

How Paint Promotes Public Health

TUBERCULOSIS and other germ diseases are generally brought about by dirt and filth. The germs of tuberculosis cannot live where there is sunlight, cleanliness and fresh air. The scrubbing brush, soap and water, paint and whitewash are deadly enemies of tuberculosis. The easiest way to get rid of the germs that have nested in your house and around your premises is: Clean-up and Paint-up."

The above statement, coming from the National Association for the Study and Prevention of Tuberculosis should be an incentive for

painters and paint dealers to put greater effort behind their selling talk. For whether disease does originate in dirt and filth or not, its germs certainly thrive best in them.

The public health is of prime military and economic importance. Most diseases, and epidemics especially, are caused and propagated by preventable unclean and unsanitary conditions. It should be remembered that just now medical and nursing service in American cities and towns is sadly depleted by the exodus of doctors and nurses for war service, so that there would

be frightful difficulty now in coping with any epidemic.

Paint will also do much to lessen the loss by decay and disintegration through lack of painting. This loss, according to Professor H. H. King, of the Kansas Agricultural College, now exceeds the fire loss, which amounts to a quarter of a billion dollars a year. For from fifty to one hundred per cent. more than its original cost would be required today to replace any home or other structure built before the war.

A third but hardly less important consideration is the value of such neat, clean and cheerful surroundings as will help to maintain and increase personal and community morale and cheer and efficiency in the trials and the labors that all are sharing now. This, too, should be borne in mind when talking paint to prospective customers.

A very real patriotic service can be performed by painters and dealers who get behind clean-up paint-up movements with their best efforts.

Mr. Hoe Knows

"Mr. Hoe," said a salesman to one of the reliable old merchants on Broome Street, the other day, "I understand you have some suburban property which requires painting, and I would like to sell you so and so's paint, which I am sure would give you excellent service."

The salesman was invited to step

to the street with Mr. Hoe where they could see the proprietor's name painted large on the building.

"That sign was painted there by your father twenty-two years ago, with straight lead and oil," said Mr. Hoe. "Have you anything better to offer than that?"

The young man, taking off his hat to the workmanship of his father and to the material which makes such results possible, had the good sense to counter in Mr. Hoe's preference for Dutch Boy white-lead as he strolled on in search of less satisfied customers.

Stands Thirty-Year Test

A splendid example of the lasting qualities of red-lead is shown in the case of the steamer "Pardian," built by the Harlan & Hollingsworth Corporation in 1887. The ship went into service early in August of that year.

While various portions of the ship still bear the original coating of red-lead, the most remarkable showing was in the deck stringer of the upper deck. This deck stringer was covered by the usual wood deck, put on at the time of building. In removing portions of the decking recently, for the purpose of putting in additional stiffening, the steel plates were found to be in thoroughly good condition and the original red-lead on them was intact. This steamer is now owned by the Olympia Shipping Corporation, New York.

