

CHAPTER I Some Paint Facts

Before taking up the actual mixing and the use of paint, it may be well to consider briefly the paint to be used. Whether it is an outside job or an interior job, the kind of paint used is as important as the way it is used.

One thing is certain - when it comes to paint it always pays to use the best. After all, what you are seeking in a paint job is paint life. If the paint does not give good service you are being cheated.

What Is The Best Paint?

The experience of the skilled painter has shown him that for economy, durability and long-lasting appearance no other paint equals 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 every claim. The fact speaks for itself that this type of painter, the country over, recommends and uses white-lead.

Elastic Paint Necessary

The paint on a house should be designed to 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 also is important. Good contracts and expands due to atmospheric changes. A paint film that is hard and unyielding, or that becomes so, cannot follow this alternate shrinking and stretching of the material to which it is applied. Consequently it pulls apart. In the film appear cracks that extend clear through to the wood beneath. Moisture entering these cracks gets under the paint - causes it to scale from the surface leaving bare spots that grow larger as time goes on. The inevitable result is expensive preparation of the surface before any repainting is 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 and scraped off - a job which sometimes costs almost as much as the actual repainting.

A white-lead paint film stays unbroken, smooth and even, wearing down slowly by gradual chalking, always providing a continuous coat of protection for the surface that it covers and, in the end, a perfect surface for repainting.

Remember this important fact - that the amount paid for a paint or a paint job doesn't determine how much it costs but the years of wear do.

The paint for interior surfaces should also be elastic - in the sense of versatility. Whether the decorative effect depends on color, finish, texture or a combination of all three, white-lead paint can be mixed to produce exactly the effect desired. Another advantage of white-lead paint for interior use is its washability. Dust and grime on walls painted with white-lead can be washed off without noticeable effect on the paint.

White-Lead's Low Cost

Because white-lead, properly applied, furnishes protection and decoration over maximum period of time - it is accepted everywhere as a paint of the highest quality.

This does not mean, however, that white-lead is also an expensive paint. On the contrary, it is decidedly economical - whether mixed from paste white-lead or purchased ready for the brush.

Because paste white-lead is bought by the pound, few users realize how little they are paying for the paint by the gallon when they mix it from paste white lead. However, it's easy enough to figure out. Just add the cost of the white-lead to the cost of the vehicle with which it is mixed. Then divide by the number of gallons obtained.

If you prefer Dutch Boy Pure White Lead Paint, the ready-to-use product, you will find that it is priced so that you get all of white-lead's advantages at no greater cost per gallon than regular quality paint.

Heavy Paste and Soft Paste White-Lead

Dutch Boy paste white-lead is sold in two forms - heavy paste and soft paste. Both are pure white-lead. Both sell for the same price. Heavy paste white-lead has been used for many years. Soft paste is of more recent development.

The terms "heavy" and "soft" refer to the consistency of the white-lead. In fact, soft paste white-lead is simply heavy paste to which has been added a small amount of turpentine, thoroughly ground in at the factory with special mills. This produces a white-lead which can be thinned to paint more quickly and more easily than heavy paste. The resulting paint is exactly the same in either case so it is simply a matter of personal preference which form of white-lead shall be used.

There is nothing difficult or complicated about mixing white-lead paint. The actual mixing operation is simplicity itself as may be seen from the illustrations on page 12. White-lead is simply poured into a mixing tub, the vehicle added and the batch stirred.

For painting exterior and interior surfaces of various materials, simplified volume mixing directions are shown in the front of this book. For many people it is easier to mix white-lead paint this way. However, the mixing directions for the s and a l other surfaces are also given in formula form since this is the standard method, particularly for large batches of paint.

The "made-to-order" feature of paint mixed this way is important. It means, first, that you are sure of getting a paint exactly suited to the surface to be painted.

For instance, yellow pine may require a little different paint mixture than cedar; in humid climates more oil is required in the final coat of paint; the undercoat should be so mixed that it will provide proper "tooth" for the top coat.

In addition, white-lead can be tinted to a wide range of colors. You can get just the tint or shade desired. No need to compromise on a color that only approximates what you have in mind.

Dutch Boy paste white-lead may be obtained in the following size steel packages at practically any store selling paints: 100-pound cans, 50, " and 12-1/2 pound pails, 1 and 3 pound tins. The soft paste containers are plainly marked "Soft Paste."

Dutch Boy Pure White Lead Paint

Dutch Boy white-lead is also available ready-to-brush. This product is known as Dutch Boy Pure White Lead Paint and comes in two forms - a special exterior primer and an outside white. Both contain nothing but pure white-lead plus the necessary linseed oil, thinner and drier.

These two forms are particularly designed for use together to produce sparkling white two-coat jobs on either new or old wood. The primer is formulated to give extra sealing and hiding and to provide the proper foundation for the finish coat of outside white. The outside white is a full-bodied, smooth-flowing and easy-brushing paint so that the result is a fine appearing paint job with all of white-lead's durability and weather-resistance.

Dutch Boy Pure White Lead Paint and Dutch Boy Pure White Lead Exterior Primer come only in white and are for exterior use. However, like all white-lead paint, they can be easily and quickly tinted with Dutch Boy colors in oil. Full directions for their use will be found on each container. The general instructions for the preparation of the surface and the application of paint as contained in this book apply to this ready-to-use paint as well as to paint made from paste white-lead.