

Pertinent Factors in Interior Painting and How White Lead Meets Their Requirements

INTERIOR painting is a question of great importance in the decoration and protection of public buildings. It is essential that those who purchase and specify painting for such structures study their painting problems

from a careful and analytical approach. Painting is assumed, all too often, to be just something that occurs from time to time. As a result, painting expenditures are often much greater than would be necessary had

careful attention been given. The accompanying table indicates briefly the functions of interior painting, the necessary qualities of a suitable paint and how pure white lead and oil meets these requirements.



MIXING INSTRUCTIONS FOR INTERIOR PAINTING



San Antonio High School. Various interior paints have been tried for several years in San Antonio schools with little success. As a result white lead is now largely relied upon

NEW WORK

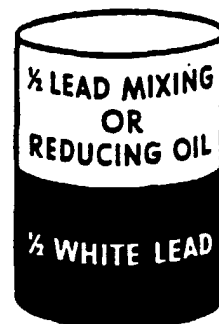
FOR unpainted inside wood, take about one-third of the white lead paste and mix it with an equal volume of linseed oil and two-thirds as much turpentine to make the priming coat. If raw linseed oil is used, add $\frac{1}{4}$ pint liquid drier for each gallon of paint made.

For unpainted plaster and wall board, take about one-third of the white lead paste and mix it with a third again as much lead mixing or reducing oil to make the priming coat.

In both cases, follow with two coats described at left. Coverage per gallon:

Priming Coat: on wood—700 sq. ft.
on plaster—800 sq. ft.

REPAINTING



USE ABOVE
FORMULA FOR
BOTH COATS

COVERAGE
800 SQ. FT.

PERTINENT FACTORS IN INTERIOR PAINTING

PURPOSE	QUALITIES NECESSARY IN PAINT USED	HOW WHITE LEAD MEETS THESE REQUIREMENTS
DECORATION To improve appearance and provide cheerful interiors conducive to better work and study.	The paint should be obtainable in an unlimited variety of shades and colors with assurance that these shades and colors may be duplicated at any time.	White lead may be easily tinted to an unlimited variety of shades and colors. Moreover, white lead is tinted to the amount needed for each color only. Consequently, it is not necessary to stock a large supply of standard colors of paint, much of which will not be used, with resultant waste.
SANITATION To keep walls, ceilings, and trim free from accumulations of dirt and other matter.	The paint must be truly washable, not merely once, but repeatedly. In order to promote cleanliness, accumulations of dirt, grease, finger marks, etc., must be easily washed off without injury or erosion of the paint film.	White lead is really washable. Numerous tests have shown how ink, pencil, crayon, dirt, and other surface disfigurations are easily removed. Basically responsible for this quality is the fact that white lead is not affected by moisture, allowing repeated washing without injury to the film. Moreover it is not porous and dirt cannot become imbedded in the film.
LIGHT REFLECTION To provide better dispersion of light, saving electricity and reducing eye-strain.	The paint must be obtainable in a flat finish and must flow on smoothly and evenly without humps or ridges which will interfere with uniform light dispersion.	A smooth flat finish is easily obtainable with white lead, either by the use of lead mixing or reducing oil, or by adjustment of the oil and turpentine proportions. White lead always flows smoothly and freely from the brush, eliminating surface irregularities.
PROTECTION To protect the surface from interior moisture and other conditions.	It must form a smooth but elastic paint film which will anchor itself solidly to the painted surface, wearing from the outside in so as to maintain always an unbroken film over the surface.	Like lead itself, white lead paint is flexible, absorbing surface movements without cracking the film. It has a unique affinity for oils and is amazingly tough, bonding itself tightly to the surface. Moreover, white lead wears from the outside in, maintaining continuous surface protection.
ECONOMY For maximum economy, maintenance cost as well as initial cost must be low. The foregoing functions must be obtainable for the longest time without repainting.	The material used should have excellent durability and continued good appearance, brought about by washing, to put off repainting as long as possible. The original cost per sq. ft. applied* should be low. Of tremendous importance too, the surface should always be in good condition for repainting to avoid costly surface preparation at the time of future repainting.	Years of experience have proved the unsurpassed durability of white lead. This durability, plus the fact that the original freshness of the painted surface can be maintained by washing, increases the length of time that may pass before repainting is necessary. Moreover, when repainting finally does become necessary, white lead surfaces are always in good condition and do not need expensive surface preparation. A further advantage is that the high quality of white lead can be duplicated at any time in the future.

**To analyse interior painting costs, the following formula should be used:*

$$Cx = \frac{Cg}{Sg} + \frac{Cld}{Sld}$$

where Cx = final cost per sq. ft. of painting.

Cg = cost per gallon of paint.

Cld = cost of a labor day.

Sg = sq. ft. covered per gallon

Sld = sq. ft. covered by one painter in one labor day.

For white lead, these figures will be: Ng is 800. Nld 1500-1600

and Cg in the neighborhood of \$2.50+. The final figure should be divided by the years of life you expect from the paint. With three coats of pure white lead and oil, ten to twenty years of life may be assumed. By checking white lead costs against other paints, the reason is obvious why pure white lead and oil is used so widely in painting the interiors of schools, hospitals, office buildings, apartments, churches, factories and other buildings.

*Exact price dependent on local and market conditions of all ingredients.