

WHAT'S IN A CAN OF PAINT

By W. R. Sieplein

Most people think of paint as just P A I N T not appreciating the many sources contributing to it or the endless variety of products now offered to the public for a multitude of requirements. The Sherwin-Williams Co. produces something over 15,000 products.

There is scarcely any item of common use that does not require a finish of some type of paint, enamel, varnish, or lacquer for protection or beautification. "Save the Surface You Save All", and "Paint Protects America" are the keynotes of the paint industry, which in 1947 obtained a total sales volume of over one billion dollars.

How long would a wooden house remain habitable if it were not for the protecting coat of paint? In New England there are many fine Colonial houses well over one-hundred years old, in good condition today because they have been frequently painted, thus protecting them from the weather for over a century.

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

Except for the beautiful lacquer finish, an automobile would rust away in a year or so.

SWP and roof paints protect the exterior of the home, while Ken-Tone, Semi-Lustre, Enameloid, Floor Enamel, Mar-Not, and other interior finishes brighten and beautify the interior of the home.

The Sherwin-Williams Co. has contributed much to the present high standards of the paint industry. When Mr. Sherwin started in the paint 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.

0007-SWP-037211

In the historical collection I have a little book printed in 1850 containing the following directions for making flat wall paint:

"Mix the best English ground lead with spirits of turpentine to the thickness of molasses. Put in Prussian Blue finely ground in equal parts of oil and turpentine. To make a superb gray, add a little vermillion. Great care must be taken to match the shade by comparing the flat paint with the remains of the last colors which may be left in the paint pot. When the flat paint is brought to the proper shade, strain it and thin it with turpentine to the proper consistency."

Now the householder can buy a can of prepared paint which will produce a better finished job than a skilled painter could do a century ago.

Since that time the art of making paint has developed, now using many intricate chemical compounds resulting in products undreamed of fifty and even twenty-five years ago. Most paint ingredients now used are manufactured chemically and even the natural materials are carefully refined and specially prepared for use.

SNP Gloss White House Paint, for example, is the finished product of several industries procuring raw materials from the mine, the field, and the forest. To insure satisfactory performance much laboratory research is devoted to the formulation, and products are subjected to severe field tests. (picture #1, can of SNP)

The raw materials used are the products of lead, zinc, titanium, and iron mines, fields of flax, turpentine pine forests, and the plants processing these products of nature.

The pigment in SNP Gloss White is a blend of white lead, leaded zinc, and titanium oxide. The white lead is made by what is known as the Quick Process in which the pig lead is melted, then blown through a nozzle to atomize it into small globules. These are treated with weak acetic acid and CO₂ gas changing it over to carbonated lead. (picture #2, Lead Mine, and picture #3, White Lead Corroding Cylinders)

0007-SWP-037212

The leaded zinc is made from lead and zinc ore 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. (picture #4, Leaded Zinc Furnaces)

Complicated chemical processes develop the titanium oxide from the ores. (picture #5, Titanium Mine)

Linseed oil is, of course, the oil pressed from flax seed. (picture #6, Flax Field, and picture #7, Linseed Oil Expeller Installation, Sherwin-Williams Plant, Montreal, Canada) This raw oil is carefully refined and treated to remove all impurities and promote thorough drying.

The turpentine used in connection with such paint is distilled from a pine forest. (picture #8, Turpentine Pine Forest) The small quantity of driers required are the organic salts of lead, manganese, and cobalt.

All these ingredients are carefully mixed and ground by exact processes under strict laboratory control and filled into tin cans. (picture #9, Chicago Factory)

The painter or the consumer using the product finds it perfectly adapted to his every requirement, as the finished products are being tested constantly under all conditions. Many field and laboratory tests are under way at all times in many points all over the United States. (picture #10, Chicago Paint Test Fence)

The tin plate from which tin cans are made is the finished product of the steel industry beginning with the deposits of iron ore of the Mesabi Range, (picture #11, Iron Ore Mines of Mesabi Range, Minn.) brought down the lakes to the enormous steel mills of Ohio, Indiana, and Pennsylvania, and made into tin plate. (picture #12, Tin Plate Mill)

0007-SWP-037213

Intricate machinery in the tin can department forms the plate into cans, (picture #13, Tin Can Department, Chicago) many millions of which are made annually in the efficient, up-to-date equipment of our Chicago Plant.

Cans of SWP and other Sherwin-Williams products are packed in fibre cartons and sent to the warehouse, (picture #14, Chicago Warehouse, area equal to three football fields) and from there they are shipped to one of the company's 400 branches or dealers located all over the United States for the convenience of the public. (picture #15, Wilkes Barre, Pa. Branch)

Paint finally finds its resting place on a well-painted house which will be protected against the weather and will look fresh for a long time. (picture #16, procure from the Red Style Guide file Kodachrome #16 or #10 brought up to the proper size for the illustration of this article)

The present SWP formula is a great improvement over former house paints made up to the time just before the war. This present paint dries more thoroughly and more rapidly, thus is not so subject to damage by rain, heavy dew, dust, or flying insects. It dries with less brush marks and better gloss, thus keeping cleaner. The coat is more level providing a more uniform and thicker film which will wear longer.

*inform
this man*

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0007-SWP-037214

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0007-SWP-037215

0007-SWP-000112790

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SWP Gloss White House Paint, for example, is the finished product of several industries procuring raw materials from the mine, the field, and the forest. To insure satisfactory performance much laboratory research is devoted to the formulation, and products are subjected to severe field tests. (picture #1, can of SWP)

The raw materials used are the products of lead, zinc, titanium, and iron mines, fields of flax, turpentine pine forests, and the plants processing these products of nature.

The pigment in SWP Gloss White is a blend of white lead, leaded zinc, and titanium oxide. The white lead is made by what is known as the Quick Process in which the pig lead is melted, then blown through a nozzle to atomize it into small globules. These are treated with weak acetic acid and CO₂ gas changing it over to carbonated lead. (picture #2, Lead Mine, and picture #3, White Lead Corroding Cylinders)

0007-SWP-037216

0007-SWP-000112791

The leaded zinc is made from lead and zinc ore 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. (picture #4, Leaded Zinc Furnaces)

Complicated chemical processes develop the titanium oxide from the ores. (picture #5, Titanium Mine)

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0007-SWP-037217

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0007-SWP-037218

0007-SWP-000112793

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0007-SWP-037219

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"If wall be from 8 to 10 feet high it will require two men to flat it. Fix a scaffold from one end of the wall to the other in order to reach to the top of the work. Be careful to have everything provided as you cannot leave off work until one flank is finished. The bottom of the wall must be commenced first, painting not more than 12 to 18 inches at one time as high as you can reach conveniently. When this is done the man on the plank must begin where the other left off and finish to the top. Meantime the man standing on the floor must begin another width and so proceed until one side of the wall is finished.")

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SWP Gloss White House Paint, a quite simple formula, for example, is the finished product of several industries. The raw materials used are the products of lead, zinc, titanium and iron mines, fields of flax, oil wells and the factories processing these products of nature.

Picture No. 1 - Can of SWP

Picture No. 2 - Lead Mine

Picture No. 3 - White Lead Corroding Cylinders
(Cut Line) Pig lead is melted, blown through a nozzle to atomize it into small globules, then treated with acetic acid and CO₂ gas making carbonate of lead.

0007-SWP-037220

Picture No. 4 - Leaded Zinc Furnaces

(Cut Line) Leaded zinc ore is burned in a considerable volume of air. Oxide forming in the fumes settles down as a fine white dust and is collected in bags.

Picture No. 5 - Titanium Mine

(Cut Line) Complicated chemical process develops titanium oxide from the ore.

Picture No. 6 - Field of Flax

Picture No. 7 - Linseed Oil Expellers

(Cut Line) Linseed Oil is pressed from flax seed in expellers, then carefully refined, and processed to promote thorough drying.

Picture No. 8 - Oil Well

Picture No. 9 - Oil Refinery

(Cut Line) The thinner used is a very carefully refined petroleum product.

Picture No. 10 - Turpentine Pine Forest

(Cut Line) Turpentine sometimes used with SWP is distilled from the sap of pine trees.

Picture No. 11 - Chicago Paint Factory

(Cut Line) All these ingredients are carefully mixed and ground by exact processes under strict laboratory control and filled into cans.

Picture No. 12 - Chicago Paint Testing Station

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Picture No. 13 - Iron Ore Mine

(Cut Line) Mining iron ore in the world-famous Mesaba Range in northern Minnesota

Picture No. 14 - Tin Plate Mill

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Picture No. 15 - Chicago Tin Can Factory

(Cut Line) Intricate Machinery forms the tin plate into cans.

Picture No. 16 - Chicago Warehouse

(Cut Line) S-W Products are assembled in the enormous warehouse (area about five acres), packed in cases and shipped all over the United States to dealers or branches.

Picture No. 17 - One of the Company's 400 Branches.

0007-SWP-037221

0007-SWP-000112796

Picture No. 18 - ~~An Exterior Painted With SWP~~
(Out Line) Protected against the weather for a long time.

The present SWP formula is a great improvement over former house paints made up to the time just before the war. This present paint dries more thoroughly and more rapidly, thus is not so subject to damage by rain, heavy dew, dust, or flying insects. It dries with less brush marks and better gloss, thus keeping cleaner. The coat is more level providing a more uniform and thicker film which will wear longer.

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Picture No. 2 - Lead Mine

Picture No. 3 - White Lead Corroding Cylinders
(Cut Line) Pig lead is melted, blown through a nozzle to atomize it into small globules, then treated with acetic acid and CO₂ gas making carbonate of lead.

0007-SWP-037224

Picture No. 4 - Leaded Zinc Furnaces

(Cut Line) Leaded zinc ore is burned in a considerable volume of air. Oxide forming in the fumes settles down as a fine white dust and is collected in bags.

Picture No. 5 - Titanium Mine

(Cut Line) Complicated chemical process develops titanium oxide from the ore.

Picture No. 6 - Field of Flax

Picture No. 7 - Linseed Oil Expellers

(Cut Line) Linseed Oil is pressed from flax seed in expellers, then carefully refined, and processed to promote thorough drying.

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Picture No. 9 - Oil Refinery

(Cut Line) The thinner used is a very carefully refined petroleum product.

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(Cut Line) Turpentine sometimes used with SWP is distilled from the sap of pine trees.

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(Cut Line) Mining iron ore in the world-famous Mesaba Range in northern Minnesota

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Picture No. 16 - Chicago Warehouse

(Cut Line) S-W Products are assembled in the enormous warehouse (area about five acres), packed in cases and shipped all over the United States to dealers or branches.

Picture No. 17 - One of the Company's 400 Branches.

0007-SWP-037225

Picture No. 18 - ~~An House Painted With SWP~~
(Out line) Protected against the weather for a long time.

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0007-SWP-037226

6/1/48

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0007-SWP-037227

0007-SWP-000112802

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0007-SWP-037228

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0007-SWP-000112804

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0007-SWP-037230

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