WHITE LEAD PROMOTION PROGRAM

LEAD INDUSTRIES ASSOCIATION

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

October 11, 1940

Bulletin No. 26

Subject: Survey of Painting Practices of Municipalities, Counties and States.

To Members Supporting the White Lead Promotion Program:

Enclosed please find a summary of the visits our field representative, Mr. Bolden B. Brown, has made in his interviews with city, county and state officials on paint.

Also please find attached a copy of "An Analysis of Paint Maintenance Costs" compiled in this office, which is occasionally referred to in the report.

The specifications covering various lead paints referred to in the report have been submitted to all interested members and approved.

Very truly yours,

F. E. Adams

Secretary.

LIA08505

LEAD INDUSTRIES ASSOCIATION
420 LEXINGTON AVENUE
NEW YORK, N. Y.

Report of Belden B. Brown

SURVEY OF PAINTING PRACTICES OF
MUNICIPALITIES, COUNTIES AND STATES

CONNECTICUT

Place, Date and Person Interviewed	Buy on Spec.	Paint Now Used Ext.	Int.	Steel	Remarks
Conn. (State) C.L.Martin, Dept. of Purchase, Hartford May 23, 1940	Yes	WL	WL MP		Has no specifications but buys according to specifications of the Requisitioning Department. White lead generally used on exterior and frequently on interior work.
Conn. (State) T.C.Appel, Dept. of Public Works May 23, 1940	Yes	WL	WL Mainly	RL WL	White Lead generally on interior work and practically always on exterior work according to Type A, Sect. 23, Standard Specifications of Public Works. Reasons for use: (1) standard material of recognized qualities and (2) may be specified without reference to brand names.
Conn. (State) P.Butterworth, Supt. Dept. of Maintenance, May 23, 1940	Yes	WL Mainly	WL	-	Generally specify WL, following the original specifications of the department of Public Works.
Conn. (State) E.W.Carlson, Dept. of Public Works May 23, 1940	Yes	WL	WL Mainly	RL WL	See report above. Mr. Carlson, another engineer in the department heard I was in the building and looked me up to ask questions on WL
Bridgeport Donald Heath, Pur. Agent, Dept. of Public Purchases May 21, 1940	-	-	-	-	Mr. Heath was too busy but requested our literature and a call next time in that area.
Bristol J. A.Moody, Supt. of Maintenance, Bd. of Education Administration Office, May 24, 1940	No	MP	MP	-	Mr. Moody is convinced of superiority of WL but Board members force the use of mixed paint in order to patronize their local friends. Asked for all literature to help in convincing the Board to use WL

N2880.01

I N D I A N A
(Continued)

Spencer, Ind.
June 22, 1940. Found several painters working and they were more than willing to give me their time to talk with them on the job. I found considerable paint, other than white lead, being used, but in a number of cases I found that the property owner had purchased the paint. Every painter with whom I spoke asked me to look at the ex-Postmaster's house, so after these requests, I drove around to this house. He was very pleased that I had called. It was the worst case of peeling, scaling and blistering that I had ever seen. He said every paint salesman in the country had looked at the job and from what he said, they were all passing the buck. I made some tests and instructed him what should be done to remedy the condition. He thanked me for the information and said that he had just about finally decided to order asbestos shingle, but that he would follow my instructions and repaint the house. There were about 12 coats of paint, other than white lead, as well as two coats of white lead and oil. It was first painted when it was the custom to use the dark red color, some twenty years ago, and experience has proved that trouble starts when this type of paint has been used with a number of coats applied over it.

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LIA08507

IOWA

Charlton, Iowa
July 17, 1940. I visited with three of the best painters in the town. I found two of them talking somewhat favorably of the special primers, but one of them told me he had tried it but was through.

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Council Bluffs, Iowa
June 4, 1940. This meeting was noteworthy as it was a special meeting to discuss their new working agreement which resulted in quite a number of the members being present. I was asked many questions pertaining to the agreement and this gives one a chance to drive home a word for white lead and in every case it seems to work. After the regular business was taken care of, I was called on to make a talk which I did. After the meeting, I had a very nice visit with a number of the boys. I find that every one is working and in fact, most of them have been working nights to get caught up. This town, like Omaha, are depots for chain stores carrying ready-mixed paint.

July 8, 1940. I received a long distance call from Council Bluffs asking me to attend the Painters District Convention in their City on Friday night, July 12, and all day Saturday, July 13. I agreed that I would attend as it would be the last one this year, and as they were electing new officers, I knew a large delegation would be present.

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Creston, Iowa
May 1, 1940. I was able to find only four painters working, two of whom were hanging paper. I did not have to sell them on lead. Two of them were using it.

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Ashton, Iowa
May 11, 1940. Called on Mr. Percy Taylor who is a very high type of painting contractor and does a number of large farm jobs. In fact, he told me that he had more farm work than he had the men to do it with. I will say that he is a 100 per cent white lead user.

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Dubuque, Iowa
May 11, 1940. No doubt you noticed that I stayed at two different hotels while here. This is a good union town and at the meeting of the union, the hotel at which I was stopping was placed on the unfair list by the painters. The boys asked me to move out of that hotel and go to the one that was fair which I did. I think by so doing, I gave white lead a boost. There are some very good painters and painting contractors in this city. Four or five of them had jobs they wanted me to look at the next day to see if I could offer any suggestions to solve their problems which I did. I proved to be some help to them and the best part was that white lead will be used. There was a very large attendance at the meeting as they were voting on a new agreement. I was called on several times and I was very careful as to what I said. The city has contractors who will tell their trade that they won't use anything but white lead and take that person and show him some of their jobs. One contractor showed me the display room of the Buick Company which he had painted recently with one coat of white lead and mixing oil. He did this same job six years ago with two coats of white lead. This time he washed it and applied one coat. The Manager of the Company was proud of the job and said that all his work in the future would be white lead jobs

LIA0850

Keokuk, Iowa
May 14, 1940. This city has a local union but they are the small end of the horn and do not carry much weight. Therefore, I did not arrange to attend their meeting. I called on several of the contractors. In talking to one of them, he asked me to look at a job he was doing. It was a stucco job and he had started to use some two-coat system on the stucco. After checking the job over with him, he finally changed to white lead. There are a very few journeyman painters here. Every one contracts.

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Marshalltown, Iowa
June 17, 1940. The Painters Union in this city does not carry much weight so I spent my time calling on painters on the jobs. This is a very good white lead town but they have some very poor painters. However, they are always willing to sit and listen to a white lead man so I feel in a number of cases, this type of promotion work goes a long ways.

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Muscatine, Iowa
May 22, 1940. There is no local union here, but Muscatine is a very good paint town with a number of white lead users. I spent a day here calling on the painters and those interested in paint. I was asked to make suggestions on several jobs which I did, all benefiting white lead. This city holds some very poor painters which I can not understand due to the fact that it is a good paint town. They use white lead but at the same time, they need a lot of help.

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Oskaloosa, Iowa
July 15, 1940. This is a poor union town. All I could do is to talk to the painters on the job. I made some ten or twelve contacts. This is a very good lead town so I couldn't start any arguments.

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Red Oak, Iowa
July 18, 1940. I called on seven of the leading paint contractors which are all Red Oak has. I found all but one using some brand of white lead. The one who was not using white lead informed me that the owner of the house (a lumberman) was furnishing his own paint and this painter was strong for lead.

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Waterloo, Iowa
June 16-17, 1940. The State Building Trade convention had just gone into session. At noon I met a number of the painters who were delegates. In the afternoon meeting I was called on by committees to help on some questions on various occasions. A large number of painter delegates were present at both meetings and I did quite a little talking to small groups of them. There was much talk on the Painters License Law bill which will come up in the next session of the State Senate. Every contractor and journeyman believes it has a good chance of passing. In fact, several State office holders were present who said they would fight for its passage. If it passes, it will go a long way to help the painting business in Iowa.

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LIA08509

KANSAS

Atchinson, Kan.
May 11, 1931. As it was a short drive to Atchinson from Kansas City, I stopped and visited a number of painters at Leavenworth, Kans, also the U. S. Army Post. I know a number of the painters at Fort Leavenworth. Every one was working, and in fact they are short a few men. Being so close to Kansas City, it is well covered by salesmen selling other than white lead paint. I did not stay to attend their union meeting as I had made arrangements to be at the Atchison meeting. Some three years ago, I spent some time at this Army Post. Mr. Stanley, who was then Post Foreman Painter, told me off the record that they were going to stop using paint other than white lead. On this visit, I found that Mr. W. L. Curry is now Foreman Painter, Mr. Stanley having gone on the retired list. After serving the Post as foreman for 35 years, I found Mr. Curry a believer in white lead. He told me that his orders were to use only white lead. They had just received eight tons just a few days before I was there.

I attended the local meeting at Atchinson, Kans. which had a very nice attendance. I was given all the time I wanted in which to talk about white lead. In fact, they held a very short business session and we gathered in a huddle and spent about three hours talking paint. I find that in these smaller locals when you can do this, it makes it easier to paint a picture of what you are trying to put across. This meeting broke up about midnight. I feel sure that we accomplished some results here.

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Coffeyville, Kan.
May 8, 1931. Called on the painters and found very few working, that is, on the outside where they could be seen. I attended the union meeting that night. The attendance was very good. However, the hall was so hot that it would have been a crime to ask anyone to sit for any length of time in the place and listen to a talk. I made a short talk and we went outside and gathered in a bunch and spent about two hours talking about paint. Quite a number are lead minded as well as lead users and I don't recall when I was asked so many questions about paint and white lead as I was here.

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Fort Scott, Kan.
October 27, 1931. This is one of those quiet Kansas farming towns and has some very nice homes and some very good painters. It will take a lot of work, however, to get them back on lead, although they still hold a kind spot for lead. Being close to Kansas City, Fort Scott is infested with paint salesmen who sell directly. Everyone is discussing the possibility of the Government constructing a flying field between here and Pittsburg, Kansas.

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LIA08510

KANSAS
(Continued)

Junction City, Kan.
October 17, 1940. There should be a lot of painting in this town which borders on the Fort Riley reservation. The painters with whom I spoke are already feeling the effects, as people are cleaning up their homes preparatory to renting rooms to visitors.

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Kansas City, Kan.
May 16, 1940. As I served as Business Agent of this Local Union for five years, I was given a wonderful reception. When I thought I had taken up enough time talking and began to express my thanks, the President requested me to go ahead and talk more as I was giving the boys food for thought. After the meeting, a number of the boys remained until midnight and we discussed paint. Everyone is more than busy with prospects very bright for work all summer. With all the chain paint stores, the number of paint grinders and the streets full of paint salesmen, it requires a lot of hard work to keep white lead in the painters' paint pots.

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Manhattan, Kan.
October 16, 1940. See report for Junction City, Kan.

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Ottawa, Kan.
October 18, 1940. There is no local union here so I called on the painters on the one job. Brands other than white lead seem to be used here.

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Parsons, Kan.
May 9, 1940. Called on several of the painters. Not seeing any new homes being built, I called on the manager of the lumber company. He said there had been very little home building this year, but that there had been quite a lot of remodeling. He stated that he had had one of the best paint seasons this far that he has had in two years. Talking to the painters, I find that they have all been busy but on old work. I stopped and visited with Mr. O. Rice, one of the leading contractors, who asked me to help him on some of his jobs in order to set up some color or decorative idea. One of the jobs was a large church. He was going to use a flat wall paint. I talked him into using white lead. This job will take about 800 lbs. Another job was a hospital and a Doctors' Office Building. In all, these two jobs and another will make a nice order for white lead, considering the size of the town.

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LIA08511

KANSAS
(Continued)

Pittsburg, Kan.
July 9, 1940. This is another strongly unionized mining town and the union painters are very strong. I called on a few contractors on the job before quitting time and also one of the leading paint dealers who told me that he had a good business this year so far. All of the painters are busy and have been busy. I went to the painters meeting that night and there was a very good turn out. The meeting was cut short on account of the heat. There were 26 present. I was given the floor and spoke for about half an hour. The following remark was made when I concluded my talk: "Every word Frazee said about white lead is the truth" and it was the best talk they ever had on the floor of any of their meetings.

October 29, 1940. This is my second trip to this city. This is almost a 100 per cent union town and to my delight I found three very good jobs going on, all using white lead. One of these jobs was a residence and the painter has already used 1600 lbs. and would use that much more. He has three more new homes to do, all for the same general contractor who is an agent for white lead. The other job was on the Masonic Temple remodeling for the same contractor, using about a ton and a half of the white lead. The other was a large old residence. I attended the union meeting and was treated as I have always been by this Local Union.

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LIA08512

M I S S O U R I

Carthage, Mo.
July 6, 1940. Spent half a day visiting with painters on the job. Found most of them using white lead. One of the contractors stated he was now using his third ton this year, which is very good for a small town contractor. They tell me they have been more than busy this spring and are still going strong.

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LIA08513

MISSOURI
(Continued)

Springfield, Mo.
October 30, 1940. This city is only 80 miles from my home but I have stayed away from the Local Union due to the fact that this town has been only about 20 per cent organized. I find that they have been doing a fine job of taking in members and today they are about 65 per cent organized. I can't remember when I was treated better. There was a large turn out due to the fact that the Local had decided to adjourn their meeting early in order to hear President Roosevelt talk and they had rented a radio for the hall that night. As soon as I was seated, the Chairman adjourned the regular business and asked me to talk which I thought was a very friendly attitude. I think it was something like 1 A.M. before I got to the hotel.

October 31, 1940. While here, I thought I would also call on the Sign Painters Local Union. They have a small membership, but are about 100 per cent organized. I think there are about 20 members. They had changed their meeting night but I got in touch with the Secretary and he called me late this evening, asking me to come to their hall, which I did. He had gathered about 15 members so we had a nice little visit.

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St. Joseph, Mo.
May 31 and June 1, 1940. Talked with the Business Agent of the Local Union and found that several of the large sign shops are doing a lot of brick wall work. I called on one of the largest ones and had a very pleasant visit with the Manager who did not have to be sold on white lead because he uses it at all times. However he had some questions he wanted to ask about lead mixing and lead reducing oil which I explained.

I called on the State Hospital No. 2. After talking to the steward, Mr. Walter Smith, for half an hour, he asked me to talk to his foreman painter, Mr. O. C. Zeigler who was called in. After discussing his many paint problems, I believe we accomplished quite a good deal.

I attended the Union meeting and was given a good reception. The President called on me to make a talk and after the meeting, I spent several hours talking to a group of the boys about paint and the future of the trade which I always stress in all my talks. I also called on several of the contractors and had some very nice visits with them. I feel that the majority of the contractors with whom I talk feel that they must do something to better the trade as they realize that the companies selling paint other than white lead not only go to the public quoting prices on paint, but also mention the labor factor.

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LIA08514

NEBRASKA

Lincoln, Neb.
June 7, 1940. The painters are poorly organized in this city so no one has to be careful as to what he says. I talked with a number of the Union boys. They wanted me to stay over for their meeting but I was able to avoid it as many of the contractors are against the union and it would do more harm than good to attend. This is another town where paint, other than white lead, is used a lot. At the same time, there is considerable white lead being used, but not nearly enough. Every one seems to be working and they feel they will be busy the major part of the summer.

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Omaha, Neb.
June 8, 1940. I spent most of the week in this city as there are three Local Unions here, one for South Omaha, one for Council Bluffs and one for Omaha.

June 9, 1940. I found they were not going to have a meeting because there was going to be a big mass labor meeting which I attended. I was introduced to a number of State, County and City Officials. The Painters Union has a very good working agreement with the above mentioned people and Mr. Joseph Gross, Business Agent, devoted his entire evening introducing me to these men. On Sunday, Mr. Gross also took me to a club meeting where I met a number of men who are very prominent in the city. Before the afternoon was over, I was talking to groups of these men about painting. At that, I didn't put in an idle Sunday.

As there was to be no meeting of the Local on Monday night, I started out to find as many of the boys as possible on the jobs and had very good luck.

I also called on the Neon Products Company, of which Mr. E. Hatcher is the owner. This firm does the largest sign business in this section of the country. We discussed the different types of painting with which he is confronted and I believe this call will prove profitable.

June 5-6, 1940. I spent several more days running around this city looking at jobs as well as visiting different painters. From all appearances, the work is beginning to slow up from some unknown cause. Some of the contractors think it is caused by all the war talk.

July 12, 1940. By Friday noon, there were a number of delegates present for the painters convention. From all appearances, it looked like a good turn out. The meeting was called to order and the regular order of business got underway. Some very interesting points were brought out regarding bettering the trade. Some of the delegates expressed their views very freely, and it sounded as though I had arranged it. Unfortunately, I was elected President of the Central States Painters Organization. I did not seek this office, it was simply railroaded through. If you wish, I can arrange to step out very nicely at the next convention which will be in November, 1940.

July 14, 1940. I accepted an invitation to speak at a picnic. The Governor and several state officials were on the program and I became acquainted with them which I don't believe will hurt any.

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LIA08515

O H I O

Toledo, Ohio
September 27, 1940. As it has been some years since I worked in this city, I thought I would run over for the week end and see just what was doing. As far as my visit was concerned, the trip was practically worthless as Toledo hasn't changed at all.

O K L A H O M A

Bartlesville, Okla.
October 9, 1940. As I have a card in this Local Union and know what would happen if I did not attend their meeting, I arranged to time my arrival in this city so that it would serve as an excuse for not attending. I don't think I missed one painting contractor here. This town is about 85 per cent organized and all the contractors belong to the union. This is one of the best towns in the country for painters, as every one is working and they feel sure they will have plenty of work up until late winter. In the past. I was foreman on two of the largest buildings, also two of the finest homes. Therefore, most of the boys, both contractors and journeymen have worked for me. This town also holds some very skilled painters.

Cuero, Okla.
October 11, 1940. This is a very small town, but since they have completed the Grand River Dam, this should develop into a very nice resort town. From what I learned, there are a number of good homes to be built this coming year. I understand that a number of oil men from Oklahoma City and Tulsa will build some beautiful places. I contacted only four painters, but they are the type who will not, or can not do the work that these new homes require.

Henryetta, Okla.
November 1, 1940. This town is nearer being dead than any other town in the country. One new house has been built here in two years and the owner can't sell it. Most of the good painting is done out of Okmulgee.

McAlester, Okla.
October 3, 1940. This is another town that has all the appearance of a poorly kept graveyard. The union has about as much pep as a mangy dog. Knowing most of the union boys, I made a number of personal calls and from what I learned, there wouldn't be much of a meeting that night. I arranged to have some of the ring leaders and better painters come to the hotel where we held a little meeting of our own in my room. I feel I gained more than if I had attended the meeting. I found out the most normal; that there were only five at the meeting. There were twelve at my room. This is a coal mining town and also has the State Penitentiary.

LIA085 16

O K L A H O M A
(Continued)

Muskogee, Okla.
October 1, 1940. I made inquiries as to their meeting place and found they had changed their meeting night. Therefore, I had to lay over until the next day so that I could attend the meeting. I called on Mr. Burchette, Foreman Painter for the Manhattan Construction Company, which is a large firm and uses several tons of lead each year. This is about the coldest town in the United States. The first time I came to this town over thirty years ago in order to run a job, it was hard to find a painter loafing but today they are like flies. The town is in a poorly painted condition, even the business buildings are in terrible shape due to lack of paint.

I attended the meeting and only about 26 were present. It was like a graveyard. Knowing about 85 per cent of the members of the Local Union, it wasn't necessary to introduce me. I was called on for a talk. One of the General Organizers, who is an old friend of mine, was there and together with about twelve of the members, we spent the balance of the evening talking over paint.

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Cushing, Okla.
October 4, 1940. This formerly was a booming oil town but now about all the oil you see is what so I oil they burn in their lamps as they can not afford to pay their light bills. There are some very good painters here and they keep somewhat busy keeping up some of the better homes in first class condition. There are some small new homes being built but the painting is being done very cheaply. I knew most of the boys here and was given a very nice introduction by the President. After the meeting, about 15 of us gathered and talked over painting. Some very interesting questions were discussed.

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Pawhuska, Okla.
October 5, 1940. There is bound to be a little darkness along with the light and this is another one of the dark towns. The Union has about gone by the wayside. There are very few good painters left. In past years, this was the Government pay city to the Indians but that pay is so small today, it doesn't mean much to the business houses. Therefore, painting has slowed up to the extend that it requires only a few good men to keep up what painting there is. However, I contacted about all the worthwhile painters here.

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Stillwater, Okla.
October 8, 1940. I knew it would be hard to get a room here so I decided to make as many calls as possible, attend the union meeting and drive back to Tulsa that night, which I did. This town is about 90 per cent organized. Met most of the boys during the day and attended their meeting that night. It was very interesting because the President told the boys they would hurry through with the meeting so I could have all the time I wanted to talk. I did not keep time, but I am sure I was on my feet at least two hours, talking and answering questions. At this type of meeting, I feel as if I put my story over.

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OKLAHOMA
(Continued)

Tulsa, Okla.
September 30, 1940. There are very few painters in this section of the country whom I do not know so it makes it very easy to make the proper contacts. I made a few contacts upon my arrival late in the afternoon and then attended the union meeting. This Union's situation has slipped backward a long ways in the past few years, but at the same time, the Union controls the downtown work as well as the better home work. I was introduced by the Business Agent and made about half an hour's talk. Spent a couple of hours after the meeting with a number of the boys. I feel I did some good by coming here. I met a number of the contractors the following morning. They wanted to know if I wouldn't come back the following week and attend their meeting of the Master Painters. I promised that I would.

October 5-8, 1940. On my arrival Saturday morning, I called Mr. Breno, the lead booster in the Master Painters Association and that afternoon, he with several of the contractors came to the hotel and we spent a pleasant afternoon talking over matters that might prove uplifting to the industry. The following Monday, I kept busy calling on jobs. On several occasions, my opinion was asked concerning some type of work. Mr. Gillard got word I was in town and came to the hotel to take me to the meeting of the Master Painters. They hurried through their regular business and I was introduced by Mr. Breno. My talk was along the line of better painting, the License Law of Wisconsin, and what I thought both the contractors and the journeymen painters would have to do to put themselves back in the eyes of the public as skilled tradesmen and not just anyone who can paint. For more than an hour, I was asked questions by the various members of the Association, and before the meeting adjourned, they requested me to arrange to attend the Tri-States Master Painters convention. I told them I would.

November 7-10, 1940. As soon as some of the contractors, as well as members of the Union, found out I was in town, I was kept a busy man, looking at this job and then another one. I really think I did a lot of good. The Local Committee asked me if I would act as one of the Reception Committee as Mr. Breno's mother had just died, so all day Sunday and Monday morning, I was the greeter at the hotel. By 8 P.M. Sunday, approximately 90 per cent of the delegates had registered. The Chairman called a meeting at 8:30 P.M. so that I could talk to them. So many paint salesmen were present, that they finally decided to hold the meeting with only painting contractors. When this meeting got under way, I was called in and I talked some two hours. I also brought them the message from Fayetteville, Ark., and they voted to cooperate 100 per cent. They wanted me to stay over and talk to the convention on Tuesday, but I felt I had accomplished something, and could not gain anything by talking to a bunch of paint salesmen, and the business part of the convention was over.

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Vinita, Okla.
October 11, 1940. This is a small town on the outskirts of the lead mining district. Hardly any building is going on and there are only five painters. I contacted three of them and they don't know what it is all about. They have a large State Hospital here and have just completed a large painting program on which a lot of lead was used.

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Report of W.L.Prasse

WISCONSIN

Kenosha, Wis.
September 11, 1940. This was another lucky town for me. It is a pleasure to work in this state calling on the painting trade. The License Law for the painters has gone a long ways in helping improve the trade. You now feel when you talk, you are talking to a painter and not someone who would like to be a painter. This town is well in the hands of the Union. At the meeting, it was most interesting to listen in at the meeting. A Mr. Downes, one of the State Inspectors, made a talk at the meeting. There were something like 27 present and it wasn't a very favorable night. I was given the floor and made a talk lasting about 30 minutes. I found a number of lead users among the painters.

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LIA08501

LEAD INDUSTRIES ASSOCIATION
420 LEXINGTON AVENUE
NEW YORK, N. Y.

AN ANALYSIS OF PAINT MAINTENANCE COSTS

Any analysis of paint maintenance costs must take a number of factors into consideration if accurate results are to be expected. The first factor and frequently the only one considered is the cost per gallon of paint. In determining the true cost of painting, four other important factors must be used, namely: the coverage per gallon of the paint, its spreading rate, the expected number of useful years of service, and the type and degree of wear as the paint film ages.

The first three factors determine the original cost of the paint job. These may be set up in a formula as follows:

$$C = \frac{P}{S} + \frac{L}{R}$$

in which:

C = Original cost of one coat of paint per square foot.
P = Cost of paint per gallon.
S = Square feet coverage of one gallon of paint.
L = Cost of one labor day.
R = Square feet covered in one labor day (spreading rate)

(This formula gives the original cost of painting any given surface one coat. If two or three coats are used the formula should be applied to each one)

Pure white lead and oil when compared with the average high quality mixed paint shows a definitely lower original cost. To substantiate this claim, the following figures were recently obtained from a large paint contracting firm* in Philadelphia specializing in industrial work. These cost figures are based on their records of many years of large scale paint jobs on which both pure white lead and oil and ready mixed paint were used; they represent the average cost per square foot for one coat of repaint work:

* Name furnished upon request.

N2880.02

LIA085C2

CASE #1*

Mixed Paint (Average high quality mixed paint)

$$C = \frac{P}{S} + \frac{L}{S}$$

$$C = \frac{3.00}{800} + \frac{9.40}{1600}$$

$$C = .004 + .0069$$

$C = $0.0119 or 1.19 cents per square foot.

CASE #2*

Pure White Lead and Oil

$$C = \frac{2.40}{600} + \frac{9.40}{1600}$$

$$C = .004 + .0082$$

$C = $0.0092 or .92 cents per square foot.

It should be remembered that these figures are the average of many jobs over a period of years and, therefore, represent an average difference between the two types rather than the exact difference on any one job. For the sake of proper reference and comparison, the cost per gallon of the paint is a retail price. Discounts, of course, may be applied in both cases.

Since the firm that supplied these figures specializes in industrial work, their statistics apply specifically to large area painting of brick and similar materials. In this type of work the amount of surface covered by one man in a day is usually higher than on the average job. Also, it should be noted that coverage per gallon on brick is generally lower than on wood. Seven hundred square feet coverage to the gallon rather than 600 is to be expected with pure white lead and oil on wood.

It will be noted that the difference in any one factor between white lead and mixed paint is not excessive, but when all these factors are combined in the

(*These figures from the records of the Philadelphia firm mentioned in the text.)

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proper formula, the difference between the real cost of white lead as compared to mixed paint is very marked.

So far only the original cost of painting has been considered. Actually, the most important figure is the cost per year of maintaining a surface with paint. In calculating this cost, the years of service and the type and degree of paint wear are the determining factors. The original cost of the paint job divided by the number of years before repainting gives a yearly cost of paint maintenance -- not including, however, the cost of preparing the surface for the next paint job. It is this last expense that frequently determines whether a given paint has been economical or highly expensive. If the paint cracks and scales so that it must be burned off before repainting, the entire maintenance cost may be easily doubled. The cost of a complete removal of the old paint and the application of a new priming coat is generally as much as an entire paint job and may be considerably more. It is here that White Lead safeguards maintenance costs and budgets. Pure white lead and oil does not crack or scale. It wears down gradually and smoothly leaving a perfect repaint surface at all times. Even if white lead is neglected years beyond the time when it should be repainted, it will still present a smooth, uniform surface which will require nothing more than a light dusting before the new paint is applied. This quality of pure white lead paint may easily prove to be the most important factor in holding paint maintenance costs to a minimum.

Only the <u>costs</u> of white lead have been discussed in this analysis. When this low maintenance cost is compared with the recognized beauty of white lead paint on both exterior and interior surfaces, the reasons for the widespread use of white lead and oil are evident.