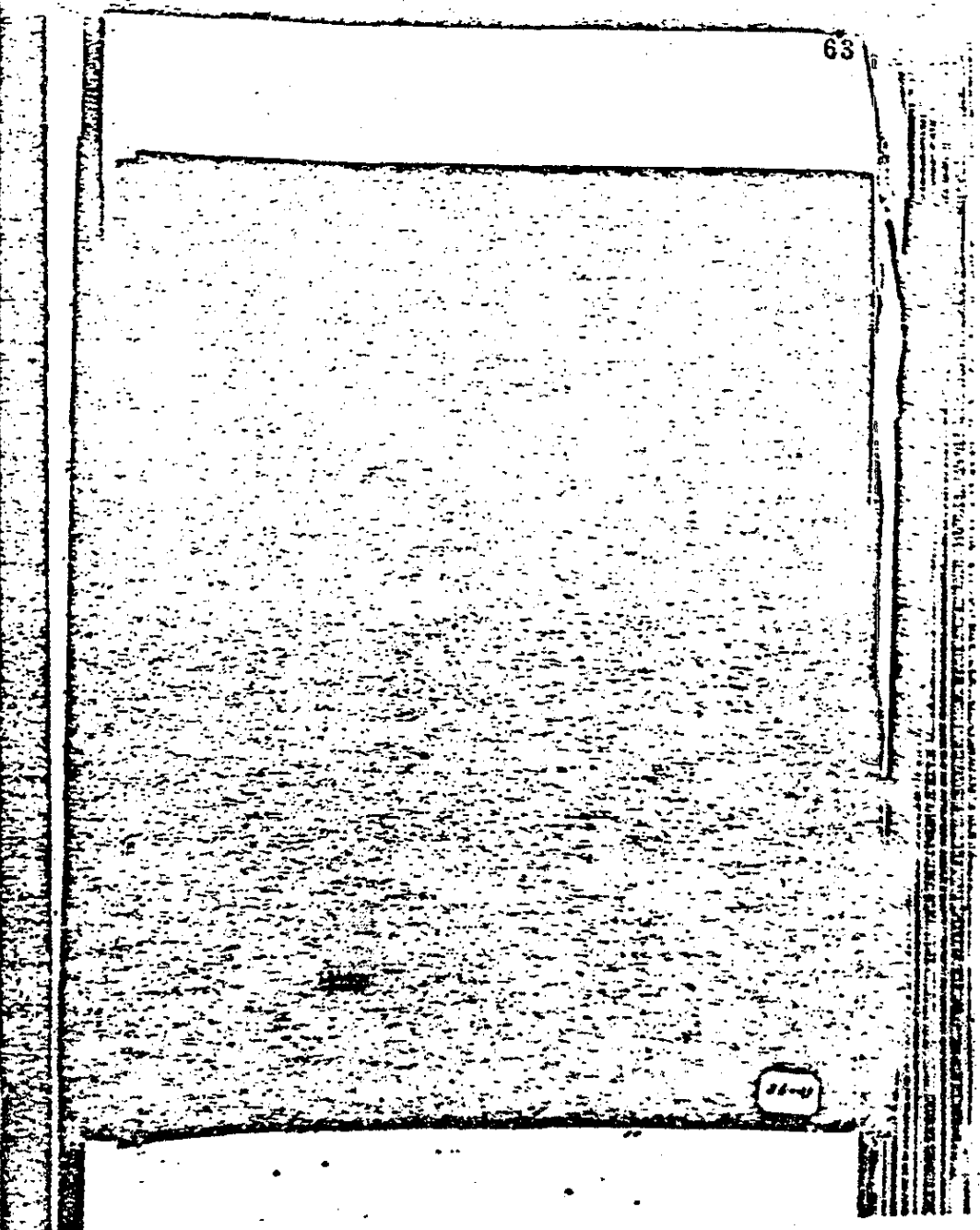


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THE HOUSE WE LIVE IN

ITS PROTECTION
AND DECORATION

*A practical guide for the property-owner
on how to select the right paint, the
right papers and the right color scheme.*

Seventh Edition

NATIONAL LEAD COMPANY

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The use of light for this study was done by the author. The author was in a dark room when the photograph was taken. The author was not wearing any protective clothing. The author was not wearing any protective clothing. The author was not wearing any protective clothing.

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THE HOUSE WE LIVE IN

THE purpose of this booklet is not—as you may think—merely to sell paint or to sell a painter's services. Rather its chief object is to impress upon the reader the common sense of thoughtfully buying both of these important elements in a paint job.

This does not imply a technical treatise on the art of painting. Every house owner, however, should have an intelligent understanding of what paint does and of what the painter does. In no other way can he judge values accurately.

In the first place, there are but two reasons why houses are painted—for appearance or for protection. Of course, no one needs to tell an owner when his house looks shabby. Sometimes it may be more evident as, for instance, when the house next door gets a new coat. Then the contrast is so great that the shabby house looks dingier than ever.

But the average owner is proud of his place and knows that, just like a new suit of clothes, a fresh paint job adds to his self-respect and to his sense of well-being as a member of the community. Yet there are times, perhaps, when the temptation is to say "Yes, the place looks bad but it ought to go another season."

There is where the danger lies. Not that your home is going to fall about your ears for the lack of paint. But because the chances are that, when you do paint, you will have to pay dearly for the delay.

Let us discuss the matter from a practical viewpoint. Assuming that the house will have to be painted eventually, then it becomes simply a question of when to paint. Should it be now? Or could it wait until a more convenient time?

First look over your house carefully with a critical eye. What do you find? Unless it has been a long time since the previous painting or unless the previous job was done with poor quality paint and incompetent labor, it is seldom that you

Only Two
Reasons for
Painting

When
Should You
Do It?

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Unprotected Spots Are Dangerous

and the paint entirely failed. But what you are likely to find are unprotected spots here and there where exposure has been particularly severe.

Every time it rains or it snows or there is a heavy dew, moisture penetrates these unprotected places. Moisture has a way of working behind the scenes, so to speak. At first, its destructive action is not apparent but if allowed to persist there will be a warped clayboard, a split porch column, a rusted gutter, a rotted window sill or perhaps some cracked stucco to give visual evidence of what has been going on.

Of course, after the effect is visible there is only one thing to do—replace and repair. Whatever this costs, whether it is much or little, is money that would have been saved if paint had been applied when where it was needed.

Delayed Painting Costs More

Furthermore, the painting itself is likely to cost you more. If the house has gone too long, it may require three coats to give the appearance that two coats would have produced previously. Or even if you can get by with two coats on the main part of the house, everything that is replaced will require three. All this is extra material—extra labor—extra expense.

It is so easy to be misled by the false reasoning that the dollar you do not spend now for needed painting is that much saved. Six months from now instead of a dollar you may have

to pay a dollar and a quarter—a year from now it may be two dollars. When paint is needed you pay for it whether you put it on or put it off.

There is no moratorium in Nature—no such thing as saying "Yes, my house needs painting now, but it will be all right until fall" and then have the destructive forces that are now at work just come until you are ready. Next fall or next spring or next year the surface condition of your house will be just that much worse and you will have to pay just that much more because of the delay.

So, for the sake of your own pocketbook, call the painter in time. Have the job done when it should be done. Save yourself needless repair costs and enjoy the justifiable pride that comes from owning a fine home attractively painted.



Light colors are always subjected to more heat than dark colors. This is why they are the best for use in hot climates as they should be used in sunny spots.

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likely to find
ure has been

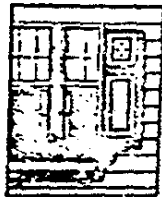
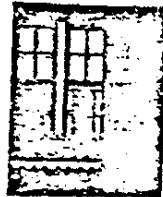
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The individuality of this style of home is greatly dependent on the color scheme. Note how the light chimney has been painted to match the trimmings and blend in with the rest of the decorative scheme. Position of window frames, through the use of color do not escape from its treatment, may be given corresponding interest. This method, if used with discretion, affords an excellent opportunity to achieve greatest results for smallest effort.

Let's think a bit about the inside, too. Here, of course, protection is unimportant. Beauty of color—of finish—of effect—is why we paint our walls and woodwork. We know this, yet how often it escapes our conscious notice that these daily surroundings are getting a bit dull. Subconsciously, though, we are affected.

Bright, cheerful, colorful rooms evoke corresponding qualities in ourselves. They tell us the home is pleasant in living that is one of all proportions to the cost of such renovation. Suppose, as a test, you make an inspection some of your own home—from room to room—looking at them as a stranger might. See them as they are. Imagine them as they might be.

How About
the
Inside?

Look
It Over

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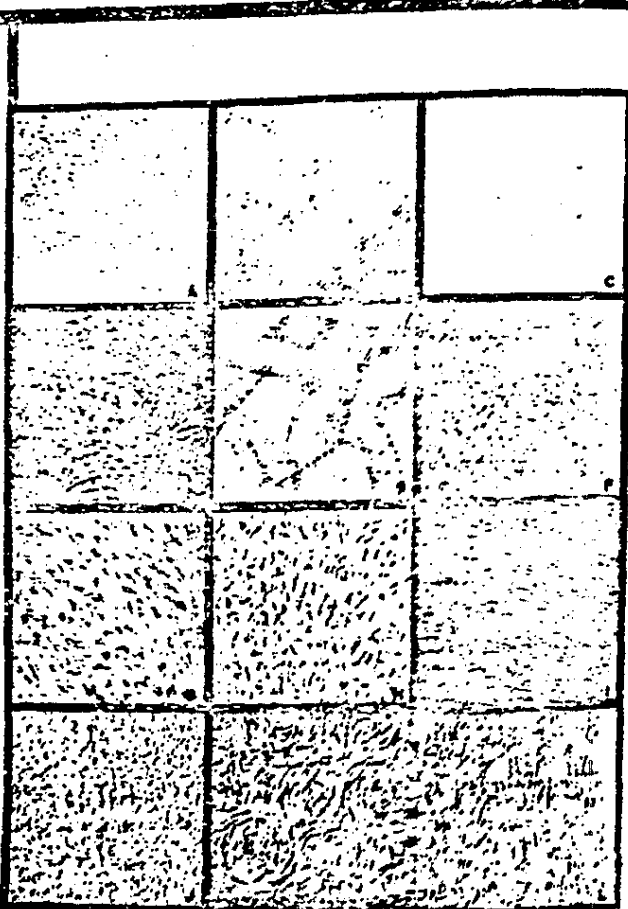
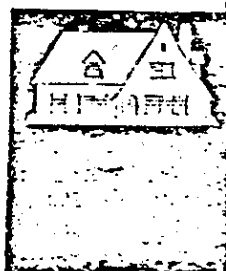


Figure 1. Comparison of the results of film processing with standard A, B and C. (A) Standard A, (B) Standard B, (C) Standard C, (D) Standard D. The results are shown on the opposite page as well as under the column number plate. The most representative of approximately standard condition.

Fig. 1

Remember that paint is not limited to plain one-tone effects. Should you desire something a little different, a little more elaborate, there are several variations that your painter can produce. For instance, he might suggest the crumpled roll, a soft feathery design effected simply by "lifting" portions of a wet top coat with a wad of crumpled paper exposing the color beneath; or the sponge mottle, where the top coat of paint is applied with a flat sponge instead of a brush giving an attractive pattern. Then there is the tiffany, often called the "glaze" finish because the colors are mixed as a thin stain, applied and blended together on a previously painted surface that has thoroughly dried. The soft and gradual blending of the color tones distinguishes this finish from all others. Or, you may prefer something in plastic effect where you have not only a choice of color but of texture as well. Sample panels of all these finishes are illustrated on the opposite page.



An illustration of what is the white finish looks like, although both areas are equal. The more general effect can be obtained with a wad of paper by painting this color in later colors or in dark colors, depending on the result desired.

But whether it is an outside job, an interior job or both, the next question that suggests itself is how should the work be done? What paint should he use? And who should apply it?

When it comes to the paint it always pays to use the best. After all, what you are buying in a paint job is *paint life*. If the paint does not stand up properly you are being cheated out of a portion of your investment in material and labor.

This is why it is never good business to put on a "cheap" paint. Not only does it fail to preserve its appearance for a satisfactory period, but it imposes a heavy tax in surface preparation charges before you can repaint once more.

But what is the best paint? As far as the skilled painter is concerned, this question has but one answer—white-lead. His experience has proved to him beyond the question of doubt that for economy, durability and long-lasting appearance there is no paint equal to pure white-lead.

The reputable painter cannot afford to guess when it comes to paint. His livelihood, his business future, his reputation as a craftsman all depend on knowing what paint will back up his

What
Paint
?

White-lead
is
Painter's
Answer

Page 7

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A circular logo featuring a vertical line that divides the circle into two equal halves. Each half contains two diagonal lines that intersect the vertical line, creating a stylized, symmetrical design. The logo is rendered in black and white.

(Morse)-Tide, too, is an extremely hot photographer of a poor kind, and the "New York Herald" than it is a hundred times after three years' experience. "In the month, the editor's correspondence" continues and further comparison for a long time yet.

And here are the figures. The whitened job was \$115, 3 years ago. This is \$115 per year. The "other" part was \$1200 but was only 2 1/2 years—resulting in an end that every bit of the old paper was to be compared. The "other" part was \$1200 but was only 2 1/2 years—resulting in an end that every bit of the old paper was to be compared. The "other" part was \$1200 but was only 2 1/2 years—resulting in an end that every bit of the old paper was to be compared.

The image is a high-contrast, black and white scan of a document page. It features a series of horizontal lines, suggesting a table or a form with multiple rows. A central vertical line or column is visible, possibly indicating a header or a specific data field. The image is heavily degraded with noise and artifacts, making the text and details difficult to discern. The overall appearance is that of a low-quality photocopy or a scan of an old document.

(Admiral)—This is what a steady hand is at. I've sometimes been like other men, you know, at a "dumpy" point job. I've been told to know this job done. It will not take the time to get it ready for squinting—that ends at 10. I've thought of you getting a dumpy job.

63 5

every claim. Does it not speak for itself when this type of painter, the connoisseur, recommends and uses white-lead.

White-lead, as you probably know, is sold in pure form—*unmixed and pure*. Before this pure white-lead can be used on your house the painter must add linseed oil, turpentine and drier oil, to make his paint he would use only flitting oil. It is important to understand that pure white-lead paint contains no other ingredients than these aside from the oil colors that are needed to produce the tint you want. Of course, if you want white, it is left as it is—no color added.

This "made to order" characteristic of white-lead is important to the painter and important to you. He knows, for instance, that the various sides of your house differ in exposure to the weather and that allowance should be made for this in the paint; that paint for yellow pine should be mixed differently than that for white pine; that humid climates require a reduction in the oil content of the paint; that the undercoat should be so mixed that it will provide proper "tooth" for the top coat; and so on. All of these things add to the life of a paint job and with white-lead the painter can vary the amounts of oil and other ingredients to produce the best job for you. In brief, white-lead in the hands of a real painter answers a custom-made paint specially designed to fit the conditions of your house.

In addition, white-lead brings you the opportunity to choose from a wide range of colors, just the tint or shade you desire. No need to compromise on something approximately what you have in mind. Finally, and very important, is the fact that you can be sure of what's in the paint—the quality of every ingredient—the composition of every brushful.

The paint you want on your house should give a tough, highly weather-resistant coating and should retain its good appearance over a long period. The paint film, furthermore, should remain elastic. This is important. Wood contracts and expands due to atmospheric changes. A paint film that is hard and unyielding, or that becomes so, cannot follow this short-cut shrinking and stretching of the material to which it is applied. Consequently it pulls apart. Cracks appear in the film that extend clear through to the wood beneath. Moisture

What Is
White-Lead
Paint?

A Custom-
Made Paint

Many
Colors

Elastic
Paint
Necessary

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White-Lead Does Not Crack or Scale

entering these cracks gets under the paint, causes it to scale from the surface leaving bare spots that grow larger as time goes on and that are totally unprotected from the weather. The inevitable result is an expensive preparation job before any repainting can be done.

A white-lead film is never subject to this defect. It remains elastic; conforms to the "give and take" of the surface beneath. Consequently it does not crack and scale and when repainting time comes around there is no old, scaly paint to be burned or scraped off—a job which sometimes costs almost as much as the actual repainting. It stays unbroken, smooth and even, wearing down slowly by gradual chalking, always providing a continuous coat of protection for the surface.

Remember the amount you pay for a paint or for a paint job doesn't determine how much it costs. *Years of wear* are the determining factor. Let's take an example:

If you use a "cheap" paint on your house, pay \$250, we'll say, for the job and get as much as two years' service out of it, you *do* get a "cheap" paint but you *don't* get a cheap paint job—not when you pay for it at the rate of \$125 a year.

If a Dutch Boy or Carter white-lead job, on the other hand, at say \$270, stands up only four years—and most painters claim it is good for at least five or six—your paint cost is only \$67.50 a year instead of \$125. And mark this important fact too: For every extra year that white-lead lasts—that is, every year beyond four—you save an additional \$125.

Besides, don't forget that white-lead paint wears down uniformly, leaving a smooth even surface, and this takes off a

White-Lead Saves on the Next Bill, too



It is not only to know the lower cost door when building on a white surface when a smooth finish is desired. In the most doors, for example, all these doors are properly covered in thickness, I obviously, however, the true values on the job, get of each crystal procedure that neither give the proper door of attention.

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good portion of the next painting bill. Often a painter has to charge about as much for scraping off old scaly paint as for applying the new paint. And too, this removed paint must be replaced with an extra coat—three coats instead of the usual two for repainting. A preliminary dusting off is all that a properly white-lead surface needs when repainting time comes.

We come back now to that important question—who should apply the white-lead? Here is where too many property owners fail to appreciate the dollars-and-cents value of competent, skilled painting craftsmanship.

If there was no more to painting than covering the surface you could get anybody to do it. Then, the less you paid for the labor the better off you would be.

But painting isn't simply covering the surface with a substance called paint. Painting is an acquired art. It is acquired through training under competent supervision, through study of good practice and of field tests, through experience of knowing what to do and how to do it.

Painting will never be a standardized affair. There are too many variable factors that affect the finished result and that influence the life of the paint job. Humidity, kind of surface, condition of surface, time of year, amount of sunlight—these are just a few of the elements whose effect must be understood by the man doing the painting before he is qualified to say "I am a master painter."

It may surprise you, for example, that even pure white-lead paint that has lasted for four, five, six and even more years on

Who
Should Do
the
Painting?

Painting
Requires
Skill



In this respect, the owner of the middle house has used a gray tone that effects a transition between the two neighbors and in itself made more generous by the contrast on either side. Don't mind the principle that a house situated between two others should be in harmony with both.

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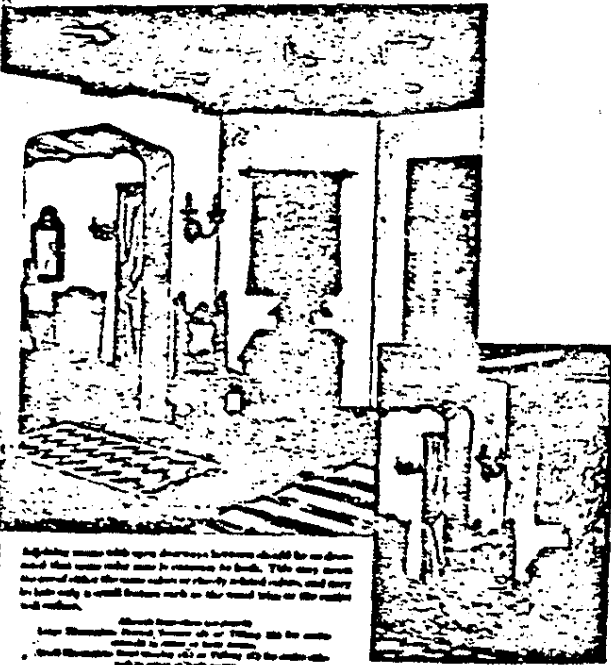
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Lighting means this open doorway between should be as dark as that room when you are entering the hall. This may mean the use of either the same color or closely related colors, and try to put only a small feature mark on the wall like the rug and ceiling.

Almost everyone can paint. Keep themselves from getting up or falling into the water. It is better to have a few more than to have a few less. It is better to have a few more than to have a few less.

The Risk Is Yours

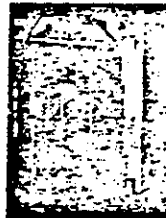
Thousands of houses might last only half that time on our house if it is applied by unskilled and incompetent labor. You cannot expect the handy man or the factory worker who has taken up painting as a "fill-in" to know the things that must be done if you are to get a paint job that will look right and last right. To him paint is paint, regardless of when or where it is to be applied. He hasn't had the training or the experience

to teach him differently. Do not allow him to experiment on your house at your expense. You cannot be too particular in this regard. The return on your painting investment is directly affected not only by the paint used but by the degree of skill with which it is applied.

If you do not know the painter soliciting your patronage, either through work he has done for you before or through work he has done for your friends or neighbors, take the trouble to check his references. Talk with the people he has worked for. It is a simple way of making sure that he is reputable; that he is safe to deal with; that he is a competent craftsman.

When it comes to the estimate, there are some things that should be mutually understood between you and your painter. This is the best way to avoid the possibility of future controversy. First, be sure the estimate covers everything that you want painted—the house itself including ash and trim, the roof, the blinds, the screens, the leaders and gutters, the

Talk It Over with Your Painter



Shutters and screens are often overlooked but are extremely important. Appropriately colored leads not only protect the surface of the door but help to make it the best point of color balance. A closed door the distance to an additional coat of paint.

Light, dark, white, cream, yellow, green and blue are almost invariably the proper colors for small houses regardless of the weather and type. The objective is to harmonize the appearance of the house.

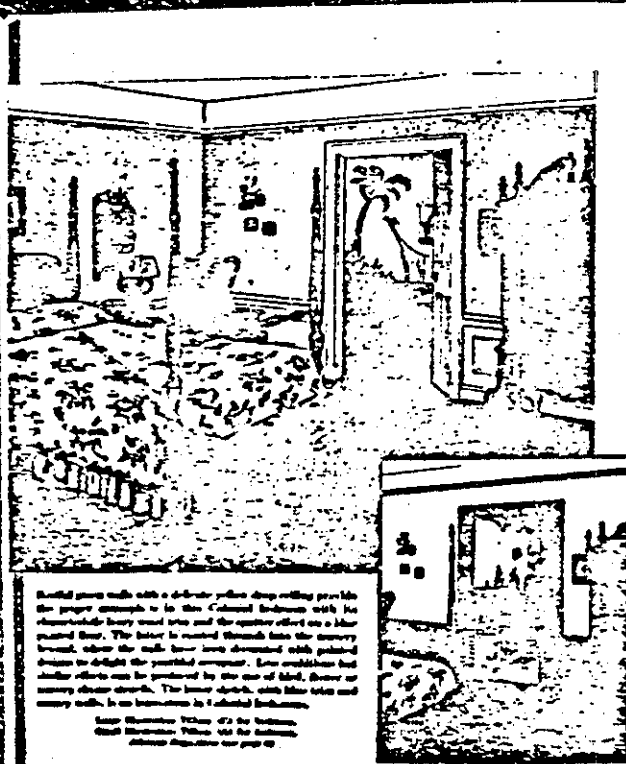
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Bedroom with a double bed, a desk, and a chair. The room is furnished with a bed, a desk, and a chair. The room is furnished with a bed, a desk, and a chair.

Bedroom with a double bed, a desk, and a chair. The room is furnished with a bed, a desk, and a chair. The room is furnished with a bed, a desk, and a chair.

gange, fences, inclines, pergolas—and that the number of each is specified.

Also, discuss with him what allowance has been made for surface preparation—getting it ready for painting. By this we mean such things as sandpapering and dusting off the surface to be painted; cleaning out gutters; nailing down loose boards and shingles; replacing any small pieces that may be

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The chief point to bear in mind in the decoration of a house of this period was the understanding of the more architectural details to prevent a mass of color being used. This is best accomplished through the use of similar tones of color in the house and upon body and the avoidance of prominent tones which, although the color may be softened to a remaining color if so desired.

missing; scraping off any loose paint; touching up bare spots; removing loose paint from sash; or, in the event of a badly blistered and peeling surface, make sure that allowance has been made for the necessary burning and scraping.

All this preliminary work is most important to a satisfactory paint job and as it consists entirely of time and labor its omission may make a considerable difference in any estimate. Make certain therefore, that any of this work that is necessary is definitely specified.

Surface Preparation Important

Surface preparation is also important on an interior job. If the plaster is new and has not sufficiently aged, a neutralizing wash of zinc sulphate may be required. There are usually holes to be filled, cracks to be closed up, loose paint to be removed. If the previous paint has a gloss, the entire surface should be sand-papered. Much the same things apply to interior woodwork. Make sure that these points are covered in the estimate.

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The beautiful architectural lines of the Southern Colonial are enhanced by the proper use of color. It is well to bear in mind, however, that although the occasional yellow body may be easily carried to all white or to a other gray. It is not wise to go much further than this. Further, use harmonizing lines, greens or browns as decorative colors to give any individual note of interest.

The filling of cracks and surface defects in exterior wood is an important consideration. All nail holes, dents, cracks, joints and other defects should be puttied after the priming or first coat of paint has been applied and is thoroughly dried. If your house is stucco, has allowance been made for carefully filling in the cracks that often exist between the wall and the doors and window frames?

**Be Sure
Everything's
Insulated**

How about the painting of the sash? It makes a lot of difference whether a painter figures only one coat over the putty or whether he intends to trace the sash a second time, after the final coat goes on the house. If your house has two coats, the putty should have two also.

Check up on how the painter plans to do the porch floor. Here is a surface that gets a lot of wear and must be carefully

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ORIGINAL

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painted to give service. This includes sandpapering before painting, putting the cracks and sandpapering each successive coat. If your house has enclosed porches, are they or are they not included in the estimate?

Do not forget the screens. Has allowance been made for their painting? And are their frames to be painted the same



There is a single life contained. Just given and there also the one with a definite feeling of destiny - a feeling associated by the simple confidence of the present. It is not a bound object is produced by the abstract, and there in the act of light, which has been also by ourselves and the other. The sensitive and the present, each in a different order, all things under others should be used only where there is an experience of least remarkable account of natural light. Striving others will also together to enter upon the work of progress of life.



Page 5

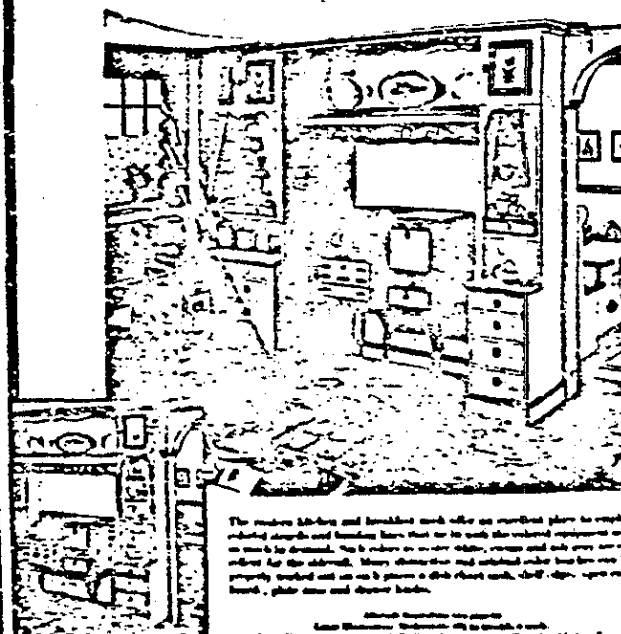
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The modern kitchen and breakfast room offer an excellent place to equip selected appliances and fixtures here that are in with the modern equipment and as much as desired. No. 1 colors in white, orange and red are the colors for the kitchen. Many decorative and selected color have been to properly marked out on a 1/2 page a dish cloth with, shelf, cup, spoon rack, plate rack and dinner table.

Marked dimensions are given. Small dimensions, indicated, are to match a wall. Small dimensions, indicated, are to match a wall.

color on both sides or in the inside to match the woodwork of the room for which the screen is designed?

Also make sure about the roof, that is, whether it is to be included and, if so, whether paint or stain is figured.

There are a few other points that, while they do not directly influence the life of the paint job, do have an effect on your pocketbook and your temper. For instance, on construction work the careful painter will make sure that any shrouding or

Mark of the Careful Painter

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walls that might be defaced by paint spots are covered with drop cloths and in interior work will see that everything that might be damaged by paint is well protected. He will also see that neither he nor his men track up the house going in and out. He will have a rack for his ladders or store them in such a way that your lawn is not injured. He will see that no paint is left on the window glass to cause an extra charge by the window cleaner. If awnings are up, they will be taken down and not painted around. The windows when painted won't be forever gummed shut. The roof if it is made of breakable shingles will be protected when it is necessary to walk over it. Of course these are all things that are not usually covered in a specification but they do go with a workmanlike job and it will do no harm to discuss them beforehand.

Use the
Check List
Contract

As a convenience to you and to the painter who does your work, we are enclosing a copy, in duplicate, of what is known as a Check List-Contract Blank. On this blank, which is in



The absence of trees and other heavy foliage makes it possible and desirable to paint this exterior a rather deep green. However, the photograph was taken with a portable camera in the morning when the sun was low and the shadows long. In places of overexposure, the color is lighter than it would be under normal conditions. All colors, this film is subject to some variations, so for instance, the use of an orange stain or differently colored building lines, and can be made to compare with indicated color photographs.

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1980

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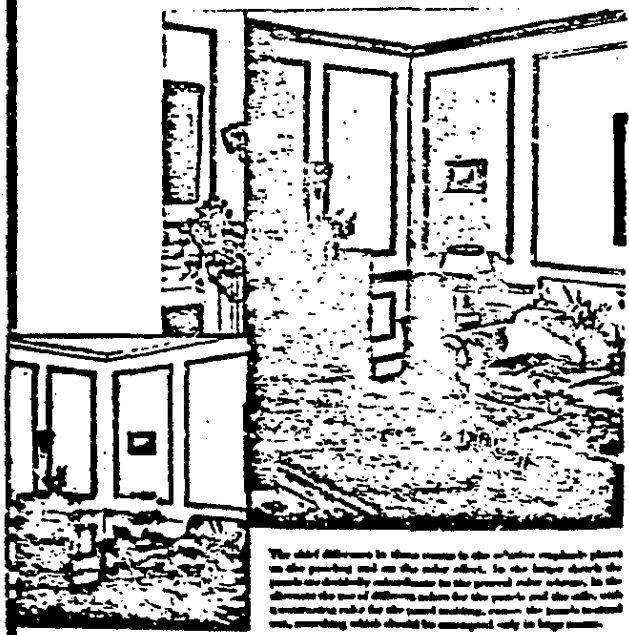
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Specifications Important

the form of a contract, are listed all of the surfaces which are normally painted so that it is a simple matter to include the work to be covered by the contract. There is also provision made for the specifying of definite materials to be used on the job. We urge you to use this blank, and we know that your painter, if he is not already using these or similar blanks, will be glad to have the job handled in this business-like manner. Let us emphasize once more the importance of having definite specifications. Specify the surfaces to be painted, the



The chief difference in these rooms is the relative emphasis placed on the painting and on the other effect. In the larger room the paint is definitely subordinate to the general color scheme. In the smaller room the use of different colors for the walls and the ceiling, with contrasting colors for the panel molding, makes the paint treatment one, something which should be assigned only to large rooms.

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The predominance of two is characteristic of large houses of this period, and for that reason light trim values should always be employed to preserve good balance and avoid giving too much emphasis to these windows and trimmings. By the same token, relatively dark values can be used on the body and, as in the case of the large dark, even going to possible although the surrounding foliage is quite heavy.

number of coats and the materials (by brand) to be used. And, in this latter case, if you are to know that the materials are what they are supposed to be, they should be delivered to the job in their original containers, sealed and with their labels plainly in evidence. Take the slight trouble to check up on this. The reputable painter will not be offended by your carefulness. It is as much to his interest as to yours to have this point well verified while the job is in progress.

We hope that the reading of this booklet has helped to simplify the entire subject of painting; that it has refreshed your memory on the points to look for in a paint job; that it has presented evidence to convince you the painter should be carefully selected and the best materials specified.

We hope also that the color illustrations throughout the booklet will be of assistance to you in selecting the proper

Our Special
Decorative
Service

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An excellent example of the way paint can be used through the medium of stenciling or hand-painting to bring warmth and color to the monotony of a bare room of plain wall. The color used for this purpose may be darker than the default as in the case of the two rooms of lighter as in the illustration below.

The color used in these two treatments also illustrates the effect of warmth conveyed by the blue and yellow and the contrasting pattern of blue. It is well to bear this relation in mind when considering the decoration of any room.

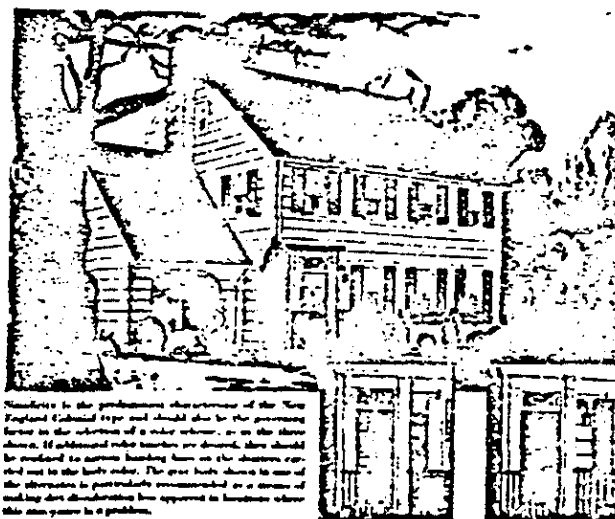
Below: Illustration for page 10
 Color illustration showing the use of blue and yellow in the room of a bedroom. The room is decorated in blue and yellow.



color treatment for your home. Should you desire further specific information along this line, we are glad to offer the services of our Department of Decoration. Simply write to us for a blank which you can fill out with the necessary data. When this is returned, individual color schemes will be made up to fit your particular requirements.

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Headings in the preliminary illustrations of the "New England Colonial" type and should also be the governing factor in the selection of a color scheme, as in the three shown. If additional color headings are desired, they should be ordered to appear heading them on the drawings, and not in the text body. The great bulk shown is one of the illustrations is particularly recommended as a means of making the illustrations less apparent in locations where this may prove to be a problem.

This service is likewise available for answering any special questions of a technical nature that either you or your painter might have. In this connection, if you have occasion to refer to any of the illustrations appearing on these pages, please mention the edition of the booklet as well as the page number. This edition is the seventh to appear under the title "The House We Live In." The illustrations, as well as their locations, vary in the different editions so confusion may result unless you identify the particular edition to which you refer. There is no cost or obligation attached to the use of this service at any time.

As a final word, let us repeat—if your home needs painting now, there are three important things to do—choose a reliable painter—specify the best materials by brand—select a good color scheme. And, above all don't delay.

No Cost or
Obligation

Don't
Delay

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