

Baltimore's City Government Specifies White Lead

HOW white lead and oil helps to solve a large city's painting problems is well illustrated by the experience of the City of Baltimore, Md.

Since their switch to white lead specifications early in 1937, the City Bureau of Central Purchase reports that they have been free from many of the diffi-

culties that were experienced in the past with the purchase of other paints, and are getting the most satisfactory results with their white lead program.

Before 1937, Baltimore purchased paint under specifications calling for a multi-pigment paint meeting various minimum requirements. This system, however, showed numerous drawbacks. Most important of these according to J. H. Gaston, Purchasing Agent for the City of Baltimore, was the difficulty in obtaining a uniform product. Better standardization of paint specifications was needed if Baltimore was to have more efficient purchasing and greater satisfaction from its painting. As a result, the Board of Central Purchase began a program calling for pure white lead paint. Today this city specifies white lead and oil paint for over 65% of its total paint purchases, with the percentage of white lead over other paints increasing every year. The yearly increase in white lead consumption by the City of Baltimore is clearly shown by the following figures:

1936.....	6.325 lb.
1937.....	27.850 lb.
1938.....	99.575 lb.
1939.....	103.725 lb.

In a recent interview, Mr. Gaston expressed the following views in behalf of the Bureau of Central Purchase:

"We are having excellent results with pure white lead and oil. Purchasing has been made much easier and more efficient and we are noticeably free from the difficulties we once had with some of the lower grade paints on the market. Although there are many excellent ready mixed paints, it is frequently difficult to differentiate between the good and the bad. We are finding that our lead and oil jobs are not only giving us the best of service but are proving highly economical as well. At present, white lead constitutes over 65% of our total paint purchases. We are going to increase this percentage every year because we feel that white lead does a better all around job than any other paint."

There are many excellent reasons why white lead has solved Baltimore's



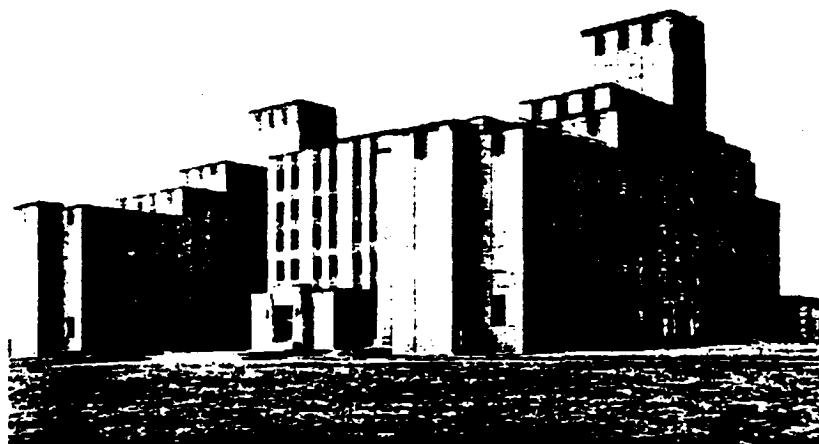
The Municipal Office Building of the City of Baltimore. All exterior trim and the entire interior of this building have been painted with pure white lead and oil in accordance with City of Baltimore specifications



The Nurses Home at the Baltimore City Hospital. Pure white lead paint provides lasting decoration for interior walls

paint problem. Paste white lead is a standard product, which, when bought from any of the established white lead manufacturers, will be found to be of highest quality and uniformity. Since white lead is so thoroughly standardized, its specification and purchase is greatly simplified. This fact and the recognized durability and low cost of white lead has made it the one paint that completely satisfies Baltimore's paint requirements.

Illustrated on this page and on the cover are some of the Baltimore city buildings recently painted with pure white lead paint in accordance with the new specifications for city painting. These principle buildings and many others including a majority of the City schools are now being painted both exterior and interior with pure white lead and oil.



The Baltimore City Hospital. Exterior trim and all interior rooms except a few requiring special treatment are painted with pure white lead and oil and permitting repeated washings for sanitary purposes

F. H. A. Modernization Drive in Full Swing

ANOTHER nation-wide modernization drive sponsored by the Federal Housing Administration was begun in mid-August and is now proceeding at a rapid pace. Among the many items eligible for loans, painting, sheet metal work and roofing, and plumbing modernization are three of the most important and popular.

The campaign offers an excellent opportunity to architects, builders, contractors and others to benefit by the widespread interest aroused by the F. H. A. publicity. An attractive window display in three colors, a two-color booklet for distribution to home owners by contractors, and a manual for contractors explaining how they may increase their sales through the F. H. A. installment payment plan are all available free of charge. They may be obtained directly from the F. H. A. at Washington or its 64 field offices.

Armed with such excellent sales material contractors should experience no difficulty in pushing remodeling work, especially where they plan to use lead products. In many cases remodeling must be done in cramped spaces where rigid materials are diffi-

cult to install. This is true of both plumbing and sheet metal work. In plumbing, additional bathrooms, new fixtures, shower stalls and new pipes to replace old clogged or leaking pipes are easily roughed in with flexible lead pipe. With lead pipe unusual bends and changes in direction, necessitated many times by remodeling work, are but a simple matter. Their installation with screwed systems would mean many extra fittings and a consequent increase in cost. Also, by eliminating the projecting bulk of such fittings, the lead piping may fit into the smallest possible space. The flexibility of sheet lead, too,

renders this same working advantage. flashings and other new and replacement work being easily and snugly fit into even the most difficult corners. Moreover, the fact that the new low cost of hard lead flashing makes this material competitive with other metals commonly used is a sales factor of great importance to home owners who wish to obtain the most from their building dollar.

Whether in new work or repainting there is, of course, no substitute for pure white lead, and the economy of white lead jobs will be an added sales factor to help contractors obtain remodeling work.

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Comfort

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PAY-BY-THE-MONTH PLAN

Window streamer and side pieces each measuring 60 x 16 in. provided to contractors by the F.H.A. to help them tie in with fall modernization drive. At right, a window display poster, 28 1/4 x 38 1/4 in., also provided.

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