

WHITE LEAD PROMOTION PROGRAM**LEAD INDUSTRIES ASSOCIATION**

Graybar Bldg. 420 Lexington Avenue
New York, N. Y.

June 18, 1941

Bulletin No. 38Subject: Publicity Report

To Members Supporting the White
Lead Promotion Program

Since the publicity report issued as of November 18, 1940, the Association has cooperated in the preparation of a feature article entitled, **BRUSH UP ON YOUR PAINTING**, appearing in the June issue of **HOUSE BEAUTIFUL**, a copy of which is enclosed with this report. Illustrations and some of the text material for this article were supplied by the Association. We believe this to be the strongest pure white lead and fine painting article which has appeared to date in a large circulation consumer publication.

An article appearing in the May issue of **SUCCESSFUL FARMING** (copy attached) is an excellent example of the awakened interest as to the ingredients of high quality paint which is being evidenced in the press on an ever widening scale. This is in contrast to the former editorial policy which tended to stress paint application, taking formulation for granted.

The **SOUTHERN LUMBERMAN** - primary lumber dealer periodical of the south - continues to reprint the **POTPOURRI OF AMERICAN LAMINARIS** which is a regular editorial feature in our house organ **LEAD**. To date 6 full pages have been devoted by the **SOUTHERN LUMBERMAN** to this release.

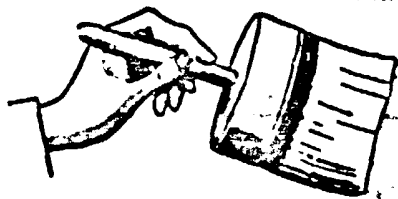
Our regular publicity releases - **THE HOUSE OF THE MONTH** and **THE HOME OWNERS FORUM** continue apace with evidence of increased circulation and acceptance. We likewise continue to prepare the editorial matter on paint for the **PAINTER AND DECORATOR**. Two or more articles written by our staff appear each month as a regular feature.

With the extension of our 4-H Club activities in cooperation with the American Turpentine Farmers Association in Georgia this past winter, an interest in paint rivaling that created by our successful 4-H Club efforts in the middle west is apparently being created. For instance, we understand that the Georgia Extension Service has ordered 10,000 copies of the Van Vlack booklet, **EXTENDING AND APPLYING PAINTS** for its own educational purposes. This booklet, as you no doubt know, is very favorable to white lead.

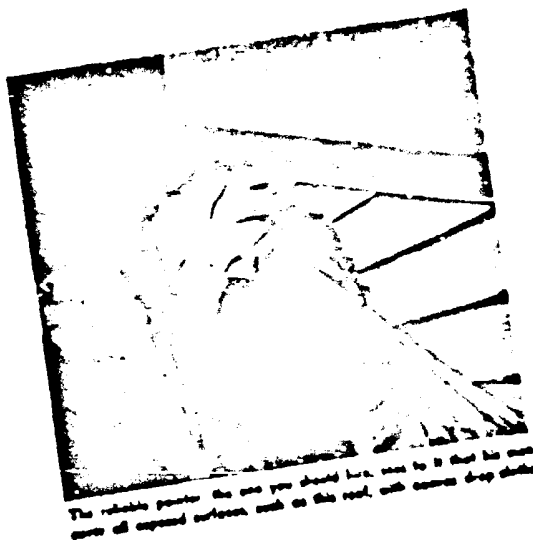
Very truly yours,

J. W. Dawson
Secretary





BRUSH UP ON YOUR PAINTING



The reliable painter the one you should hire, one to it that he can cover all exposed surfaces, such as this roof, with canvas drop cloth.

Q. How do I go about getting a good paint job?

A. You hire a reliable contractor and use quality material. Change the order of three stipulations if you wish, but it will make no difference. One point is as important as the other.

Q. Well, how do I know a good contractor when I see one?

A. You ask questions and notice the way he approaches a job. Find out how long he has been in business. What jobs he did three or four years ago. How they have stood up under the wear and tear of the weather. How they look now. How many repeat jobs he has done. Whether he carries compensation and liability insurance. Whether he uses drop cloths in protecting furniture and shrubbery. When you have satisfied yourself on these points, ask him to give you an estimate on the painting of your house. Then watch closely. Is he deliberate and thorough? Does he check on the pressure of moisture and sources of leaks? Does he make note of loose boards, rot stains, cracks and other defects? And does he include the repair of these in his estimate? If he measures up to these standards, he's a reliable man to deal with.

Above all, do not be deceived by a low estimate. Get bids from several painters. If one of these is way below the others, treat it up. The chances are it is based on carelessness or ignorance in estimating, or more probably, on the use of inferior paint or skimping or cheating on the number of coats applied.

Q. But how can I tell what is quality paint and what is cheap paint?

A. That is more difficult to determine. There are scores of different types of paint on the market, and hundreds of different brands. A quality paint is one which gives years of service without constant



Sealing is essential because it covers a smooth surface to which paint sticks. It is also important that the painter covers every crack and crevice to avoid

Paint has two functions: it beautifies your house and protects it from the weather. You must not take these points for granted. Because as soon as its paint grows shabby, your house is no longer attractive and its walls no longer can be implicitly trusted to do their duty. Be paint wise, then, about your home. And if painting questions bother you, here are the answers

renewal. It must wear in such manner that it will continue to be attractive and protective. It must stick tight to the surface and expand and contract with it. It must go on easily and smoothly. An inferior paint, of course, won't meet any of these tests.

Q. But I repeat—how can I tell whether the paint for my house is good?

A. If you employ a trustworthy contractor, you can be sure he will use good paint. He won't go to any pains to hide from you the brand he's using. A few contractors use inferior paint. To throw you off the scent, they mix it on the job in empty cans which once contained a nationally known quality paint. This trick, however, is rare. A reliable painter, as we said, can be depended on.

Then, too, while labeling of paint can be a universal practice, most of the quality manufacturers tell you what materials go into their paint. This information, required by law in several states, is plainly printed on the labels. And, of course, you can always count a lot on the reputation of the manufacturer and the record his paint has made in standing up on the job.

Q. What materials should be used in paint?

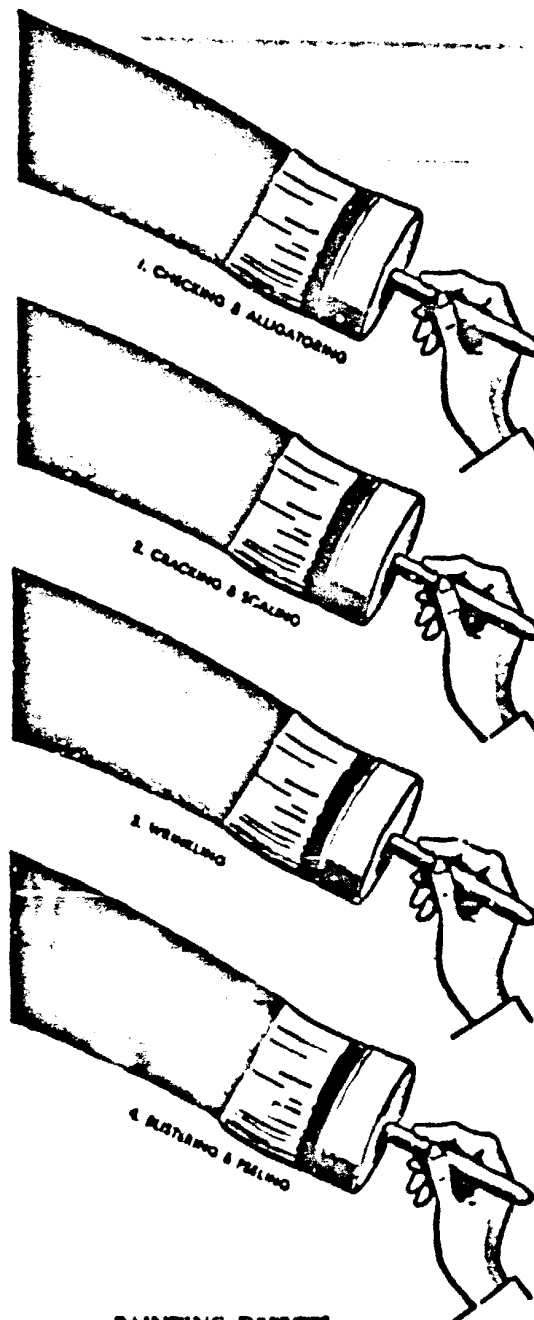
A. Let's concentrate for the moment on outside paint. Paint is made up of two basic elements: the pigment and vehicle. The pigment is the backbone of the paint, the ingredient which gives it body and character and gives your house color. Many different ones are used—for instance, white lead, zinc oxide, titanium, lithopone, iron oxide, red lead, blue lead, carbon black. And there are also transparent pigments, known as fillers, which are used in excess only in cheap paints.

The vehicle is composed of three parts: (Continued on page 91)



Using a brush of the correct size helps to insure perfect coverage with no drips.

Use of a big brush when a small one is called for means a sloppy job, as here.



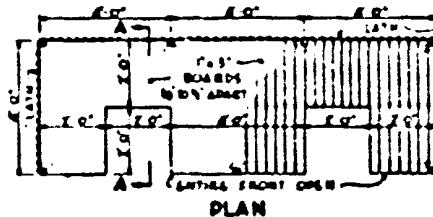
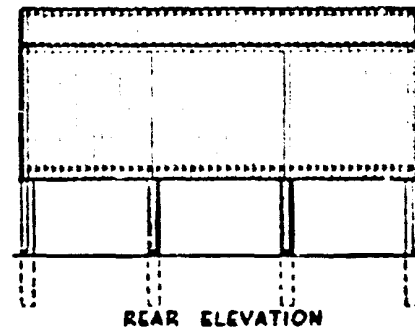
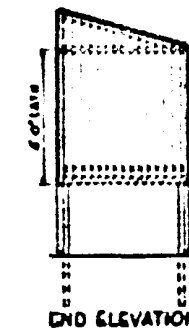
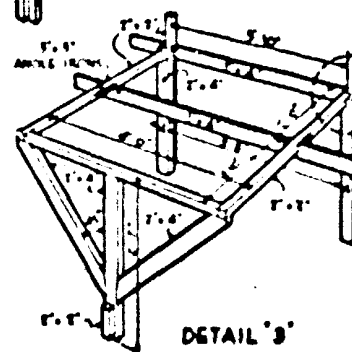
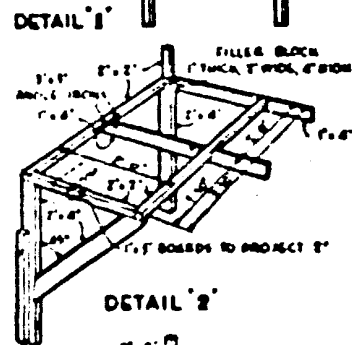
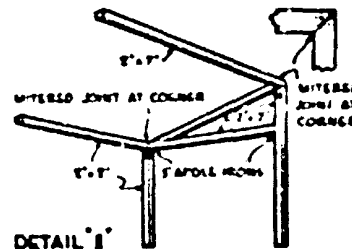
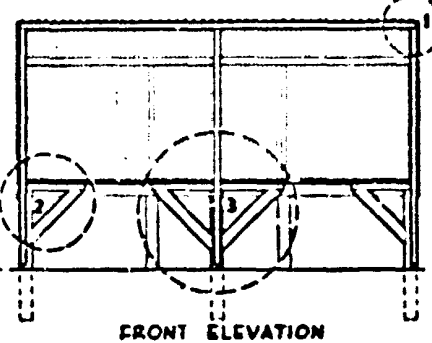
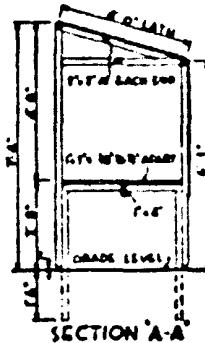
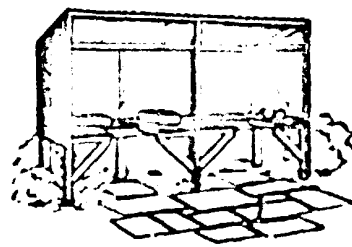
PAINTING DEFECTS

Inferior paint applied by a poor painter produces three defects.

1. **Cause:** undercoat too soft. **Before repainting:** remove scales with wire brush. In new work allow each coat to dry thoroughly. Be sure each undercoat is harder than its successor. 2. **Cause:** use of "hard" paint. **Repainting:** remove old paint. New work use paint which stays elastic. 3. **Cause:** excessively thick coat of paint. **Repainting:** sand thoroughly. New work brush paint out to thin film. 4. **Cause:** moisture in wood. **Repainting:** scrape all defective paint. New work be sure surface is dry before painting.

House Beautiful PRACTICAL GARDEN Improvements

LATH HOUSE



MATERIALS

140 - 4 FOOT LATHS
140 FEET - 2x4
75 FEET - 2x6
114 FEET - 2x8
30 FEET - 2x10
24 - 2x4 ANGLE IRONS

NOTE - THE NUMBER OF 4 FOOT LENGTHS OF LATH IS COMPUTED ON THE BASIS THAT THEY SHALL BE APPLIED SO THE SPACE BETWEEN THE LATHS IS EQUAL TO THE WIDTH OF THE LATH, VIZ 1 1/2"

CLAREN BARR

A lath house is really a cold frame with reverse English for use in hot weather. In its various manifestations it generally aims to provide a protected place for growing seedlings, cuttings and the like where the heat of the sun

will be reduced and the drying summer winds impeded. Our model above affords, at waist level, more growing space for flats and pots than two ordinary frames (40 as against 36 sq. ft.) and is not hard to build.

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BRUSH UP ON YOUR PAINTING

CONTINUED FROM PAGE 71

the drying oil—linseed oil is the old standby, but has many new competitors such as tung oil; the thinner, which is used to control the consistency of the paint—pure gum spirits of turpentine is top; and the drier, which, as its name implies, speeds drying.

Q. What combination of these materials makes the best paint?

A. That involves a few technical answers. The government reports that of all the white paints pure white lead and linseed oil is unsurpassed if you do not want to paint your house too frequently. Because it is firm but elastic, it wears slowly and evenly and does not crack. And that means that it always forms an excellent surface for repainting.

Paint in which zinc oxide is combined with white lead—and frequently with white lead plus titanium—is harder and brighter, but does not wear down so readily because zinc oxide is linseed oil forms a hard film. Consequently, when used in cracks, cracking and scaling may result.

Paint which contains a large proportion of white lead, with some titanium, behaves much like lead-and-oil paint.

Titanium-oxide paints are preferable in regions where there is hydrogen sulfide in the air, because white lead blackens under such conditions. But if you apply them in unfavorable weather, you cannot be sure of their behavior.

Iron oxide paint produces a dark color and is used by the National Bureau of Standards to be true easily, more durable and longer lived than the white paints. This type, however, is usually used only on barns, because most people prefer light colors for their houses.

As for the proportions in which the pigment and vehicle should be mixed—a typical high-grade paint would contain about 25 percent pigment and coloring by volume, 67½ percent vehicle and 7½ percent thinner and drier (adhesive known as volatile because it evaporates).

Q. Is it certain if the labels on the paint cans mention some other ingredients?

A. Very possibly. Cheap paints contain less good pigment and good vehicle than quality paints, but make up the volume with an undue amount of filler and thin-

ner. And a few of the inferior oil paints even contain some water.

Q. Well, suppose my painter did use cheap paint? What harm would be done?

A. Here's a little story—a true one: Some years ago, two Philadelphians bought a new two-family house, the halves of which were identical. At the end of four years, one of them—Mr. Carpenter—noticed that the house was beginning to look pretty shabby. So he approached his neighbor, Mr. Johnson, and suggested that they get together and repaint the house. Johnson agreed, provided that each of them hired his own painter. You can see what he had in mind—he wanted to save money if possible. And he did. His two-coat paint job cost \$80; Carpenter, who bought pure lead-and-oil paint, spent \$100 for his two coats. Imagine Johnson's feeling of triumph.

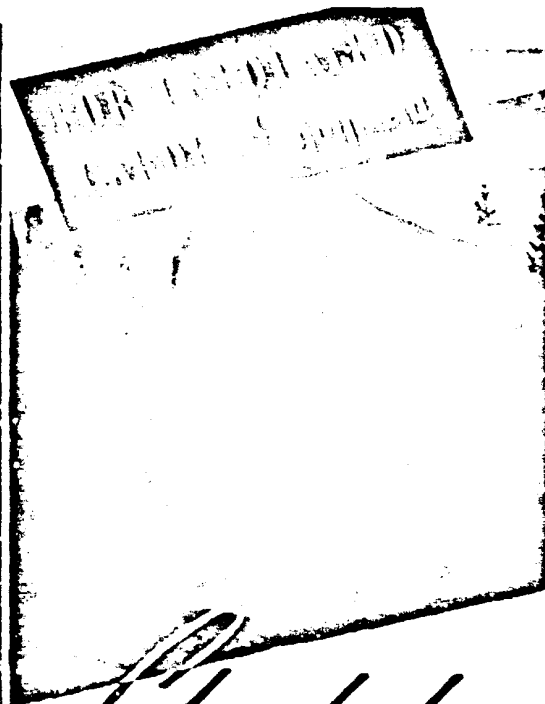
But it was short lived. For two years later his half of the house was in the same run-down condition as before. Carpenter's half was still bright and covered. The paint had worn down a little, but such a little that it wasn't noticeable. And there wasn't a new anywhere on the surface. Johnson's paint, on the other hand, had just about everything possible wrong with it. It was blistered, pebbled, blacked and faded.

Bring a well-remembered man. Johnson hired a painter to give him a job like Carpenter's. That's where the worst blow fell. Because the contractor found the paint in such bad condition that he had to remove every speck of it with a blowtorch and paint remover. That cost \$100—the equivalent of a new two-coat paint job. And then he had to apply, not two, but three coats—\$150.

In other words, his attempt to cut costs by buying cheap paint cost him \$20 at an expense of \$250.

Q. That story brings up several points. How often should a house be repainted?

A. Every three or four years. According to the Consumer's Guide to the U. S. Department of Agriculture, you can allow even more time to elapse with lead-and-oil paint. But it's not a wise idea, because you may suddenly wake to the fact that you have waited so long that the original paint has

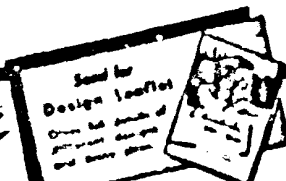


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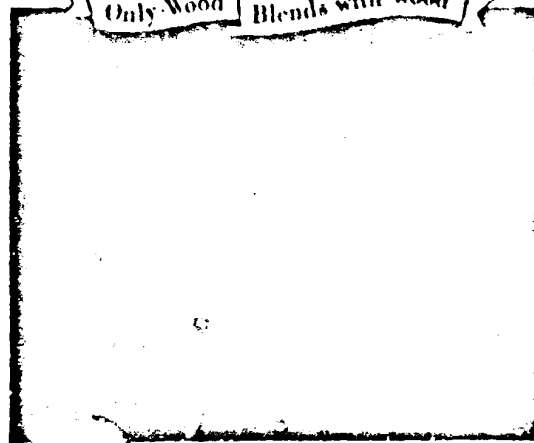
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MASTER Outdoor Grill

gone too far to make a good base for new coats. And that requires the complete removal of the old paint, which, as we said, equals a two-coat job in cost.

Some people believe that even more frequent repainting is necessary. But that, too, is unnecessary, because a paint job doesn't really look its best until it has aged slightly. And because the thicker the paint, the more likely it is to crack.

Q. How many coats are required for a new job and in repainting?

A. For new work, it is the general practice to use three coats—a priming coat which penetrates the pores of the wood or brick, a body coat and a finish coat. In case of the development of so many two-coat systems, however, the government now recognizes two-coat work.

For repainting, provided the original paint is still in good condition, you cover and more than two coats—the body and finish.

Q. What is the right time of year to paint my house?

A. Always paint in dry weather, when the humidity is low, the temperature is moderate and the bugs are quiescent.

If your house is of wood, be sure the siding or shingles are dry. Doors and windows should be painted on the exterior and exterior before installation. If your house is of stone, concrete or brick, wait six months after construction before painting with an oil paint (you don't have to wait if using a Portland cement or masonry emulsion paint).

Don't attempt to apply the second or third coat until the previous coat has dried completely. The way to check absolutely is to wait until you can scribble the paint without graining the paper.

Q. What special preparation is needed before painting?

A. All broken materials should be repaired or replaced. Scrape off loose or imperfect paint; and if all the paint is cracked and chipped, remove every last speck with blue touch or paint remover. Cracks and open joints in wood should be painted with the first coat and allowed to dry before putting (in patching plaster walls you use what is known as Swedish putty) and the same rule applies to the repainting of windows. Rust and grease should be removed from metal, which is then primed with red or blue lead paint.

Q. What if the old paint is stained—shows streaks of rust from the flashing, for instance?

A. Some stains can be scrubbed off, especially if your house is painted with lead-and-kill. Others require special treatment. Usually a good priming coat will do the job. But in some instances, where rotten wood is used, knots will "bleed" through the paint. A house which has at one time been cross-stained may also look spicily because the rotten boards, fresh stains or knots should be primed with aluminum paint or shellac.

Incidentally, in staining a new shingled house, use creosote stain when you want the soft, weathered, transparent appearance stain gives. But if you think that some day you may want to paint the house with oil, use stain made of turpentine and boiled linseed oil to which coloring has been added.

Q. What is the commonest mistake made in house painting?

A. Next to poor preparation of the surface and not repainting at proper intervals, it is undoubtedly the failure to use the same paint at all times. In other words, your house is originally painted with a certain kind of paint. You should stick to this type of paint in all subsequent repainting.

If you tell a painter, you may hear a lot of argument on this point. But one of the outstanding authorities, Dr. F. L. Dwyer, senior chemist of the U. S. Forest Products Laboratory, maintains that different paint formulas are very often incompatible. He points out that the application of one formula on top of a different formula paint may cause more rapid deterioration of the entire paint surface. He recommends, therefore, that every house owner keep a systematic record of when he painted his house, and an accurate copy of the paint formula used.

Q. So far you have talked only about outside paint. What about inside paint?

A. Most of what we have said applies to both outside and inside paint. You should employ a reliable contractor, you should use quality paint—nothing else. Of course, there is more to be said than that. Many house owners like to repaint their interiors themselves. And there are several kinds of paint which can be used inside, but never outside.

Q. What paints are best for interior use?

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A. Any of these we've mentioned before—provided they are specified for interior use. Plus enamel and water or casein paint. Enamel comes in an eggshell, semi-gloss or gloss finish. It may be already prepared for use; or it may be mixed on the job (that is, the vehicle is mixed in a can and the pigment is separately packaged, thus enabling you to mix any shade you like). Water or casein paint may be washable or not. It is good for everything except woodwork, inexpensive and easy to apply.

Q. Well, how can I paint my living room so that it looks like a professional job?

A. You must learn how to apply paint correctly. No one, unfortunately, can tell you that secret. You must learn by experience. To eliminate constant bleeding down, hold a small can of paint in one hand. Fill the brush—but not too full—and apply it on the surface, spreading only until the brush is empty. Do this about half a dozen times, distributing the paint over about a 10-square-foot surface. Then spread out the paint with long strokes—always with the grain of the wood—and smooth it with the ends of the brushes.

One of the big factors in your

success is proper care of your paint brushes. Always buy a first-quality brush. Bore a hole through the handle just above the metal. When you have finished your day's painting, insert a rod through this hole and spread the brush in a deep can of linseed oil, kerosene or turpentine. When there is no more painting to do, wash out all the pigment in painter's naphtha, mineral spirits, kerosene or turpentine; then wash out in soap and water.

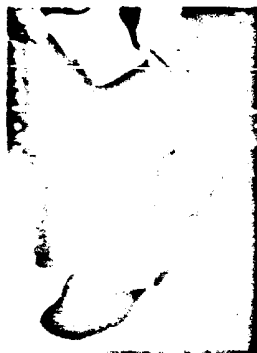
Q. Is there any advantage in spraying paint?

A. It takes less time, but in many respects the technique is more difficult to master than brushing. If you don't hold the spray gun always at the same distance from the wall, you will apply too much at one spot and it will drip or run. Furthermore, spraying fills the atmosphere with fine particles of paint. Unless you wear a thick mask, you will fill your lungs with paint. This is uncomfortable and sometimes dangerous, because certain paints are poisonous.

Q. Now then, will you tell me what colors make the best combination? What colors make a house look big? What colors make it look small?

A. Paint styling is a subject in itself. Let's reserve that for a later issue.

When painting, protect your shoes from paint spots by slipping on gaffers and from an inner tube to shape shoes here



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