

WHITE LEAD PROMOTION PROGRAM

LEAD INDUSTRIES ASSOCIATION

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

July 7, 1938

Bulletin No. 10

Radio Broadcasting

To Members Supporting the White
Lead Promotion Program:

Through the courtesy of our advertising agency, Arthur Hudson Inc., we were able to make arrangements with Prof. C. E. van Vlack of Iowa State College to broadcast on the Goodyear Farm Radio News program on June 9th, over the National Broadcasting Company's network, from Station WFL, New York. Prof. Van Vlack spoke on the subject of Painting on the Farm, and paid high tribute to white lead, as a copy of the broadcasts attached indicate.

Prof. Van Vlack repeated his broadcast from Station WMAZ, Chicago on June 20.

The stations carrying his broadcast were as follows, and covered a large part of the United States:

Over Station WFL - New York

WZL	Boston
WFLA	Springfield
WTKA	Pittsburgh
WSTY	Syracuse
WEAM	Rochester
WTVN	Jerseytown, N.Y.
WZL	Baltimore

Covering the States of:

Maine
New Hampshire
Vermont
Rhode Island
Massachusetts
Connecticut
New York
New Jersey
Pennsylvania
Maryland
Delaware
West Virginia
East Ohio

Over Station WMAZ - Chicago

WTAM	Cleveland
WTV	Detroit
WLV	Cincinnati, Omaha
WKE	St. Louis
WTCN	Minneapolis
WBO	Des Moines
WTFD	Toledo
WMA	Shenandoah
WBOO	Sioux Falls
WTFE	Bismarck
WDAY	Fargo
WREN	Kansas City
WYOO	Tulsa
WYOK	Oklahoma City
WZOO	Dallas and Ft. Worth
WNYE	Houston
WZAM	Pittsburgh, Kansas
WYFC	Amarillo
WYOV	Weslaco, Tex.
WYEC	Hot Springs
WZAI	San Antonio
WYVO	Ft. Wayne

Respectfully yours,

J. J. Hansen
Secretary.

N 2990

GOODYEAR FARM RADIO NEWS

FRIDAY, JUNE 9, 1939

1115-1130 PM EDT

Interview of Don Goddard, Goodyear Farm
Reporter, with Professor C. H. Van Vleet
of Iowa State College, Ames, Iowa

Subject: Planting on the Farm

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GODDARD

I know you are all very busy this season of the year but I know that a great many of you are already figuring on your late summer and fall work. And part of that work will be to do some painting around the place. In fact I already have received numerous inquiries from our farm audience as to painting on the farm. Both equipment and structures. Most people naturally want to know the best and most economical way of painting. So I invited one of the outstanding authorities on painting on the farm to be our guest today. He is Professor C. E. Van Vlack of Iowa State College at Ames, Iowa. And he has made a study of this subject over many years. Now would you answer that question, Professor Van Vlack, as to the best and most economical method of painting on the farm.

VAN VLACK

The best paint, Mr. Goddard, is the most economical paint in the long run. Painting that is done for appearance alone should be ample justification. It bolsters home pride and satisfaction. The artistic use of tints and colors makes the home attractive and interesting. Furthermore, good paint prevents wood from checking and warping and becomes an important factor in preventing the deterioration of farm paints. Steel and metal work corrodes unless it is covered with rust-preventing paints. Although painting contributes greatly to this, its greatest contribution will always be, as it always has been, to the esthetic and cultural attributes of country life. Farm people who are minded to esthetic evaluation of a well painted and well appointed farmstead are not only making for greater appreciation of

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VAN VLACK (CONT'D) the farm home but also the community.

GODDARD That is a very interesting slant, Professor Van Vlack ... the esthetic side of paint on the farm. Perhaps most people don't think of it in those terms, although they may certainly appreciate the result of it. You spoke in this instance about the best way being the most economical way. Just what do you mean by that?

VAN VLACK In other words, you were wondering just what paint service is worth?

GODDARD Yes. Just what do you mean by paint service?

VAN VLACK As we think of service ... that is life service ... we immediately question the cost, too. Cost of exterior paint maintenance should be considered on an annual basis, rather than the total cost for a paint job as one large sum. Very few materials are ever expected to provide as much durability and service, especially as compared with their thickness, as a film of high quality paint. If the total cost of the paint material for painting a two-story house amounts to \$25.00 -- which would be enough paint to cover 7200 square feet, or about 2400 square yards, three coats figured on an annual basis -- this is less than \$5.00 per year or at the rate of less than two cents per square yard per year for the valuable service the paint renders. Or, let us see it from another angle, just like insurance, telephone or electric light service, on a certain rate per month. The appearance of a set of farm buildings should be considered as a monthly or yearly investment and planned for such a basis.

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GODDARD What kind of conditions should satisfactory paint be asked to withstand?

VAN VLACK In other words, what should a paint do? A thick sheet of exterior paint material, if properly formulated and applied to the wood surface, withstands the many varying conditions that may occur on the average home. First a shower of rain may beat against the house, then a few hours later hot sunshine. In the summer time, the temperature on the sunny side of the house may go as high as 120° Fahrenheit. Scientific tests have shown that the ultra-violet rays of the sun hasten the wearing away of paint. In the winter, snow and frost, with temperatures in some localities well below zero, are common. Changes in temperature and humidity conditions result in expansion and contraction of building materials, which places considerable strain on the paint film unless it is tough and elastic and has good anchorage.

GODDARD Considering the conditions that paint must face on the farm, what ingredients should satisfactory farm paint contain?

VAN VLACK That is a very important question, Mr. Goddard. After all there need be nothing complicated or mysterious about paint. Good paint consists of an oil or binding liquid, mixed with a powder in a dry or paste form, known as pigment. Good white outside paints contain either white lead alone, as the pigment or a large proportion of white lead mixed with smaller quantities of other opaque pigments. Color pigments are added to the white to produce tinted paints, or used to produce dark tints.

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VAN VLACK
(CONT'D)

In the evaluation of paints, tests have proved that the durability of white and light-colored tints depends to a great extent on the percentage of white lead used in the paint.

White lead is known as an active paint pigment. It has a strong affinity for linseed oil. No liquid has been found to excel linseed oil as a paint vehicle on outside wooden surfaces. White lead reacts physically and chemically with linseed oil to produce a tough, elastic paint film. White lead is the only white pigment which alone with linseed oil will produce a durable paint. With age and exposure it wears down slowly and evenly, leaving an ideal surface for repainting, rather than failing severely by cracking or scaling.

GOODARD

You spoke of tests, Professor Van Vlack. To what tests do you refer?

VAN VLACK

In tests at North Dakota Agricultural College, one hundred and twenty commercial paints were exposed to the weather after being applied to four different kinds of wood. These paints were gathered from many different sections of the United States. The fifteen paints which were noted as being most durable had from eighty per cent to one hundred per cent white lead in their formulation, and in general as the white lead content increases the durability increases.

GOODARD

I see now how the best paint may well be the most economical in point of view of long service. But how is the farmer to know when he goes to buy paint, what kind will give him this service?

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VAN VLACK Before buying any paint it is advisable to know what the paint is made of. Most reliable paint manufacturers are printing, as part of their label on the paint can, the name and amount, on a percentage basis, of each kind of pigment and liquid used in making the paint in such containers.

However, if the formula label is not attached there may be doubt about the quality of the paint. It is the custom of most paint manufacturers to make second and third grade competitive paint to meet the demand of bargain paint buyers who consider low price instead of long durability as the most important thing. On account of the large amount of low grade liquids and cheap transparent pigments that must be used to make a cheap paint, that can be sold for a low price, formula labels are liable to be omitted entirely or the names of the substitute pigments might be printed in high sounding terms so that the average consumer is unable to interpret them.

GODDARD Thank you, Professor Van Vlack, for giving us this interesting information on the subject of painting on the farm. I am sure our listeners have enjoyed it very much. In case they might wish further information on the subject, have you any pamphlets or bulletins which you might send them?

VAN VLACK Yes, Mr. Goddard, I've just finished a new pamphlet entitled "Selecting and Buying Paints." And I'll be very happy to offer them to your listeners.

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GODDARD That's fine. Folks, you shouldn't be without Professor Van Vlack's pamphlet on "Selection and Buying of Paints for Farm Use." All you have to do is to address a postcard to me ... to DON GODDARD ... D O N G O D D A R D ... and write out the one word paints and your name and address.

GOODYEAR FARM RADIO NEWS

Wednesday, June 21, 1939

12:15-12:30 PM CDT

Interview of Phil Evans, Goodyear Farm Reporter,
with Professor C. H. Van Vlack of Iowa State
College, Ames, Iowa

Subject: Painting on the Farm

EVANS

I don't know how you feel about it, but to me there is nothing prettier than a newly painted white shiny farm house with white barns in the rear, surrounded by plenty of green trees, a nice lawn, and oh yes, a white fence. It seems to me this year as I have traveled around the country I have seen just a lot of these, and probably by late fall there will be lots more of them, for that's one of the jobs many of us do when the summer work is done and before the harvest season begins. This brings up the question, what's the best and most economical way of painting ... what paints should be used. Not knowing all the answers I have invited one of the outstanding authorities on farm paintings to be our guest today, Professor C. E. Van Vlack of Iowa State College at Ames, Iowa. Professor, how would you answer that question as to the best and most economical way of painting on the farm?

VAN VLACK

Well, I would say, Phil, the best paint is the most economical paint in the long run. To paint for appearance alone should be ample justification. The artistic use of tints and colors makes the home attractive, interesting, bolsters home pride and satisfaction. In addition, good paint prevents wood from checking and warping and becomes an important factor in preventing deterioration of farm structures. Steel metal work corrodes unless it is covered with rust-preventing paints. However, painting's greatest contribution, in my opinion will always be to the aesthetic and cultural attributes of country life. A well painted and well appointed farmstead, not only

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VAN VLACK
(CONT'D)

makes for greater appreciation of the farm home, but also the community.

EVANS

That's a rather interesting slant, Professor, perhaps most people don't think of it in those terms altho I know they appreciate the result of it. Now, you said a minute ago that the best paint is the most economical paint in the long run. I presume you mean the paint that gives the greatest paint service.

VAN VLACK

Yes, and as we think of service we think of the life of that paint. Naturally at the same time we immediately must question the cost, too. Cost of exterior paint maintenance really should be considered on an annual basis rather than the total cost for a paint job as one large sum. Very few materials are ever expected to provide as much durability and service as a film of high quality paint. If the total cost of the paint material for painting a two story house amounted to \$24.00, and that should be enough to cover about 2,400 square feet with three coats, figured on an annual basis, this is less than \$5.00 a year. I have always contended that the appearance of a set of farm buildings should be considered as a monthly or yearly investment and planned on such a basis.

EVANS

What kind of conditions should satisfactory paint be asked to withstand?

VAN VLACK

In other words you mean, Phil, what should a paint do. Well, here's what it has to do. First a shower of

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rain may beat against the house, then a few hours later hot sunshine. In the summer time, the temperatures on the sunny side of the house may go as high as 120. Scientific tests have shown that the ultra-violet rays of the sun hasten the wearing away of paint. In the winter, snow and frost, with temperatures in some localities well below zero, are common. Changes in temperature and humidity conditions result in expansion and contraction of building materials, which places considerable strain on the paint film unless it is tough and elastic and has good anchorage.

EVANS

Considering the conditions that paint must face on the farm, what ingredients should a satisfactory farm paint contain?

VAN VLACK

That is a very important question, Phil. Good paint consists of an oil or binding liquid, mixed with a powder in a dry or paste form, known as pigment. Good white outside paints contain either white lead alone, as the pigment, or a large proportion of white lead mixed with smaller quantities of other opaque pigments. Color pigments are added to the white to produce tinted paints, or used to produce dark tints. In the evaluation of paints, tests have proved that the durability of white and light-colored tints depends to a great extent on the percentage of white lead used in the paint. White lead is known as an "active" paint pigment. It has a strong affinity for linseed oil. No liquid has been found to excel linseed oil as a paint vehicle on outside wooden surfaces. White lead reacts physically and

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chemically with linseed oil to produce a tough, elastic paint film. Exposure and other tests which have been made during recent years with paint in which soybean oil constituted varying proportions up to 50% of the total liquids used, indicate that soybean oil formulas are also satisfactory. White lead is the only white pigment which alone with linseed oil will produce a durable paint. With age and exposure it wears down slowly and evenly, leaving an ideal surface for repainting, rather than falling severely by cracking or scaling.

EVANS

I see now how the best paint may well be the most economical in point of view of long service. But how is the farmer to know when he goes to buy paint what kind will give him this service?

VAN VLACK

Before buying any paint it is advisable to know of what the paint is made. Most reliable paint manufacturers are printing, as part of their label on the paint can, the name and amount on a percentage basis, of each kind of pigment and liquid used in making the paint in such containers. However, if the formula label is not attached there may be doubt about the quality of the paint. It is the custom of most paint manufacturers to make second and third grade competitive paints to meet the demand of bargain paint buyers who consider low price instead of long durability as the most important thing. On account of the large amount of low grade liquids and cheap transparent pigments that must be used to make cheap paint, formula labels are

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VAN VLACK
(CONT'D)

liable to be omitted entirely or the names of the substitute pigments might be printed in high sounding terms so that the average consumer is unable to interpret them.

EVANS

Well, thank you, Professor Van Vlack for this interesting information on painting and paints. I am sure the members of our Goodyear Farm Family have enjoyed it. In case they might want further information on the subject, have you any pamphlets or bulletins that might be sent them?

VAN VLACK

Yes, Phil, at Iowa State College we have just finished a new circular entitled ... Selecting and Applying Paints. I'll be only too glad to send them to any of your folks who might be interested.

EVANS

Well, that's fine and I really think, folks, that your farm library should not be without Professor Van Vlack's circular dealing with the selection and applying of paint for farm use. You will find in it such subjects as ... Why paint ... what profits will painting return - what should paints contain - why is cheap paint low priced - when to paint - how much paint - and there are many other subjects that I know you would like to look into when you think of doing some painting work around your place. Now, how to get it, you just do as you always do, send a postcard or letter to your Goodyear Farm Reporter, Phil Evans, in care of the station to which you are listening. All you need do is write the word "Paint" with your name and address and I'll see that you get it.

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