oil
2 gallons Pure Turpentine
1 pint S-W Hercules Drier

Makes about 7½ gallons of paint.

THIRD COAT

100 lbs. ODP White Lead
4½ gallons Pure Raw Linseed Oil
1 pint Pure Turpentine
1 pint S-W Hercules Drier

RESINOUS WOOD

Reduce as directed for Soft Wood, except first coat should have larger percentage of pure Turpentine.

PREVIOUSLY PAINTED SURFACES
When in good condition reduce as directed for Soft Wood for 2nd and 3rd coats.

UNPAINTED OLD WEATHERED LUMBER

Reduce as directed for Soft Wood, except first coat should have larger percentage of pure Raw Linseed Oil.
Since conditions and surfaces vary, no definite amounts can be given.

IMPORTANT NOTE

Don't spoil the high quality of S-W ODP White Lead by mixing with it cheap oil and cheap drier. USE THE BEST.
Add the oil a little at a time and stir in each portion thoroughly.

FLAT FINISH

For flat finish on interior walls and woodwork mix 100 lbs. of ODP White Lead with two gallons of S-W Flattening Oil, other size kegs in proportion.

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 24 hours and outside work two or three days between coats.

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.

Reduction Recommendations for S-W Zilo

FIRST COAT

New Work—Soft Wood

100 lbs. Zilo
4 gallons Pure Raw Linseed Oil
2 gallons Pure Turpentine
1 pint S-W Hercules Drier

Makes about 9½ gallons of paint.

SECOND COAT

100 lbs. Zilo
2 gallons Pure Raw Linseed Oil
2 gallons Pure Turpentine
1 pint S-W Hercules Drier

Makes about 7½ gallons of paint.

THIRD COAT

100 lbs. Zilo
5 gallons Pure Raw Linseed Oil
1 pint Pure Turpentine
1 pint S-W Hercules Drier

Makes about 8½ gallons of paint.

RESINOUS WOOD

Reduce as directed for Soft Wood, except first coat should have larger percentage of pure Turpentine.

PREVIOUSLY PAINTED SURFACES

When in good condition reduce as directed for Soft Wood for 2nd and 3rd coats.

UNPAINTED OLD WEATHERED LUMBER

Reduce as directed for Soft Wood, except first coat should have larger percentage of pure Raw Linseed Oil.

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

IMPORTANT NOTE

Don't spoil the high quality of S-W Zilo by mixing with it cheap oil and cheap drier. USE THE BEST.
Add the oil a little at a time and stir in each portion thoroughly.

FLAT FINISH

For flat finish on interior walls and woodwork mix 100 lbs. of Zilo with two gallons of S-W Flattening Oil, other size kegs in proportion.

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 24 hours and outside work two to three days between coats.

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.

S-W ODP White Lead

The Sherwin-Williams Company is, by an ample margin, its own largest customer for white lead. By this we mean that the departments of the company's factories making SWP—Sherwin-Williams House Paint—and all the other departments making prepared paints for the Government, for the railroads of the country and for all the various types of manufacturing companies supplied by us, actually buy more ODP White Lead from our coloring plant than any group of customers we sell.

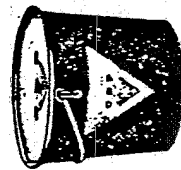
As the world's largest makers of paints and varnishes our consumption of white lead is enormous. This large production of white lead has made it possible for The Sherwin-Williams Co. to effect economies and to perfect machinery and methods of refining not available to the smaller manufacturer. The benefits of this enhanced value are enjoyed by every user of Sherwin-Williams ODP White Lead.

ODP has three outstanding characteristics that are appreciated by any person accustomed to the use of the various standard white leads on the market today.

- (1) ODP is always SOFT in the package. It breaks up in the mixing barrel easier than any white lead on the market.
- (2) ODP is exceptionally white. This makes possible a purity of tints, as well as a gleaming white finish.
- (3) ODP is ground to the utmost degree of fineness which is responsible for its exceptional opacity and spreading power.

ODP has always been a standard product with The Sherwin-Williams Company and has stood as a gauge of purity and excellence for the entire Sherwin-Williams Line. The following guarantee appears upon every keg of ODP White Lead:

This package is warranted to contain nothing but Strictly Pure White Lead, ground in Strictly Pure Linseed Oil, and we will pay one ounce in gold for every ounce of adulteration it may be found to contain.



S-W Zilo

Zilo is offered by The Sherwin-Williams Company not as a substitute for white lead but as the best paste pigment possible to produce for the making of every type of hand-mixed paint.

Zilo resembles white lead and is handled by the painter in very much the same manner. But Zilo has several distinguishing characteristics resulting from the fact that Zilo is made of 75 per cent white lead and 25 per cent zinc.

- (1) Zilo makes a whiter paint than straight white lead.

(a) Zilo makes cleaner, richer tints.

(b) Zilo STAYS WHITER and does not discolor from gas fumes in the air as does straight white lead paint.

- (2) Zilo "goes further" than straight white lead paint. It will take three pints more linseed oil per 100 pounds, as used for the third coat, than will white lead.

(3) Zilo makes a more durable paint than straight white lead paint. White lead paint shows the tendency towards objectionable "chalking" and washing off under rain and weather. In Zilo this chalking has been reduced to the desired degree because of the tempering by the zinc it contains.

Hand mixing of white lead and white zinc costs more than Zilo because white zinc costs more than white lead and Zilo sells at very close to the price of white lead.

The uniform mixing and thorough intimate bonding of the lead and the zinc is accomplished in the mill at The Sherwin-Williams factory such as is humanly impossible to produce by hand mixing. Every bushful of Zilo will contain exactly 75 per cent white lead and 25 per cent zinc.

Zilo is put up in kegs the same as white lead. It is ground in refined linseed oil and is in paste consistency ready to be let down with linseed oil and turpentine as desired. By adding S-W ODP White Lead to Zilo any proportion of zinc up to 25 per cent may be made by the painter on the job.

Put up in 25, 50 and 100 lb. kegs.