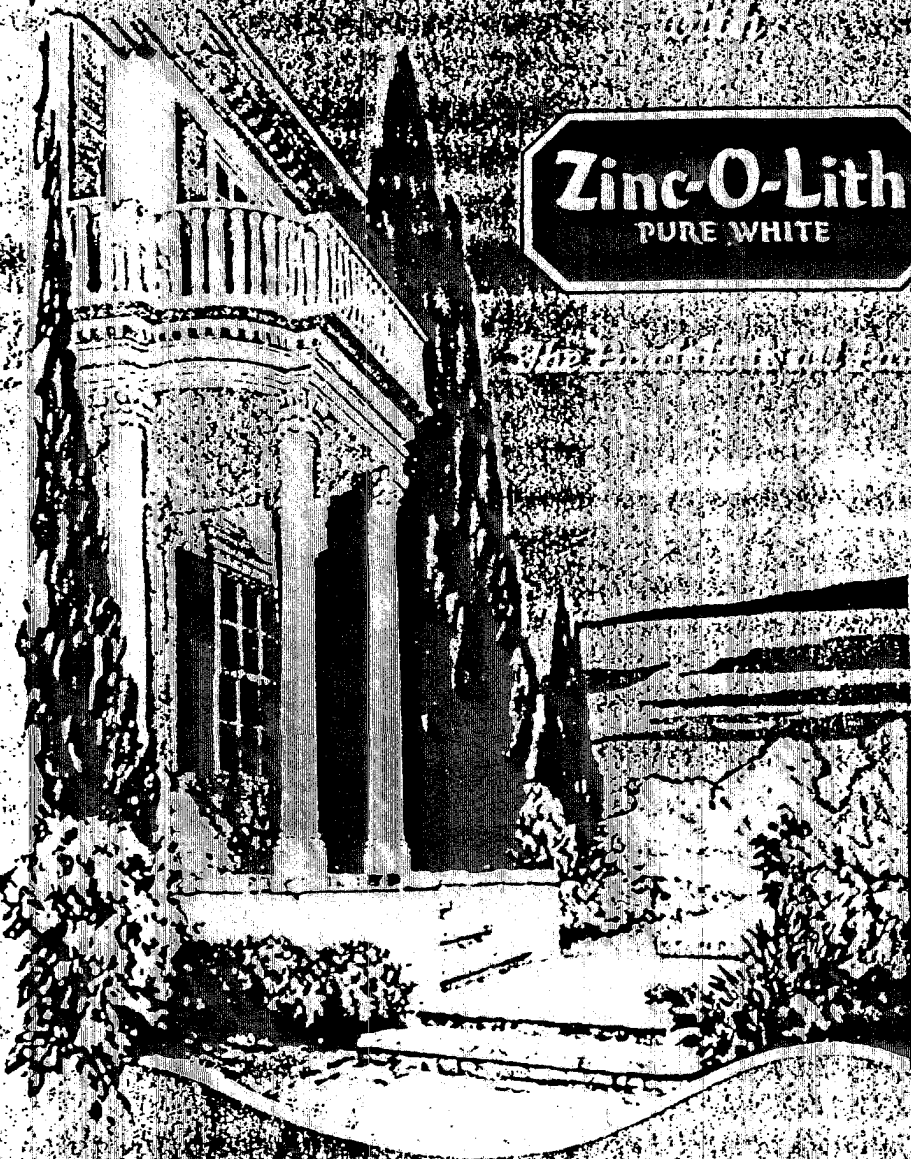


# WHITEHOUSE PAINTING



GI D31316

N13463

Zinc Oxide Goes REAL White House? Begin



## White—In Harmony With All Seasons

**W**HITE HOUSE beauty is year 'round beauty. Whether it be the whiteness of Winter or the gorgeous mixture of Fall's bright colored foliage, the *White* house will blend in perfect harmony with the season. Fresh green lawns of Spring surrounding the most humble cottage will make a scene of beauty if it's painted *White*. For the flowers of Summer, all delicately tinted in pinks, lavenders and blues—banked against arbors and trel-

lises of purest *White*— what color could form a more perfect background than *White*?

Look around your own neighborhood in any season. Pick out the homes that attract you most, that look more livable and homey— and you'll find that they are *White*. Because *White* harmonizes with all the seasons and because *White* gives a striking individuality to any dwelling, home owners who have genuine pride in their homes invariably paint them *White*.

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Zinc Oxide Costs Less Per Gallon

*Zinc-O-Lith Is a New and Better White*

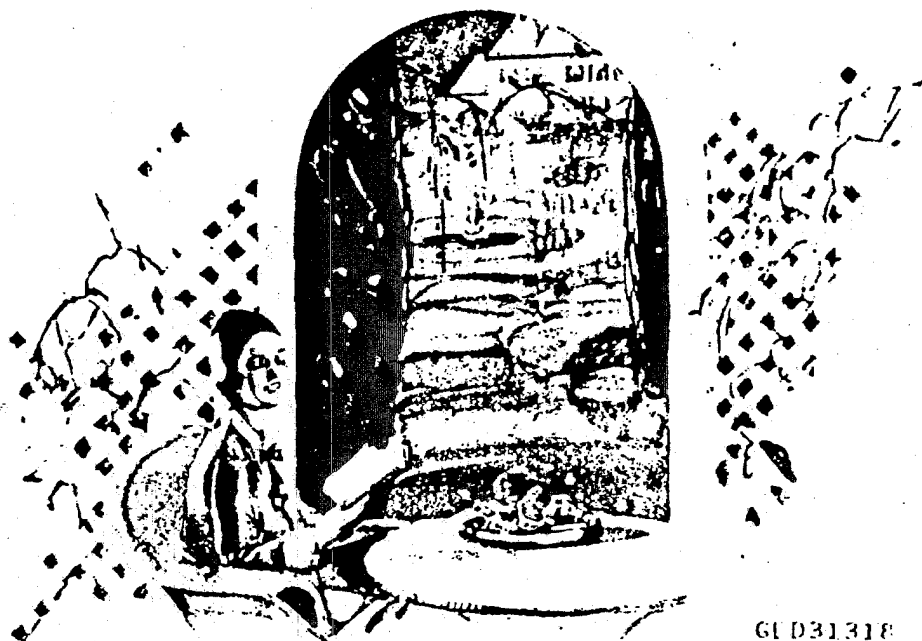
## White—The Playground of Sunshine and Shadows

**J**UST 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 sun-

shine 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 Proving Properties*



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

**T**HE 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 homeowner. 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 pull nail holes or cracks before priming coat.*

GI D31319

*Zinc-O-Lith is Absolutely Non-Poisonous*

## *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.

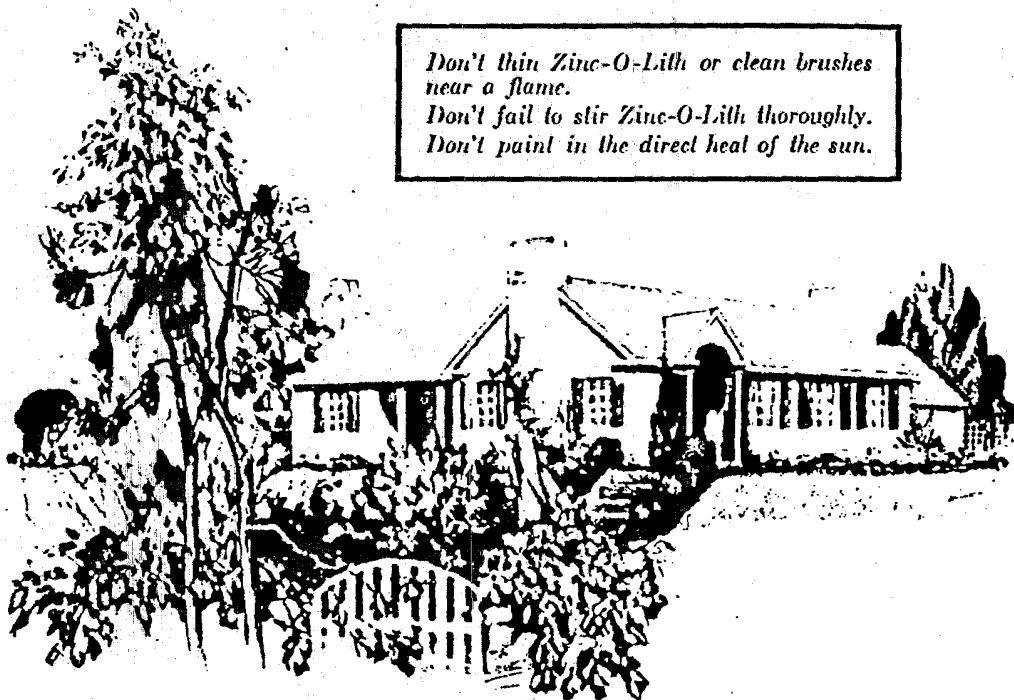
***Zinc-O-Lith* Covers More Surface**—It covers as well as it hides. Approximately 20% more surface will be covered by *Zinc-O-Lith* than with the usual hand-mixed house paint.

***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.*



*Zinc-O-Lith Reduces Painting Costs*

61 D31320

# ZINC-O-LITH HOUSE PAINT



The White House is becoming the most popular institution in this country. Zinc-O-Lith House Paint has become a great contributing cause to this end. For economy, durability and genuine beauty, Zinc-O-Lith cannot be

equalled. It is a general outside white, ready use—a White that is White and stays White. is not affected by the actions of sulphuric g present in coal smoke or by salt air. Zinc-O-L House Paint has exceptional hiding, covering spreading qualities. Made in White only, w can be tinted to any shade desired.

Barrels,  $\frac{1}{2}$  barrels, 5's, 1's,  $\frac{1}{2}$ 's,  $\frac{1}{4}$ 's.

FOR DIRECTIONS REFER TO PAGE 27

## TITAN-O-ZINC OUTSIDE WHITE

ENDURANCE PAINT (PREPARED)

Titan-O-Lith, highest quality Zinc, ground in specially treated linseed oil with just the right amount of dryer—this is Titan-O-Zinc Outside White—the finest quality exterior House Paint made to-day.

This product covers and hides better than high quality paints—one coat is equal to two coats of ordinary material.

Titanium oxide chemically combined with Sun-proof lithopone gives this paint its tremendous covering and hiding qualities and its brilliant whiteness. The fine quality zinc gives it hardness of film, durability and rich beauty. Specially treated oils add to its whiteness and its long life.

Titan-O-Zinc is the latest development in Outside Paint formulating and manufacturing and is supreme in its field. Ideally adapted for use in congested, smoky districts where fumes are prevalent. One coat will do the work of two coats for ordinary repainting where the surface is in good condition.



Made in White only, which can be tinted to any shade desired.

Put up in 1's,  $\frac{1}{2}$ 's,  $\frac{1}{4}$ 's.

FOR DIRECTIONS REFER TO "THE RIGHT WAY TO PAINT" PAGE 16

## TITAN-O-ZINC WHITE PASTE PAINT

This piece of goods has been a revelation to painters when they first tried it. The economy of the product was quickly proven to them. The base of the product is a titanium oxide pigment that impacts the same opacity as is found in Titan-O-Zinc Outside White and Flat. Titan-O-Zinc

has been reduced with more than three gal raw Linseed Oil and still covered better th primers and it is not unusual for painter two gallons of oil for the finishing coat. in white only which can be tinted as d

Put up in bbls., 5's, 1's,  $\frac{1}{2}$ 's,  $\frac{1}{4}$ 's

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## Advantages of Zinc-O-Lith Products

The name Zinc-O-Lith stands for higher quality at lower cost, better work at less expense, dependability and satisfaction at all times. Here are some of the many advantages to be found in all Zinc-O-Lith Products.

1. **Greater Whiteness**—Zinc-O-Lith is the white that is White and stays White.
2. **Exceptional Covering Capacity**—Not only do Zinc-O-Lith Products have greater covering capacity, but also more hiding properties.
3. **Ease of Application**—There is no danger of pulling or sagging where Zinc-O-Lith is being applied. The easy brushing qualities are beyond comparison.
4. **Non-poisonous**—Absolutely no white lead is used in the manufacture of any Zinc-O-Lith Products.
5. **Durability**—The high quality of the raw materials and the care taken in the manufacture of Zinc-O-Lith Products give them the ability to withstand wear and weather for years.
6. **Economy**—Not only do Zinc-O-Lith Products save with their greater covering capacity but also because the raw materials from which they are made are more economical, they actually cost less per gallon to the user.

Only Zinc-O-Lith can give you all these advantages.



THE PAINT THAT'S ALL PAINT