

your knife?" Twenty-five of those knife salesmen gave him the knife and didn't say a word. Only five of them said, "Why can't I sell you a knife?" Only five out of thirty thought, "Here's a possible customer for a knife." Think of it! It is perfectly absurd.

Other tests have also been made in hardware stores as to the reaction of the paint salesmen. The results of the investigation have been as follows:

1. General appearance and personality—Fair.
2. Skill and interest in determining customer's exact paint needs—62%.
3. Technical knowledge of paint and painting—86%.
4. Knowledge of color schemes—77%.
5. Skill in advising customers—Poor.
6. Skill in building up desire for the paint—64%.
7. Skill in securing additional painting work—58%.
8. Skill in handling objections and difficulties—Poor.

Out of this they proceeded to develop courses that would build up the painting trade where it is weakest. I don't think anything you could do would help you as much as participating in this course. Therefore, I think as an example of the advantage to the painting trade I am merely going to leave with you my statement that, if this doesn't prove to the master painters the advantage of the International, I don't believe talking for the rest of the day would do very much good.

MR. TURNER: How much profit does the International receive out of these courses?

MR. RUBINS: They receive no profit.

MR. TURNER: Will you answer me this question? What do we get out of the money we turn into the International Society—the money we pay as our per capita tax? What do they do for us?

MR. RUBINS: There is twenty minutes left, and I will be glad to take

that time to talk about the value of the International. Up to three years ago the budget of the International was so small that there wasn't very much the International could do for us. The year that I was president of that association I traveled 12,000 miles. I was outside of this State for nine weeks, besides the time I spent within the State. I got \$400 as salary for the year.

The load of the International is perfectly enormous. Mr. Paul, here, comes from New York City. His firm sends him out here every year to bring us a message. The people from the O'Brien Varnish Company sent Mr. Reese here. Why do they do this? Because there is an International Society.

MR. TURNER: I know that they are active. We see that in THE PAINTERS MAGAZINE.

MR. RUBINS: Let's see what they have done in ten years. The biggest thing they can do is to have their International convention. I have attended ten of them—Louisville, Ky.; Toronto, Can.; Kansas City, Mo.; Philadelphia, Pa.; Des Moines, Iowa; Atlantic City, Milwaukee, Houston and Buffalo.

The International convention is the greatest thing for the paint industry that the master painters can have. Many of them have it as a vacation. The younger men come for business and what they can get out of it. It can be used as a good time and as an education for the master painter.

They put me in as regional vice-president, and all they gave me to cover was from Wisconsin to the Rockies and from there straight down, covering Texas and the rest of the States down there. This year the president is from the East. I think that the International has leaned too much upon Rubins taking care of the Northwest.

Lead Plastics

"Lead Plastics" was the subject of a paper presented by Charles H. Webb, representing the Eagle-Picher Lead Company, Chicago, Ill. Mr. Webb spoke as follows:

I HAVE been requested to talk on "Lead Plastics," or more properly "Plastic White Lead Paints," which are now being used so largely in modern wall decoration.

While I am talking about white lead plastic paints, I hope nothing I shall say will be construed as a criticism of any other type of plastic paint. I have no controversy with other makers of plastic materials. I believe all of them are making an honest effort to make the best paints they know how to produce.

Plastic white lead paints are not new and no claims is laid to originality. Our forefathers used combinations of white lead, whiting and other materials and

found them to give the utmost of service and satisfaction. Today these plastic paints are being used more largely than ever before, and their durability has not been decreased with the changes in manufacturing processes.

A standard formula for a good plastic white lead paint is as follows:

Regular paste white lead, pounds.....	100
Best bolted whiting, pounds.....	22
Flatting oil, gallons.....	1 1/2
Best Japan drier, pint.....	1/2

The white lead is broken up in three quarts of the flatting oil and the whiting in the other three quarts. When both are broken up the whiting mixture is stirred into the white lead mixture and the batch is stirred until thoroughly mixed. Then the drier is added, after which the paint is strained through screen wire.

It will be noticed that plastic white lead paint is a very near relative of the Swedish nutty of our forefathers.

Other pigments, such as plaster of paris, silica, asbestine and prepared wall plaster may be used instead of whiting or in addition to whiting, depending upon the texture you wish to produce. A little flat varnish may also be used in place of part of the flatting oil and this will produce a harder and more durable surface.

In the preparation of these remarks it never occurred to me that it would be possible for me to tell you gentlemen anything that you do not already know, but if I succeed in reminding you of some of the things you may have temporarily forgotten or if I succeed in starting a discussion that shall add something to our fund of information, I shall be glad and thankful that I was accorded the honor of appearing on this program.

Trend in Decoration

The trend in wall decoration moves in cycles. Not long ago very rough textures were the order of the day and they were demanded by the public, but the lady of the house found it tiresome to live day after day in such rough surroundings and she caused a change in style. Now, the more modest textures are popular and this gives white lead plastic paints an opportunity to come into their own. Because of the large proportion of linseed oil in white lead plastic paints, the drying time of this material made it necessary to delay the job a long when ultra-rough textures were demanded. The material would not set so quickly enough. On ordinary textures, however, white lead plastic paints set quickly enough for all ordinary jobs and many good decorators use white lead plastic paints exclusively.

The advantages of white lead plastic paints are many, one of which is the fact that all home-owners know what white lead is and how it has stood the test of the centuries. It is not necessary to spend a lot of time selling a cheap, some new or unknown product, for when you tell him you are going to use white lead on his job he knows he is going to get a standard material with a fine reputation for durability.

Another advantage of white lead plastic paints is that one does not have to spend any time in applying sizing coats. Each coat of plastic white lead paint is ready to receive the next coat as soon as the previous coat is dry. A coat applied this afternoon will be ready for glazing tomorrow.

Another thing that makes the use of white lead plastic paints desirable is which should appeal to every one of you gentlemen is the fact that you always have plenty of white lead and whiting on hand and, when you have a plastic paint job to do, it is not necessary for you to go out and purchase special material, many times having remnants left over that represent an investment that you may be able to turn over for some time. If you have a surplus stock of white lead and whiting it is like having so much money in the bank.

White lead plastic paints, when properly made, set so slowly that the formation of any sort of texture is easily possible and yet these paints dry over night so that the surface may be glazed the next day. Surfaces so prepared require no sizing or other preparation, but are ready to receive the glazing colors or other treatment just as soon as the plastic paint has dried sufficiently.

In closing, please permit me to digress to call your attention to the fact that the company which I have the honor to represent employs me, with a corps of

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