

SHERWIN-WILLIAMS ZILLO

We offer you Sherwin-Williams Zillo, pure lead with pure zinc added, not as a lead substitute, but as the modern paint pigment better than white lead, just as the modern automobile is better than the first horseless carriage. Zillo, used according to the directions on the package, will make a paint having a better and more lasting gloss than white lead paint and will be more economical and cost less by the job.

There's nothing radical about Zillo. Neither are there any untested theories involved in the making of it. Zillo is simply a factory-made, machine-ground combination of white lead and white zinc, put conveniently in the package ready to be let down with raw linseed oil and turpentine for use.

White zinc is universally acknowledged to be the right pigment to use with white lead to retard the objectionable chalking, characteristic of white lead paint. The proportion of zinc used, however, is most important, as zinc used alone shows faults just as objectionable as the chalking of white lead.

Zillo contains 75% pure white lead and 25% zinc oxide, the proportion most master painters advocate as ideal. However, if a painter has a job upon which he wants to use approximately 85% white lead and 15% zinc oxide and wants to be certain that he obtains pure zinc as well as pure white lead, all he has to do is to mix together 100 lbs.

Zillo and 67 lbs. white lead. By mixing white lead and Zillo any amount of white zinc can be provided up to 25%. In other words, whenever you wish to add zinc to a white lead paint—use Sherwin-Williams Zillo.

Here is the declaration of contents found on every package of Zillo:—

Composition of Liquid:	100%
Refined Linseed Oil.....	100%
Composition of Pigment:	
Lead Carbonate.....	66%
Lead Sulphate.....	3%
Zinc Oxide.....	25%
Contents of package by weight:	
Pigment.....	99%
Liquid.....	100%

Caution: This package is guaranteed to contain nothing other than the ingredients specified in the above declaration of contents.

There are two good reasons for using Zillo instead of buying the same quantities of white lead and zinc oxide and mixing them by hand.

First, Zillo is better because it is uniform all the way through. Every barrel of Zillo will contain the same parts of white lead and zinc oxide. Forward grinding machines mix the two pigments uniformly, with a thoroughness that cannot be duplicated or even approximated by hand. One barrel from a batch of lead and zinc mixed cure fully by hand might contain as much as 50% zinc, while the next barrel would analyze but 10%, etc., depending upon the workman. Such a paint then could not possibly give the satisfaction of Zillo which requires only the mixing necessary for proper reduction with linseed oil and turpentine.

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BREAST
EAST
COVER
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