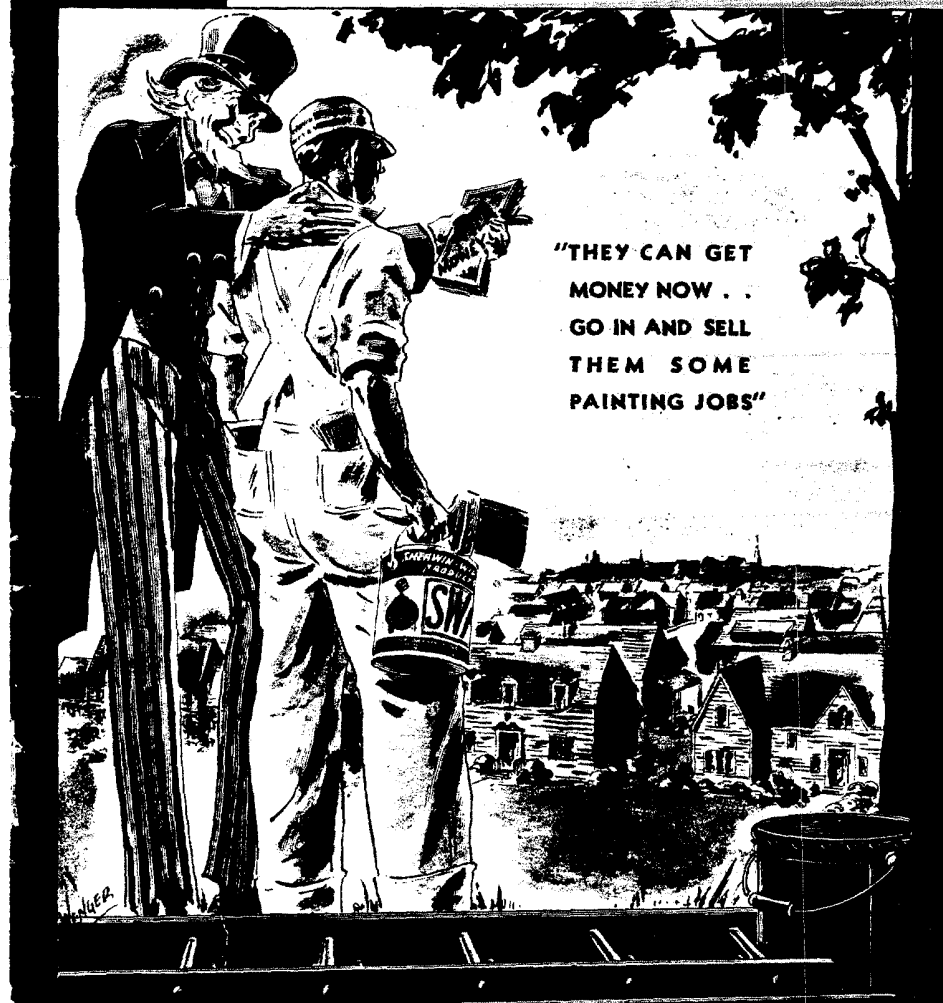




THE SHERWIN-WILLIAMS PAINTER



N15898

S-W Ozlo Leaded Zinc Pigment

S-W Ozlo Leaded Zinc is the outstanding pigment used in SWP which is different from any other pigment on the market. The white lead carbonate used in SWP is familiar to the painter—we make it ourselves and it is the best that science can make. But OZLO gives us our real advantage.

From Our Own Mines and Smelters

S-W Ozlo is a combination of 35% basic lead sulphate (fume resisting white lead) and 65% zinc oxide.* We produce it in our own smelters and it is an intimate chemical union of these two ingredients. Every minutest particle of pigment consists of these two chemicals in the same proportion and indivisible. Under the microscope there is only one kind of pigment particle—not two kinds as is the case when two pigments are mixed together.

*NOTE—This pigment is added to White Lead Carbonate in making SWP White and light tints.

Advantages of S-W Ozlo Leaded Zinc

1. Whiter than white lead (either lead carbonate or lead

sulphate) and is almost as white as straight zinc oxide.

2. It has superior opacity and hiding power to mechanical mixtures of white lead and zinc oxide.

3. Greater resistance to sulphurous gases which turn lead carbonate to a gray or black.

4. Slower rate of chalking.

5. Freedom from cracking, alligating or peeling common to paints having too high a zinc content.

6. Same ease of brushing, characteristic of lead paints.

Why it Pays to Use SWP Colors

They come ready to use when linseed oil and turpentine are added as required by each particular surface. Colors are uniform, dependable and true. There is no tinting color to buy and no waste of time or material through matching colors.

SWP Colors are formulated for cleanest and most lasting tone. Many of these colors would be very difficult and very costly for the painter to prepare by hand and there is always great risk of unsatisfactory durability and drying when preparing the darker colors by hand.

Sherwin-Williams Smelter located at Coffeyville, Kans. Here the lead and zinc ores are roasted to produce the Leaded Zinc pigment, S-W Ozlo used in SWP.

