

Read What Painters Say About Zilo

I have been using your Zilo and I find that it exceeds anything I have found in the paint line in my 40 years experience. It is ground fine, has very extensive covering quality, quickly and makes a beautiful wall color. For its zinc content, I could not find any other paint that has more zinc in it. As long as I can get your Zilo, I do not expect to use anything else. I remain,

H. A. Myer.

I consider Zilo a very substantial and satisfactory paint. I am using it in preference to White Lead on account of its greater covering capacity, whiteness and readiness to brush on. My hat is off to Zilo.

E. A. Salsomali.

We take great pleasure in recommending Zilo to anyone who uses paint.

Marlin Hoss.

Fort Worth, Texas.

In regard to the qualities of Zilo I wish to state that in my forty years of experience as a Painting Contractor, I find it to be the best paint I have ever used. It is so good in its covering capacity I find it to be ten per cent greater than the best White Lead and it is also a good dead white.

Joe W. Dawson.

Having used Zilo for the past two years and I find it to be up to all you claim for it to be whiteness and covering capacity. The job we are holding up good.

Wichita Falls, Texas.

Small & Green.

In my many years of experience as a painter, I have used practically all kinds of paints. I was asked to use Sherwin-Williams Zilo and I found it to be the best paint I have ever used. It is so good in its covering capacity I find it to be ten per cent greater than the best White Lead and it is also a good dead white.

San Antonio, Texas.

M. T. Mitchell.

Zilo is the best and most economical paint pigment on the market today and I highly recommend it for the use of the practical painter and decorator.

A. Van Pelt.

I am sending you this testimonial so that any Master Painter who uses Zilo will give it a trial and assure they will be as well pleased with the results that I have obtained.

I have painted about 17 houses here and today after 3 years look better than most houses painted this spring. Zilo covers better, wears easier and will not crack nor peel in the winter.

Frank J. Matdlaw.

I find that Zilo does not mildew as most paints do that come from the East. It is the best paint I have ever used. For a first class job of painting paint on Zilo.

J. L. Atkins.

I am a contractor and have for the last 28 years used all kinds of paints. I have found that Zilo is the best paint I have ever used and for finish and durability it can't be surpassed.

H. C. How.

We have been using Zilo since it was put in the market in Atlanta, Georgia. It is the best paint I have ever used and for finish and durability it can't be surpassed. We recommend Zilo for interior and exterior walls and wood-work for both painting and finishing.

J. C. Martin.

Liberty Decorating Co.

I take a very definite satisfaction in reporting my results with your Zilo. In every respect I find it superior to the best white lead.

In covering darker surfaces I find Zilo markedly superior. It is so good in its covering capacity I find it to be ten per cent greater than the best White Lead and it is also a good dead white.

It is needless for me to add that I am much pleased with the results I have obtained from Zilo, and I congratulate you upon this product.

Chattanooga, Tenn.

Painter and Glazier.

We have used Zilo, exclusively for the past two seasons. We prefer it to strictly pure, white lead. We find it makes $\frac{1}{2}$ to $\frac{3}{4}$ coats, where pure white lead, also has better covering power. We find it pays well to use Zilo.

L. L. Billey.

Contracting Painter.

After being in the painting and decorating business for over forty years, I can truly say, for the very best paint I have ever used, I recommend it to be the longest life material I have ever used. The covering capacity is equal to no other and I don't if I could. It positively will not crack, peel, check or crack. I cannot praise your Sherwin-Williams Zilo too highly. It is the best paint I have ever used and for finish and durability it can't be surpassed. In fact it is twice superior to the best white lead, for in five years it is as good as lead and oil in two and one-half years. It stands the test.

C. W. Fries.

Painter and Decorator.

THE SHERWIN-WILLIAMS CO.

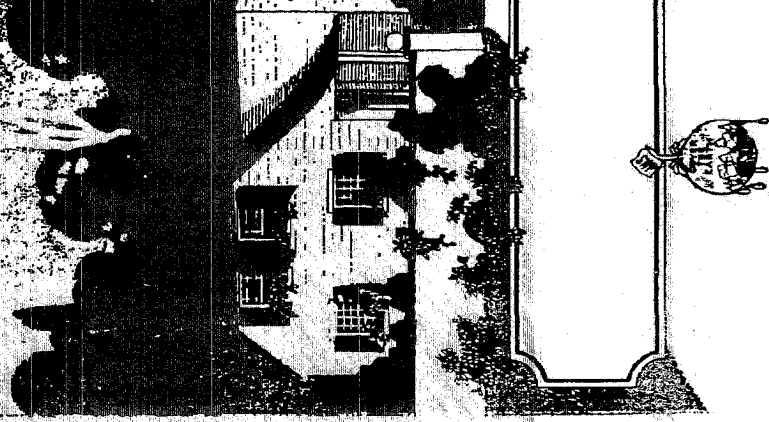
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ZILO



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SHERWIN-WILLIAMS

ZILO

We offer you Sherwin-Williams Zilo, 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. Zilo, 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 Zilo. Neither are there any untested theories involved in the making of it. Zilo 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.

Zilo 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. Zilo and 67 lbs. white lead. By mixing white lead and Zilo 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 Zilo.

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

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%

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

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

First: Zilo is better because it is uniform all the way through. Every brushful of Zilo will contain three parts of white lead and one part of zinc oxide. Powerful grinding machines mix the two pigments intimately, with a thoroughness that cannot be duplicated or even approximated by hand. One brushful from a batch of lead and zinc mixed care-

fully by hand might contain as much white lead as white zinc, depending upon the workman. This could not possibly give the proper reduction with linseed oil.

Zilo is an exceptionally finely ground pigment. One of the practical advantages of this is found in the greater bulk. Five pounds of Zilo will take three parts of oil than the same amount of white lead. Also, that a gallon of Zilo means, also, that a gallon of white lead means a thinner film of Zilo will hide the surface better than white lead, Zilo pigment particles being finer together.

The second advantage of using Zilo is in mixing your own lead and zinc. The economy of using Zilo is readily seen in the foregoing, but take your price list and find out the best price at which you can buy white lead and zinc oxide ground in pure refined linseed oil. Add the figure you would pay for 100 lbs. of strictly pure white lead and 67 lbs. of white zinc and compare the result with the price of Zilo. You will be surprised to find that the cost of Zilo is considerably less. You will also find that the approved percentage of zinc in Zilo is 25%, which is the same as the desired quantity—to be let down with linseed oil and turpentine.

Finally, Zilo is noticeably white. The pure white zinc in Zilo is only when newly applied but it is because white lead takes on a grayish tone when exposed to the weather. When colors are painted with Zilo, the colors are cleaner and more uniform than when white lead is used, and does not show through chalking as does white lead.

Why not place a trial order? It comes in the same size as Williams Famous O. D. Paint in 100 lb. kegs, 50 lb., and