

WHITE LEAD PROMOTION PROGRAM**LEAD INDUSTRIES ASSOCIATION**

Greybar Building, 420 Lexington Avenue
New York, N. Y.

February 25, 1942

Bulletin No. 43

Subject: Report on Govern-
mental and Institutional
Field Work.

To Members Supporting the White
Lead Promotion Program

Enclosed please find a summary of the visits our
field representative, Mr. Belden B. Brown, has made in his
interviews with governmental, bank and real estate officials
en point since those reported in Bulletin No. 42 dated
January 23, 1942. In addition, we are also attaching a
summary of Mr. Brown's activities at the Southeastern
States Regional Meeting of the National Association of
Public School Business Officials, Atlanta, Georgia,
January 16, 17, 1942.

Very truly yours,

J. E. Lorman

Secretary.



Report of Belden E. Brown
REPORT ON GOVERNMENTAL AND INDUSTRIAL PAINTS COPY

<u>UNIVERSITY</u>		<u>GEORGIA</u>				
Place, Date and Person Interviewed	Is Paint- ing Con- sidered?	Use Spec?	Paint Type Ext.	Int.	Remarks	
<u>Georgia (State)</u>						
(Purchasing) 1/15/42	-	-	-	-	No specifications except in highway department for traffic paint. Institutions requisition paint according to their own specifications.	
Mr. H. C. Witcher Purchasing Dept. City Hall Atlanta 1/15/42	No	No	-	-	Each department specifies type of paint desired. Both EP and WL used. WL just about standard for steel. WL specified by brand name or equal.	
Mr. C. E. Kauffman City Engineer City Hall Atlanta 1/15/42	-	Yes	WL	NONE	Only bridges under Mr. Kauffman. WL on steel, generally followed by graphite is standard practice. WL on several wood bridges. Strong believer in lead paints and in mixing his own paints.	
Mr. George I. Simons General Manager Parks Dept. City Hall Atlanta 1/15/42	Yes	Yes	WL EP	-	WL if reliable painters are available, otherwise EP.	
Mr. J. W. Kreis Architect Dept. of Public Schools City Hall Atlanta 1/15/42	Yes	Yes	WL	EP	Kreis controls all new work and some of maintenance painting. Discussed interior painting in considerable detail. No promise to try WL against present EP for interior work.	
<u>Augusta</u>						
Mr. J. W. Westmoreland Purchasing Agent & Mrs. L. W. Fentzel, Asst. Purchasing Agent City Hall 1/20/42	Yes	No	Main- ly EP	Main- ly EP	Mr. Westmoreland out sick. Mrs. Fentzel advises that practically all work is by contract specifications reading "good paint".	
Mr. J. S. McDonald Business Manager Richmond County Board of Education 422 - 7th Street 1/20/42	-	Yes	WL	WL	Firm believer in WL, exteriors and interiors.	

Report of Benjamin E. ...
 (continued)

Place, Date and Person Interviewed	Is Paint- ing Con- tracted?	Use Spec?	Paint Used Ext. Int.	Remarks
<u>Savannah</u> Mr. G. Logan Purchasing Agent City Hall 1/22/42	-	-	-	All buildings of stone - prac- tically no painting other than street marking.
Miss V. L. Heard Assistant Supt. & Mr. W. E. Tullis, Fore- man & Mr. Hollingsworth, Head Painter Savannah Public Schools 208 Bull St. 1/22/42	No	No	LP some WL	Use a little bit of everything here. Removed interest in WL and promised to test WL against best LP this Spring.

NORTH CAROLINA

<u>Charlotte</u> Mr. C. E. Beatty Purchasing Agent City Hall 1/14/42 follow-up 1/9/41	No	No	WL LP	WL LP	Formerly used LP because of poor KPA labor. Will use WL for exteriors probably in the future; however, no paint in the 1942 budget.
Mr. C. E. Blackburn Business Manager of City Schools City Hall - 1/14/42 follow-up 1/9/41	No	Yes	WL	LP	No change. Listened again to interior white lead story, but was doubtful about its cost compared to present LP sprayed on walls. Said he would like to make a comparative test - believed this is doubtful with- out plenty of follow-up.

<u>Raleigh</u> Mayor C. H. Andrews City Hall 1/27/42 follow-up 1/12/41	No	No	-	-	No paint buying at present. Has read our literature with interest and is favorable to white lead.
Mr. J. P. Bryan Business Manager Raleigh Public Schools 1/27/42 follow-up 1/14/41	No	Yes	WL	WL	Still a strong believer in WL and will continue to use it for both exteriors and interiors.

<u>Winston-Salem</u> Mr. E. J. Maxner Purchasing Agent City Hall 1/12/42 follow-up 1/14/41	No	No	WL LP	WL LP	Claims that he now buys only what other departments specify.
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-3- Report of Belden S. Brown
SOUTH CAROLINA
 (Continued)

Place, Date and Person	Is Paint- ing Con- sidered?	Use Spec?	Paint Type	Depth etc.	Remarks
<u>Winston-Salem (cont.)</u>					
Mr. E. A. Thomas City Engineer & Commissioner of Public Works City Hall 1/12/48	No	Yes	WL MP	WL MP	Particularly interested in proper WL or BL specifications for first, second and third coats on the interior of a steel water tank. Cold and skeptical at first because over-run with paint salesman. Shown marked increase of interest when he fully realized purpose of visit and gave considerably more time than he promised.

SOUTH CAROLINA

<u>Charleston</u> Mr. C. H. Webb Purchasing Agent City Hall 1/12/48 follow-up 1/11/41	No	No	MP WL	MP WL	Painting and paint buying at a standstill. Discussed the better future condition of buildings which must be neglected, if they have been previously painted with WL.
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Mr. James O. Massenburg Maintenance Foreman Charleston Public Schools 11 St. Phillips St. 1/12/48 follow-up J.A. Johnston 1/11/41	No	No	MP WL	MP WL	Generally unfavorable to WL - not impressed by its advantages
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<u>Columbia</u> Mr. W. S. Tomlinson City Engineer City Hall 1/12/48 follow-up 1/10/41	Yes	No	MP	MP	No painting for some time to come.
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VIRGINIA

<u>Virginia (State)</u> Mr. W. W. McCleary Director Division of Purchase & Printing State Office Building Richmond 1/12/48	No	Yes	WL MP	WL MP	Mr. McCleary was the Purchasing Agent for the Highway Dept. before taking over his present job. This Dept. has standard specifications for a number of different types of paint. Departments desiring to paint requisition from this standard specifications. Particularly requested our specifications for MSL.
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Mr. C. Stewart Duggins Building Inspector City Hall 1/12/48 Richmond follow-up 1/4/41	Yes	No	Min- ly MP	Min- ly MP	Little Change. Increasingly interested in MSL, also in ability to get really washable interior flat paint with WL
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VIRGINIA
(CONTINUED)

Report of Belden E. Brown

Place, Date and Person Interviewed	Is Paint- ing Con- tracted?	Use Spec?	Paint Spec Int. Int.	Remarks
<u>Virginia (State) cont.</u> Mr. W. V. K. Morris School Board Administra- tion Building 212 E. 9th St. 1/20/42 Richmond Follow-up 1/4/41	No	Yes	WL MP	No change. Still says that he knows all about WL and there-fore will not listen to an in-terior story.
<u>Norfolk</u> Mr. W. E. C. Rasmussen City Purchasing Agent City Hall 1/20/42 Follow-up 1/14/41	No	No	WL MP	Still favorable to WL for large jobs. Little painting expected in near future.
Mr. J. F. Benson Supt. of Maintenance Board of Education Bank & Charlotte Sts. 1/24/42	No	No	MP WL	Has been drifting away from the use of WL although he claims he has always known its value. He didn't realize the particular advantages of using pure WL paint during war times. His belief in WL has been strengthened.
<u>Portsmouth</u> Mr. L. C. Brinson City Clerk Municipal Building 1/20/42 Follow-up 1/19/41	No	No	WL MP	Little change. No painting.
Mr. E. A. Hunt Supt. of Schools Municipal Annex 1/20/42 Follow-up 1/14/41	No	Yes	WL or equal	Hunt is now stronger for WL than he was a year ago, since he specifies WL or equal for all exterior work. He showed further interest in the possi-bilities of interior WL. Be-lieve he is partially converted on this point.

NICHOLSON'S INVESTIGATIONS

Atlanta
1/19/42

The Adler Realty & Loan Co. Hesley Bldg. Mr. Chyfield	Yes	No	-	-	All work handled by the South-ern Construction Co.
Mr. J. H. Zeig & Sons 64 Forsyth St., N.Y. Mr. W. B. Reeves, Jr.	Yes	Yes	MP	MP	Interested in E:WL. Requested specifications.

-15- Report of Baldwin D. Brown
RECORD OF INSPECTIONS

Georgia
 (continued)

Place, Date and Person Interviewed	Is Paint- ing Con- tracted?	Use Spec?	Paint Used		Remarks
			Ext.	Int.	
<u>Atlanta 1/18/42 (cont.)</u>					
Stargess Realty Co. Candler Bldg.	Yes	No	-	-	Contractor held responsible.
The Adams-Cates Co. Eurt Bldg.	Yes	No	-	-	Contractor held responsible. This procedure is followed un- less the customer owning property requests a certain kind of paint.
Rankin Whitton Realty Co. 141 Carnegie Way, N.W.	Yes	No	-	-	Mixed paint or equal specified unless definite paint requested by owner. WL acceptable and frequently used. On future con- tract work he said he would specify AP, WL or equal.
<u>Savannah 1/22/42</u>					
Thos. C. Melaly Real Estate Service Mr. Nick	Yes	No	-	-	Paint picked by contractor subject to approval.
Dwight & Brown 14 East Broad St.	Yes	No	-	-	Small jobs are given directly to their local painter dealer. Large jobs by contract.

NORTH CAROLINA

<u>Charlotte 1/14/42</u>					
Carson Realty Co. 324 South Tryon St. Mr. Carson	-	-	-	-	Carson is a builder who is doing no building. He has no plans and didn't want to talk paint, but said he had used much WL and would probably use a lot more in the future.
Mrs. S. B. McLaughlin Commercial Bank Bldg. Mr. McLaughlin	Yes	No	-	-	Most property this firm manages is on a \$18 to \$20 a month rent scale. No interior painting done except to occasionally furnish tenants with paint if they want to do their own work. He says ready-mixed paint is the only satisfactory material for this type of work. Mr. McLaughlin has a whole block of homes (100). These homes were painted 2 years ago and will come up for repainting in about 2 years. He will use WL for this work if he is not unsold between now and then.

-6- Report of Selden E. Brown
MISCELLANEOUS INSTITUTIONS

EXAMINED

NORTH CAROLINA

(continued)

Place, Date and Person Interviewed	Is Paint- ing Con- tracted?	Use Spec?	Paint Used		Remarks
			Ext.	Int.	
<u>Charlotte 1/14/42 (cont.)</u>					
Carolina Realty Co. 112 East 4th St. Mr. Harris	Yes	Yes	LP	LP	Using one brand of LP. He has had good service from this paint and exceptional extra service from the paint company itself. Sees no reason to change.
Thies Realty & Mortgage Co. Commercial Bank Building Mr. Clifford W. Kieriah	Yes	Yes	LP WL	LP WL	Work now done by contract selling for LP or equal. WL is admitted and frequently gotten under this spec. At our suggestion, Mr. Kieriah agreed to rewrite specs. to read "LP (particular brand), pure white lead and oil or equal". He said he would be glad to work with us on any similar request in the future, but could not exclude LP.
<u>Raleigh 1/27/42</u>					
Lawrence Bros. Co. 212 South Salisbury St.	Yes	No	-	-	No specifications except by customer's request.
V. O. Parker Co. 125 South Salisbury St.	Yes	Yes	WL	-	White lead specified for exterior work.
<u>Winston-Salem 1/13/42</u>					
T. E. Johnson & Sons First National Bank Bldg. T. E. Johnson, Jr.	Yes	Yes	WL	WL LP	Believes nothing equals WL and uses it for the majority of his work.
Security Bond & Mortgage Co. 210 West 4th Mr. Bondurant	-	-	-	-	Property owned by Metropolitan Life and Equitable Life Insurance Companies and managed by this firm. Must be painted in accordance with paint specs. coming from Insurance Companies Home Offices. Little other property managed or maintained by this company.
Cody Real Estate & Mortgage Co. Hiscox Bldg. Mr. Gaylord Walker, V.P.	Yes	Yes	WL LP	WL LP	This firm, similar to Security Bond & Mortgage above represents the Metropolitan Life Insurance Co. and follows their home office specs. These specs. state that "all good paints" must be considered. Cody has all work done by contract with the painter choosing his own paint subject to approval by Cody. Majority of work is WL.

-2- Report of Elden E. Brown
MICROFILM COLLECTION

SOUTH CAROLINA

Place, Date and Person Interviewed	Is Paint- ing Con- tracted?	Use Spec?	Paint Used Ext. Int.		Remarks
<u>Charleston 1/23/42</u>					
Henry Schachte & Sons 73 Broad Street Henry Schachte	Yes	No	-	-	Tried to get contractors to patronize local paint stores who buy insurance from Henry Schachte. Impressed by WL advantages as well as the fact that it could be purchased from any paint store. He agreed to specify WL in the future.
Benjamin Glasgow 69 Broad St. Mr. Benjamin	No	Yes	WL	MP	Convinced that WL is most suitable for exterior work, but said that he could rarely afford such expensive paint for interiors.
Jos. D. Lesemann & Sons 54 Broad St. Mr. Lesemann	-	-	WL	WL	Said WL is practically standard for all his work. Does not trust MP.
<u>Columbia 1/26/42</u>					
Claude Gleason - Real Estate	Yes	No	-	-	Most of work is handled by home owners, otherwise by contractors, no paint specified.
A. W. Fogle & Co. 1410 Main St. Mr. Fogle	No	No	WL MP	WL MP	Cost of labor, materials and taxes are so high that Fogle says they cannot raise rents to match the increased cost of repairs. No painting. Usually hires painter and buys the material for him according to painter's suggestion. Interested in facts about WL for future reference.

VIRGINIA

<u>Fairfax 1/28/42</u>					
Farr-Lindsay & Gray Selden Arcade	Yes	No	-	-	Pointed out that a good job could be assured if WL was specified. His reaction was favorable but noncommittal.
J. C. Council Monticello Arcade	Yes	No	-	-	(No remarks)
W. H. Bett & Co. 114 E. Plum St.	-	-	-	-	Perfectly satisfied with present set-up. Not interested in interview.
Central Real Estate Investment Selden Arcade J. H. Spive	Yes	Yes	WL	-	Spive is a developer. WL for exterior is standard specification.

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Report of Belden B. Brown

MISCELLANEOUS INSTITUTIONS

VIENNA
(continued)

Place, Date and Person Interviewed	Is Paint- ing Con- tracted?	Use	Paint Used		Remarks
		Spec	Ext.	Int.	
<u>Norfolk 1/28/42 (cont)</u>					
Etheridge-Baylor- Hoffmeier, Inc. 620 Boush St.	Yes	Yes	MP	MP	This concern gives practically all their paint contracts to Math & Co., local paint manu- facturers. They have had ex- cellent success and get very good service from this Company. Does not desire to change.
<u>Portsmouth 1/29/42</u>					
The Home Insurance Agency Inc. 517 Middle St. Mr. Nash	Yes	Yes	WL-I	-	WL plus small quantity of zinc oxide is regularly used here. Sometimes paint is bought and given to painter on a daily basis; sometimes whole paint job is let to contractor with WL specified.
<u>Richmond 1/30/42</u>					
Old Dominion Mortgage Corp. 1101 East Main St.	Yes	No	-	-	All painting through various agencies.
Klan & Funston 1104 East Main St.	Yes	Yes	WL	-	Lo interior paint specifica- tions because of the ease of picking a color suitable for the customer from a mixed paint color card.
Morton G. Thalheimer, Inc. 1013 East Main St.	Yes	No	-	-	(No remarks)
Pollard & Bagby, Inc. 1009 East Main St.	Yes	No	-	-	(No remarks)
Julian Meyer 917 East Main St.	Yes	No	-	-	(No remarks)
Barton & Co., Inc. 16 - 8th St. Mr. W. E. Bolton, Jr.	Yes	No	-	-	Bolton is a rather new man and was very interested to get all possible information on paint and painting.

Report of Belden E. Brown

MISCELLANEOUS INFORMATION

NORTH CAROLINA

Place, Date and Person Interviewed	Is Painting Cont-acted?	Use Spec?	Paint Used	Remarks
<u>Charlotte 1/14/42</u>				
The American Trust Co. 204 South Tryon St. Mr. Thomasin, Trust Officer	Yes	No	- -	All painting through real estate agents.
Nachovia Bank & Trust Co. 128 South Tryon St. Courtney R. Maury, Trust Officer	Yes	No	- -	Mr. Maury was a new man in August, 1941 and has had no painting so far. Appreciated the information - believe it will definitely affect his choice of material in the future.
<u>Raleigh 1/27/42</u>				
Nachovia Bank & Trust Co. 234 Fayetteville St. Mr. R. D. Benn, Trust Dept.	Yes	Yes	WL LP	White lead specified for exterior work unless owner desires something different. Interiors are repainted with previous type paint, - only about 1/3 of this work is oil paint.
First Citizen's Bank & Trust Co. 20 E. Martin St.	Yes	No	- -	No paint specified except by a special demand from owner.
<u>Winston-Salem 1/23/42</u>				
Nachovia Bank & Trust Co. 1 West 3rd. Mr. Miller Nifonk, Real Estate Dept.	Yes	No	thin-ly WL LP	Favors WL whenever possible according to surface conditions.

SOUTH CAROLINA

<u>Charleston 1/21/42</u>				
South Carolina National Bank Mr. A. F. Lyons	Yes	No	- -	Contracts generally given to bank depositors.
<u>Columbia 1/24/42</u>				
Federal Land Bank 1401 Hampton St. Harris C. Fanning, Real Estate Dept.	Yes	No	- -	Five years ago this bank operated and maintained some 2,000 properties by means of several maintenance crews. Now have only 60 properties in 6 states. Paint, subject to approval, is picked by contractor.

VIRGINIA

<u>Norfolk 1/24/42</u>				
The National Bank of Commerce 200 Main St. Lewin R. Imboden, Asst. Cashier, Trust Dept.	Yes	Yes	WL LP	Either WL or LP (locally manufactured consisting of equal parts lead, zinc, titanium pigments) is specified for outside work. Very interested in our presentation and asked many questions about paint and painting.

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Report of Belden B. Brown

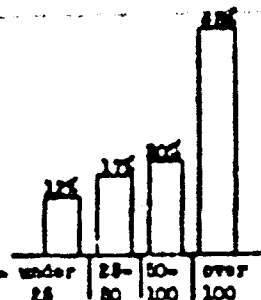
MISCELLANEOUS INSTITUTIONS

1942
VIRGINIA
 (continued)

Place, Date and Person Interviewed	Is Paint- ing Con- tracted?	Use Spec?	Paint Used		Remarks
			Ext.	Int.	
<u>Norfolk 1/28/42 (cont)</u>					
Seaboard Citizen's National Bank 109 Main St. Hugh Brown, Trust Dept.	Yes	Yes	WL	WL LP	WL specified for all work where the quality of the property and the length of time the bank will hold it allow the use of good paint.
<u>Portsmouth 1/29/42</u>					
Citizen's Trust Co. 226 High St.	Yes	No	-	-	(No remarks)
Merchant & Farmers Bank 217 High St.	Yes	No	-	-	All work handled by Home In- surance Agency, Inc.
<u>Richmond 1/30/42</u>					
State Planters Bank & Trust Co. 900 E. Main St. Mr. C. E. Hart, Trust Dept.	Yes	Yes	WL	LP	This bank operates considerable properties. Asked many ques- tions on the use of interior WL.
First & Merchants National Bank 827 East Main St. Mr. Thompson	Yes	Yes	WL	WL LP	Operate considerable properties. WL always specified for exter- iors, generally for interiors. He confirmed his belief in WL which is constantly being attacked by LP salesmen.
Bank of Commerce & Trusts 901 East Main St. J. E. Townes, Trust Dept.	Yes	Yes	WL	-	Generally specify WL on exter- iors, interested in interior WL information and favorable to increased use of WL.

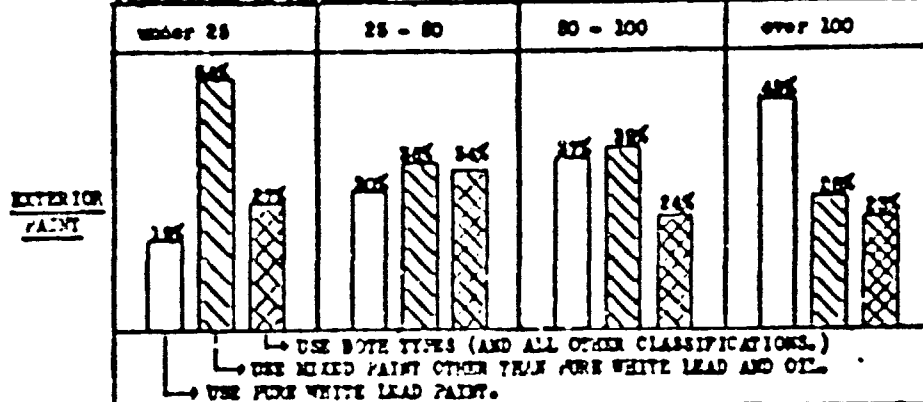
PERCENTAGES OF MUNICIPAL GOVERNMENTS
BUYING PAINT UNDER SPECIFICATION AS
COMPARED TO CITY POPULATIONS.

POPULATIONS IN THOUSANDS - - -

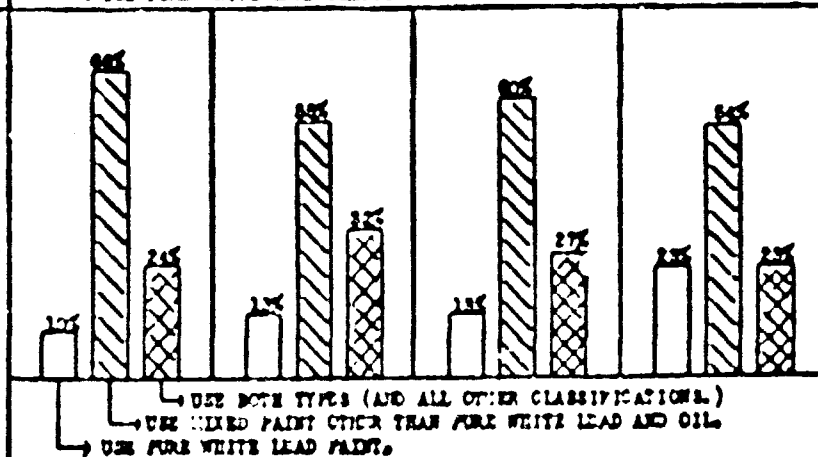


PERCENTAGES OF MUNICIPAL GOVERNMENTS USING VARIOUS TYPES OF PAINT FOR THE
MAINTENANCE OF PUBLIC BUILDINGS AS COMPARED TO CITY POPULATIONS.

Populations in Thousands



INTERIOR PAINT



SURVEY OF MUNICIPAL PAINTING PRACTICES

A survey of the painting practices of city governmental bodies was started in 1939 in connection with regular white lead promotional calls upon these municipalities. Interviews with 324 different municipal institutions had been completed by October 1, 1941. In this number are included practically every large city and many of the smaller ones in the area east of the Mississippi and north of the Mason-Dixon line. Also included are cities in Virginia, the Carolinas, Texas and the west coast.

All the findings obtained in the survey have now been tabulated and indicate the following facts:

In 324 municipal institutions:

(1) 26% buy paint under a minimum specification.

(2) For exterior paints:

36% use pure white lead paint for the majority of their painting work.

38% use mixed paint other than pure white lead and oil for majority of painting.

26% use both types approximately equally or fall under some special classification.

(3) For interior paints:

18% use pure white lead paint for the majority of their painting work.

68% use mixed paint other than pure white lead and oil for majority of painting.

14% use both types approximately equally or fall under some special classification.

To indicate the effect of city size upon municipal paint buying practices, the above over-all figures have been broken down according to city populations, as follows:

82	had a population of under 25,000
53	" " " " 25,000 to 50,000
87	" " " " 50,000 to 100,000
102	" " " " over 100,000
324	

The attached charts show how each of the above population groups buy paint and what types they buy.

The outstanding facts brought to light by these charts are:

1. The larger the city the more likely that it will buy paint on specification.
2. The larger the city the more likely that it will use pure white lead paint despite the fact that the larger cities have better facilities for purchasing and testing mixed paint successfully.