THE HALL OF SCIENCE BUILDING
The Sherwin-Williams exhibit in the Hall of Science Building is tremendously interesting but it also has genuine value as an educational display. It tells the story of paint and color, it tells what not to do in order to avoid paint failures and it shows many fine uses of paint in order to make more beautiful homes.

THE FORD CO. BUILDING

SHOWING LOCATION OF S-W EXHIBIT

OTHER BUILDINGS FINISHED WITH SHERWIN-WILLIAMS PAINTS
Ford Building American Radiator
Crane Kohler Wilson
Swift Building and Band Stand
Westinghouse Borg-Warner
C. M. & St. Paul R. R.
Firestone General Motors
Illinois Host Quaker Oats
Horticultural German-American
Czecho-Slovakian
Swedish Irish Village

WILSON & CO. EXHIBITION BUILDING

THE SWIFT BRIDGE OF SERVICE
SOME LITTLE KNOWN FACTS ABOUT PAIN

Most people think of pain only as a decorating material for color purposes. Many appreciate its value as a protective coating for preserving property. But few have the opportunity to learn about the many uses of asphalt for which The Sherwin-Williams Company furnishes paint, colors, chemicals, and finishes.

Our laboratories are busy with research on all kinds of products, all of which are used to prevent, beautify or make more useful the everyday objects with which we come in contact at various times during the day.

TOOTH PASTE TUBES
Did it ever occur to you that the tube of tooth paste on your shelf at home is finished with enamel? Right here at the Century of Progress you can see them finishing Irish Tooth-paste tubes with S-W Enamel. When you consider how a tube of tooth paste or shaving cream is squared, bent and rolled, it is amazing that a product so tenuous as this dainty looking finish must be and how carefully the chemist has had to formulate its so it can successfully resist the action of water and the soaps with which it must come in contact.

FOOD AND COSMETIC PACKAGES
How attractively all kinds of foods and cosmetics are now found in attractive boxes you’ve never seen before! Today they are decorated in color and design for even the most inexpensive products in a fashion that could not be purchased at any price a generation ago. Sherwin-Williams Tin Decorating Varnishes have glorified the tin can. Special lacquers, too, are furnished by our chemists to protect the inside of the can, so that fruits and vegetables cannot become contaminated by any possible metallic taste.

HEAT RADIATION
Did you know that there actually are hot and cool colors? The radiator in your home is 95% more efficient if you enamel it in White enamel. What happens is that you use brown or black or even some dark shade.

OIL STORAGE TANKS
This same principle is tremendously important where oil and gasoline are stored. Look at the 5,000 barrel tanks out in the oil fields. Engineers found that such a tank lost 649 barrels a year through evaporation when the tank was painted black. But when they simply painted the tank white or a light tint, enough of the sun’s heat was reflected away so that they could reduce this loss by 200 barrels. Black absorbs heat — white reflects it. White radiates heat from the radiator in your home and away from the oil tank in the sun.

A CHEMICAL TRANSFORMATION
Paint is a truly remarkable substance. So convenient to use in its liquid form, so simple in its application, yet surface causes it to take up oxygen from the air and turn to a solid finish that is extremely durable. Although three coats of such paint produce a film that is less than one-thousandth of an inch thick, a sturdy or ordinary paper writing it is fully capable of preserving property against decay. Paint, alone, has made it possible for us to see Mount Vernon as George Washington knew it. Lincoln’s home will be preserved forever with paint. In Charleston, S. C., a building erected in 1740 is in perfect condition. SWP House Paint will do the same for your home for 10 years. Old Executive Mansion at Middletowne, Ga., the historic Morris House near New Orleans, 135 years old, Ralph Waldo Emerson’s home — and we might name them indefinitely.

A COMPARISON TO ELECTRICAL DEVELOPMENT
Paint science has kept pace with the wonders of electricity, radio, and other advancements of our time. Sherwin-Williams Asparagus and Varnishing Varnishes protect the windings of our mightiest electric motors and generators. Enamelled wire makes the windings of your radio set more efficient.

WRINKLE FINISHES
Most people can’t tell the difference between a smooth lustrious finish. No wrinkles are discerned. And yet, S-W chemicals, developing and encouraging the tendency of certain oils to “wrinkle” for very great beauty for all sorts of metal cabinets, tools and instruments such as comers, typewriters, field glasses, optical instruments, etc.

TROUBLE-FREE SERVICE
No better testimony to the development made by paint science comes to mind than the story to which finishes that beautify our living have become trouble-free. Who is there who can’t remember how carefully we had to wash our automobiles. Umbrellas, shoes, suits and coats in the rain? Then came automotive lacquers. Our chemists had the found way to take cotton which had been treated with nitric acid and combine it with oils and plasticizers. This caused other chemists leamed how to make new kinds of alcohols which would dissolve these substances. The first Finish was a failure.

SOY BEAN PAINTS
Other examples of the special paints which our chemists are called upon to develop are the new Soy Bean Paints used by the Fair’s Smith, Slocum, Wilson, the Illinois Hort Building and many others. Soy Bean are a home crop increasing tremendously in importance. This makes for a good industrial crop. S-W soy beans are used in this market and we are succeeding, after countless experiments, in producing most excellent paint in which substantial amounts of Soy Bean Oil are used.

MOVING BILLBOARD BOARDS
Alert business men now look upon delivery trucks as “moving billboard boards” which should advertise favorably in behalf of those who advertise. The念头 like the Coca Cola Company adopt individual identifying color schemes for painting their trucks. You can instantly identify the Loading Board, the Unloading Board, the Delivery Board, the Service Board, and the other special colors used by the Coca Cola Company.

PAINT AND LIGHT
In school rooms we now paint the ceiling and walls in ivory, cream and very light green which diffuse both day-light and artificial light. The art of fine glazing to fill in the finishing shades of color in the front car, which wasn’t wash all with rain or rub all off as the animal moves around and yet will come all neatly in the process of “scouring” or cleaning the wool in the factory.

OTHER USES FOR PIGMENTS
The making of S-W Colors and pigments has, for years, advanced to such a point that the greatest variety of unrelated products are used in Sherwin-Williams for color and painting, from paper, textiles, to clothing, baseball uniforms, railroad communications, to automobiles, tennis rackets andait. The famous Coca-Cola, the Shell, the Cee, the Camel, the Maxwell House, Kelvinitar, Goodyear, Suntack, Standard Oil and other pictorial messages.

SAVE-LITE
When we wished to show the amazing effect of painting factory work rooms with S-W Save-Lite, full length windows were built to scale with the same size lighting fixtures built into the wall to the right above our exhibit. The unpainted factory walls show a reading of only 4 degrees of working light while the room painted with Save-Lite was recorded over 54 degrees with complete eye comfort to the worker.

FROM THE ENDS OF THE WORLD
The Sherwin-Williams Company goes to the ends of the world for the raw materials used in formulating the various types of paints, varnishes, lacquers and enamels shown here. Operating and controlling its own mines, smelters, oil mills, dozens of factories and employing some 40,000 separate and distinct formulas, it nevertheless places highest importance on the men who guide its policies, who safeguard its high quality, who are always in touch with the buying public in order that its leadership and public preference may be maintained at all times.

And thus we complete our brief story of paint in its journey from the ends of the World to the ends of the World.

THE NEW HOME DECORATOR
If you would like a copy of our New Home Decorator just leave your name and address with those in charge, and we will be happy to mail them to you from Cleveland without obligation.

LOCAL S-W DECORATORS
Our Local S-W Decorators will also be pleased to serve you upon your return home, and to help you select just the right finishes to obtain the decorative effects and color combinations which you will find in our Home Decorator or in the decorative display shown in this exhibit or in the Counter Book.