

Lead Products Aid in Pierce Foundation Experimental Home

Low Cost House Styled with White Lead and Flashed with Sheet Lead

REGARDLESS of the style, size, or cost of any home or structure, pure white lead and oil paint and sheet lead flashing are two quality products that meet any building budget. This is true even in the lowest cost house, and is thoroughly demonstrated by construction methods of an experimental house at Lebanon, N. J., erected by the John B. Pierce Foundation. This unusual home cost approximately \$2,000 but can, it is estimated, be built for \$1,750, or less, in quantity, and is designed for large families with weekly incomes of about \$20. There are five rooms, with single wall partitions.

All sections were cut to size in a workshop set up on the job and the actual shell of the house assembled by four men in one eight-hour day. Also, almost all of the furniture was built in. For the sleeping quarters, accommodating eight, there are two children's bedrooms, each with two built-in bunks, a master bedroom with a double bed built in, and a studio couch in the living room. In addition, there is a modern bathroom and a spacious kitchen.

The entire exterior was of 5/8-in. phenol plywood and the interior wall sections and the roof sheathing were of 1/2-in. and 3/4-in. plywood, respectively. A specially constructed asbestos-cement chimney was used. Hard sheet lead was deemed most satisfactory for the flashing since its pliability

Painted with pure white lead and oil and color styled, this small home is designed to be built for as little as \$1,750.



allowed it to be dressed snugly against the somewhat rough sides of the chimney. Moreover, speed is a major factor in houses of this type and the ease of cutting, shaping and fitting sheet lead is a distinct advantage, and the material cost is also low.

All exterior walls and interior walls and ceilings received two coats of pure white lead and oil, mixed on the job and tinted to the desired shades and colors. It was felt that two coats would be sufficient since the phenol treatment of the plywood panels, applied in the shop, would act as a sealer and priming coat.

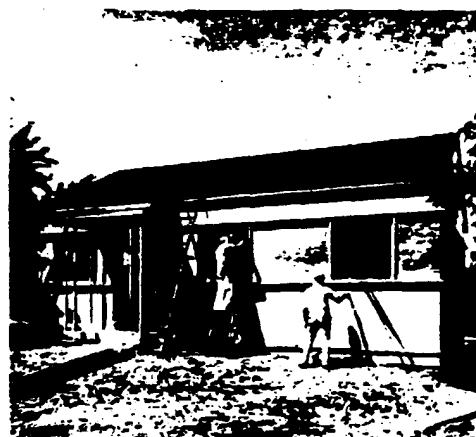
In painting the interior and exterior, careful attention was given to the selection of colors and color combinations to "color-style" the home to its best advantage. This treatment of the decorative factor of a low-cost home is one of the basic principles in the

Pierce Foundation theory. The mere fact that a house can be built for \$1,750 to \$2,000 does not, in their opinion, fully solve the low-cost housing problem. Such homes may take ill-housed people from slum dwellings, but this is only one phase of slum clearance housing. The social and morale standpoint is fully as important. People living in the squalor of slums have come to regard their miserable dwelling in the purely material sense of a place in which to sleep. Just giving them another place to sleep does not alter their mode of living. The new abode must be attractive to create a feeling of pride and a realization of what home really is.

To a large extent, painting and styling with paint are the solution to this problem, even more so as styling does not add to the cost. Moreover, paint serves a dual purpose, providing pro-



Phenol plywood was used for interior and exterior walls and roof sheathing. Hard sheet lead formed the chimney flashing.





Two views of the living room showing the attractive and practical layout and design. Color styling with tinted white lead makes the room even more livable and decorative.

tection for the structure as well as decoration. By using paint, the appearance of the small home may be changed with an apparent effect of increased height or length. The selection of interior colors is important to obtain the best dispersion of light, or, as with many dining alcoves, to produce a combination of colors, the effect of two separate rooms where, in actuality, only one exists.

In the Lebanon experimental home, these principles of styling have been skillfully utilized. In the exterior, there are three horizontal panels running completely around the building. The bottom and top panels are separated from the middle one which encloses the windows, by horizontal structural members. The effect desired by painting was to increase the appar-

ent size of the home. The exterior panels, therefore, were painted by using two shades of one dominant color. The bottom and the top panels were painted in a medium tan. By using a lighter shade of the same color for the middle panel, the apparent height of the home was increased. Next, by painting the trim and horizontal members a still lighter shade, the house was apparently increased in length.

For the interiors, the same general principles were applied, using a wide variety of colors and shades, selected with careful thought as to the exposure, size and purpose of the rooms.

With all these factors and advantages in mind, there is still one more important point, and that is the matter of cost. Although it is very necessary to obtain these protective and decora-

tive advantages of paint, its use must not increase the cost of production beyond a certain point or the homes may no longer be in the low cost group.

In this respect, the solution is in the use of pure white lead and oil paint. White lead not only possesses the necessary qualities of excellent paint protection, but is the most economical and facile medium for paint styling. Where white lead is employed, there is no limit to the number and range of shades and colors easily obtained by tinting. No material is wasted since the white lead is tinted only to the quantity needed for each color. Moreover, as far as the material itself is concerned, pure white lead and oil costs less than any other painting material approaching its combination of advantageous qualities.

By building much of the furniture against the walls, space was saved in the bedrooms and additional insulation afforded at the floor level. Various decorative shades and colors were used to paint the walls and ceilings with a wholly modern and artistic effect.

