

STORY OF A CAN OF PAINT

Most people think of paint as just paint - not appreciating the many uses for it or the endless variety of products now offered to the public.

There is scarcely any item of common use that does not use some type of paint, enamel, varnish or lacquer for protection or beautification. "Save the surface, you save all" and "Paint protects America" are the slogans of the industry which in 1947 will attain a total sale of over one billion dollars.

How long would a wooden house remain habitable if it were not for a protecting coat of paint. In New England are many old colonial houses over 100 years old and in good condition today because they have been painted frequently, thus protecting them from the weather.

Were it not for the protection afforded by good paint, bridges would become unsafe for use in a very few years.

Except for the beautiful lacquer finish an automobile would rust away in a year or two

Kea-Tone, Semi-Lustre, Enameloid, Marnot and other interior finishes brighten up and beautify the home.

The Sherwin-Williams Company has contributed much to the present high standards of the industry. When Mr. Sherwin started in the business in 1866, prepared paint was practically unknown. Painting was a job for an experienced painter who mixed paint specially for each job, using the few primitive materials then available. Since that time the art of making paint has developed now using many intricate chemical compounds and producing results undreamed of 50 or even 25 years ago. Most of the ingredients used are manufactured chemically and even the ^{natural} material materials are carefully refined and specially prepared for use.

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Even so simple a formula as Outside House Paint - SWP Gloss White uses the finished product of several industries. (Picture of a can of SWP).

The raw materials used is the product of the natural material from lead, zinc mines - titanium sands, fields of flax, turpentine pine forests, the iron ore mines of the Mesaba district and the plants processing these products of nature.

The pigment is a blend of White Lead, Leaded Zinc and Titanium Oxide. The lead is made by what is known as the Quick Process in which the pig lead metal is melted then blown through a small nozzle to atomize it into small globules. These are treated with weak acetic acid and C.O_2 gas changing it over into carbonate of lead. (Picture of QDP).

The leaded zinc is made from lead and zinc ores burned in a considerable volume of air - the oxide forming in the fumes settles down as a fine white dust and is collected in bags. (pictures) Baghouse, The Ti O_2 .

(picture of plant)

Linseed Oil is of course the oil pressed flax seed. (picture flax field, oil mill). This raw oil is carefully refined and treated to remove all impurities and promote thorough drying. The turpentine ~~is distilled~~ used in connection with such paint is distilled from the sap of pine trees. (picture turpentine forest)

All these ingredients are carefully mixed and ground and filled by exact processes under strict laboratory control and filled into tin cans.

- pictures*

The tin plate from which these cans are made is the finished product of the steel industry going back to the wonderful deposit

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of iron ore of the Mesaba Range (picture) brought down the lakes to the enormous steel mills of Ohio, Illinois and Penna.

(picture - Steel mill
" " Tin plate mill)

The Tin Can Dept. equipment turns out many millions of cans annually in most efficient up-to-date equipment. (picture)

Cans of SWP are packed in fibre cartons sent to the warehouse. (picture of Chic. Wh.) From there they are shipped to one of the Company's branches or dealers (picture of a good store) located all over the U.S. for the convenience of the public.

The painter or consumer using the paint finds it perfectly adapted to his every requirement as the finished product is being constantly tested under all conditions. Many field and laboratory tests are under way at all times at many points all over the U. S. The net result is a well painted house which will be protected against the weather and look fresh at all times. (picture of a house).

The present SWP formula is a great improvement over the best we could make before the war. It dries through more thoroughly and rapidly thus not subject to damage by rain, heavy dew-dust or flying insects. It has less brush marks and better gloss than thus keeping cleaner.

The coat is more level providing a more uniform and thicker flow which will wear longer. SWP is the result of 75 years of careful scientific research in compliance with a definite policy set by the founders of the business - to make the best paint possible for each individual requirement - to market it through aggressive selling and advertising methods and to make it most convenient for the public to procure it.

Following these policies the Company continues to occupy the leading position in the industry

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