

FARM WORK

In 1940 a program of paint demonstrations was sponsored among 4-H Clubs in Iowa in an effort to educate farmers to the value of white lead as a paint pigment. Such was the response to this initial experiment, which resulted in 33 teams competing at the State Fair for prizes offered by the Lead Industries Association, that the program was expanded by popular request into the States of Georgia, Kansas, Oklahoma and Wisconsin representing a total of about 200 teams during the summer of 1941. Further expansion this year is expected to include 10 additional states in the south and middlewest, limited only by the funds and personnel available to supply the demonstration kits and supervise the program.

Close touch is being maintained with the Agricultural Extension Service and State Agricultural Colleges so that the agricultural engineers and county agents are in a position to instruct farmers with whom they come in contact about white lead.

As an experiment, special paint demonstration kits will be supplied this year to selected Smith-Hughes teachers in Nebraska to facilitate their vocational agricultural work. Likewise practical demonstration clinics are being held in several states to assist home demonstration agents who, in the course of their work, aid farm

women with their styling and decorating problems.

Membership is maintained in the Agricultural Engineers Association and talks on white lead delivered before that and other farm groups.

So enthusiastic have the American Turpentine Farmers Association become over this farm work that they have made a substantial financial contribution towards the 1942 program.

