

LEAD INDUSTRIES ASSOCIATION

480 LEEDINGTON AVENUE

NEW YORK 17, N. Y.

CONFIDENTIAL
SUBJECT TO REVISION

WHITE LEAD DIVISION

New York, N. Y.

May 18, 1951

A meeting of the White Lead Division of the Lead Industries Association was held on May 18, 1951, at the Biltmore Hotel, New York City.

PRESENT

A. R. Knight
William Wilke, Jr.
William Wilke, III
John R. MacGregor
J. A. O'Hare
W. J. Welch
F. L. Wimmer
George Mixer

REPRESENTING

Boston Lead Co. (The Glidden Co.)
Hammond Lead Products, Inc.
Hammond Lead Products, Inc.
John R. MacGregor Lead Co.
National Lead Co.
National Lead Co.
St. Joseph Lead Co.
United States Smelting Refining & Min. Co.

GUESTS

T. W. Hall
W. D. Atteberry
L. D. Quenell
Otto Herres
R. B. McCormick
Richard E. Mote

O. S. Tyson & Co., Inc.
Western Lead Products
Western Lead Products
Defense Minerals Administration
Munitions Board
U.S. Bureau of Mines

STAFF OF LEAD INDUSTRIES ASSOCIATION

Robert L. Ziegfeld, Secretary-Treasurer
David M. Borcina
Don Critchfield (Consultant)
Christy J. Vander Valk

The meeting was called to order at 10:15 A.M. by Chairman Felix E. Wornoor.

The chairman stated that it was in order to elect a new chairman for the ensuing year and nominations were declared open.

Mr. Alex Stewart's name was placed in nomination and there being no further nominations, it was regularly moved, seconded and carried that nominations be closed.

The secretary was thereupon instructed to cast one ballot for the election of Mr. Alex Stewart as chairman of this Division. There being no dissenting votes, he was declared elected.



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The retiring chairman then called on Mr. Don Critchfield for a report of the activities of the Educational Service Division. (Attached as Exhibit "1.")

After some discussion, it was suggested that the industry extend to Mr. Critchfield a vote of thanks for the work he is doing without cost to the industry. It was thereupon regularly moved, seconded and so ordered.

The retiring chairman then requested the secretary to report on the white lead advertising campaign directed to paint manufacturers.

The secretary reported that the advertising campaign had started in July, 1950 after the appointment of O. S. Tyson & Co., as the advertising agency.

A Technical Committee and an Advertising Committee had been set up to pass upon advertising and the work of these Committees has been handled both through meetings and correspondence.

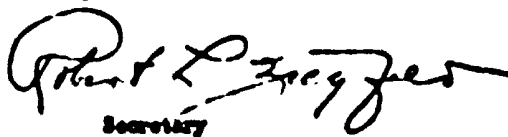
Ads ran monthly in five paint manufacturing trade papers during the last six months of 1950 and one additional paper was added to the list in 1951.

He also reported that a booklet to support the advertising and tell the technical story to paint manufacturers in more detail had been in preparation for some months and is now nearly ready to be printed. It is hoped to have the booklet published by early fall, at which time more extensive field work would be planned.

He stated that it was too early to judge what results this campaign might bring but that a number of favorable comments had been received and heard.

One member reported that reprints of the ads were distributed by him to his mailing list.

There being no further business, the meeting adjourned at 10:50 A.M.


Secretary

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Exhibit "A"
May 18, 1951

EDUCATIONAL SERVICE DIVISION

PROGRESS REPORT

1949 - - 1950

**1. CREATING A FARM MARKET DEMAND FOR HIGH LEAD CONTENT PAINTS -
THROUGH THE SCHOOL SYSTEM.**

During 1943-1947, our industry, in cooperation with the American Turpentine Farmers Association, established farm painting instruction units in 3,991 out of a total of 9,677 agricultural departments of high schools and agricultural colleges, all of which are under the supervision of the U.S. Office of Education.

(SEE EXHIBIT "A")

Over 500,000 has been invested in the teaching equipment for these schools that have already been reached. Practically all of this equipment is still functioning except in those cases where the teachers have used up the supplies that were included with their original paint study cabinets.

Since January, 1949, funds have not been available with which to extend our program beyond the 3,991 agricultural departments already supplied with instruction units and paint study cabinets. As detailed in Exhibit "A," there are 5,686 schools still waiting for our services.

Farm Paint Markets Have The Money To Spend - Farm income last year amounted to \$13,000,000,000.

A good part of this tremendous amount of farm income will be spent for the repair and maintenance of plant and equipment. Paint will be one of the commodities that the farmer will need. Those farms where owners or managers have attended classes, and there are thousands of them, at which our paint study cabinets are in use, know how to select high quality paint and as a result will undoubtedly insist on paint containing lead. Those farmers we have not reached in the 5,686 agriculture departments where paint study cabinets have not been installed are potential consumers of high quality lead paint if the means to educate them can be found.

Because farm products are subsidized, the chances are that we can look forward to many years of high farm income and continued high demand for repair and maintenance commodities, such as paint.

**2. CREATING DEMAND FOR HIGH LEAD CONTENT PAINTS THROUGH VETERANS
ON-FARM TRAINING PROGRAM - Without cost to the Lead Industries
Association.**

To meet the demand from state supervisors of vocational education who have charge of all veterans training programs, we developed a plan for conducting teacher training clinics, equipment for demonstrating merits of paint pigments, film strips, manuals and reference books for the trainees.

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(SEE EXHIBIT "B.")

In eighteen months, we had 99 clinics in six states, with a total of 4,850 teachers receiving the all-day training program. It cost these teachers approximately 470,000 to attend the clinics. They instruct approximately 100,000 adult farmers (former service men) who are becoming established in farming under the Government training plan which pays from \$65 to \$97.50 per month subsistence and in some states as high as \$25 per month is provided each trainee for teachers, books and equipment.

Seven more states have requested this service during 1951-1952. This project is self financed, at no cost to the Lead Industries Association.

(SEE EXHIBIT "C.")

In Nebraska, a sample state, \$2,100,000 per year is being spent to teach 8,000 farmers (former service men) how to become successful farmers. Over \$10,000,000 per year is given these farmers for subsistence or family expenses. Much of this is invested in repainting buildings and repairing where farm production is high and subsistence funds are not needed for living expenses. On the reverse side of Exhibit "C," you will note that we have furnished 5,297 veterans instructors paint teaching kits (Exhibit "D") and to their trainees 101,771 books entitled "Painting Farm Buildings and Equipment."

The supervisors and teachers of Veterans On-Farm Training in 46 states value our farm painting instruction methods as so important that they have invested over \$185,000 in veterans training funds for our teaching aids, books, manuals and film strips.

3. CREATING CITY MARKETS FOR HIGH LEAD CONTENT PAINT.

The only educational agency able to reach the paint buyer in cities is the Painters Apprenticeship System sponsored cooperatively by the U. S. Department of Labor and the Painting and Decorating Contractors of America.

At their request, we designed a Paint Study Cabinet containing not only our lead pigments but other pigments, raw color materials and paint ingredients which the apprenticeship and trade school teachers required to teach the origins of paint ingredients properly. The merits of lead pigment are emphasized in the manuals that go with the cabinets.

(SEE EXHIBIT "D.")

These cabinets and instruction manuals have been furnished by our industry in cooperation with the American Turpentine Farmers Association to 87 trade schools in 25 states at a total cost of \$5,000.

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A total of 2,600 apprentice painters are receiving instructions with our cabinet in these schools. We are informed that 50 percent of those who finished their apprenticeship become painting contractors within five years. There are approximately 100 more such schools that could make effective use of our cabinet and instruction units whenever we make them available.

Future painting contractors who will control the purchases of millions of gallons of city used paint, are now in the apprentice schools where they are learning their trade.

White lead information should be kept before them as the fundamental in providing the durability of exterior white paints.

A

LOCATIONS OF PAINT STUDY
CABINETS AND INSTRUCTION UNITS IN HIGH SCHOOL
AND COLLEGE VOCATIONAL AGRICULTURE DEPARTMENTS
MAY- 1- 1951

	No. of Cabinets	Total Vo-Ag Depts
Alabama	251	309
Arizona	16	24
Arkansas	45	232
California	182	220
Colorado	39	63
Connecticut	19	20
Delaware	22	22
Florida	85	179
Georgia	136	392
Idaho	38	58
Illinois	204	498
Indiana	162	343
Iowa	187	193
Kansas	86	182
Kentucky	82	243
Louisiana	31	298
Maine	33	43
Maryland	28	84
Massachusetts	24	25
Michigan	122	218
Minnesota	120	185
Mississippi	108	388
Missouri	68	240
Montana	41	54
Nebraska	98	121
Nevada	5	11
New Hampshire	21	22
New Jersey	39	42
New Mexico	26	53
New York	307	312
North Carolina	64	545
North Dakota	26	43
Ohio	214	328
Oklahoma	36	348
Oregon	54	78
Pennsylvania	294	321
South Carolina	81	371
South Dakota	38	62
Tennessee	30	310
Texas	164	1028
Utah	42	49
Vermont	28	37
Virginia	43	296
Washington	91	124
West Va.	21	111
Wisconsin	196	270
Wyoming	20	41

Total Paint Study
cabinets in service 3991

9464

13 Rhode Island

Total books "Painting
Farm Bldgs and Equipment
in school depts. 14,478

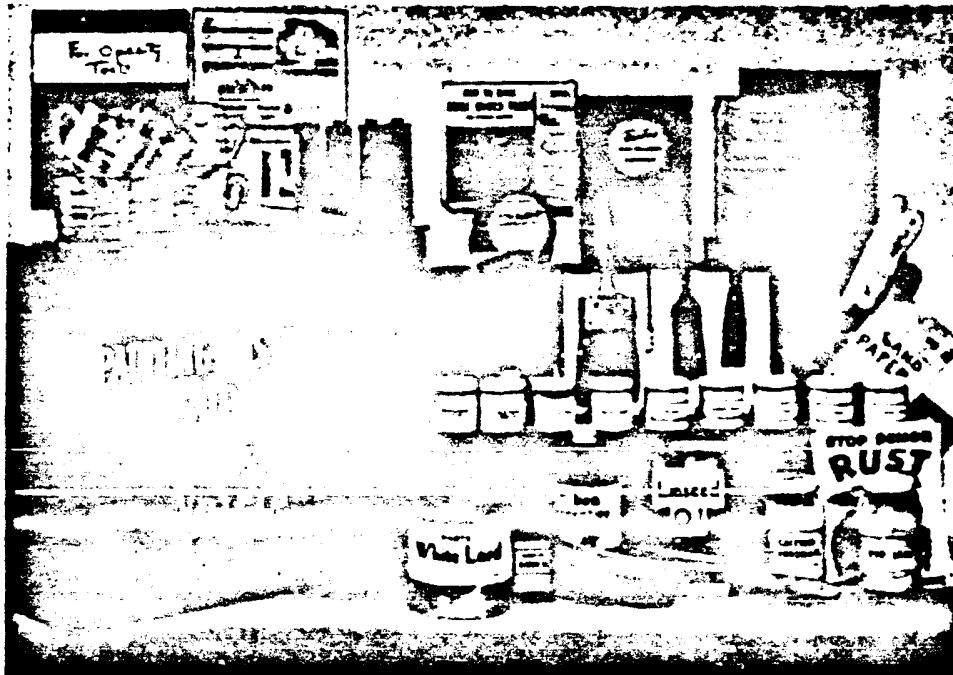
9677 Total Depts

In the 3991 schools with cabinets painting
instruction can be given to 138698 boys in
day classes- 99775 farmers in evening classes.

"A Set of Paint Study Supplies"

For Instructors of

VETERANS INSTITUTIONAL ON-FARM TRAINING



- 1—Shipped in a box that may be used as a handy carrying case for field trips or class room use.
- 2—Contains 45 consumable supply items for teaching Painting Farm Buildings and Equipment.
- 3—Contains manuals and film strips which make it easy to teach each operation.
- 4—Has been approved as a consumable supply and teaching aid for

Veterans Institutional On-Farm Training

SEE LIST OF CONTENTS NEXT PAGE

! Pull of Soft Paste White Lead (10 lbs)

- 1 Quasi Pure Liquid Polymers
- 1 Quasi Pure Liquid Oils
- 1 Quasi Liquid Solids
- 1 Quasi Liquid Gases
- 4 Tubular Pumps Colours in Oil
- 1 Color Clasp Powder
- 1 Paint Dry Bed Load (to make new paint preservation point for beam stability)
- 3 The Pools for Making Paint
- 4 Glass Measuring Cups for individual participation of class members in measuring ingredients
- 1 Package 12 Making Puddles
- 1 Package Small Tasting Puddles

1 Hand Scraper (to scrape off cracked and peeling paint)

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- 1 Best Grade Putty Knife (for repointing windows)
- 1 Wire Brush (for preparing surfaces on frame machinery)
- 1 Flat Calcium Carbide (Welding) for making putty
- 1 Puttying Sandpaper
- 1 Glass Cutter (for replacing glass)
- 1 Best Grades Putty

1 3-1/2 inch Pure Nylon Bristle Brush (to decontaminate painting of buildings)

- 1 1/4-inch Pure Bristle Brush (for painting form machinery and such work)

1 Set of 8 Bars of Dry White Pigments usually used

- ¹ Set of 8 bars of Dry White Pigments usually used by paint factories in making synthetic pigments. White Lead Carbonate—White Lead Sulfate—Zinc Oxide—Titanium Dioxide—Manganese Oxide—Manganese Sesquioxide—Cadmium Sulfide—Cadmium Carbonate—Silica.

1 INSTRUCTOR'S MANUAL containing 15 Informational Lessons and 16 Operation Lessons covering

- [illegible]

Every Trainee Should
Have This Reference
Book

- 1—Over 80,000 of the books are now being used by vocational, agricultural and technical institutions and non-technical institutions.
- 2—They have been approved as text books for Veterans Institutional On-Campus Training.
- 3—The book was prepared for teachers of vocational, agricultural by the subject matter specialists of the U. S. Office of Education, Federal Security Agency.

Establishing and maintaining a parking program

- [illegible]

and information on the following subjects be
thoroughly discussed in practical form every
week

PLASTIC LITHOLOGY OF WOOD POLYMERIZATES

[illegible]

FACTORS INFLUENCING (NUMBER, SEXES, AGE, etc.)

FACTORS INFLUENCING (NUMBER, SEXES, AGE, etc.)



FILM STRIP No. 1—MIXING, TINTING AND APPLYING PAINT (58 Frames)

Visualizes each operation in detailed job breakdown for teaching the skill of mixing, tinting and applying paint.

FILM STRIP No. 2—SELECTING PAINTS (55 Frames)

Showing types of paint failures, causes and remedies. Describes how to make opacity tests of pigments, determine durability, holding and costs of paint.

FILM STRIP No. 3—PAINTING FARM BUILDINGS (78 Frames)

Shows actual painting operations by a farmer: Measuring buildings—estimating costs—preparing surfaces—making putty—reglazing sash—mixing paint—brushing and spraying—care of brushes and spray outfit. (An important film to show just before trainees start their home painting projects.)

FILM STRIP No. 4—PAINTING FARM MACHINERY AND OTHER METAL WORK (33 Frames)

Shows how to prepare surfaces, make red lead paint—brush and spray machinery and buildings.

Detach Here

ORDER COUPON

Date _____

BOW CITCHFIELD

2217 O St. Lincoln 6, Nebraska

Please send me the following **VETERANS INSTITUTIONAL ON-FARM INSTRUCTION SUPPLIES**—including Express or Freight, **FREEED** at prices indicated (check items below)

____ Set of **PAINT STUDY** Supplies _____ at \$6.75 per set \$ _____

____ Copies of **CLOTH BOUND TEXTBOOKS**—“Painting Farm Buildings and Equipment” _____ at \$1.75 each \$ _____

1 SET FILM STRIPS (Four Films) _____ \$1.00 per set \$ _____

(Check which kind) ☐ Single Frame _____ \$1.00 per set \$ _____

☐ Double Frame _____ \$2.00 per set \$ _____

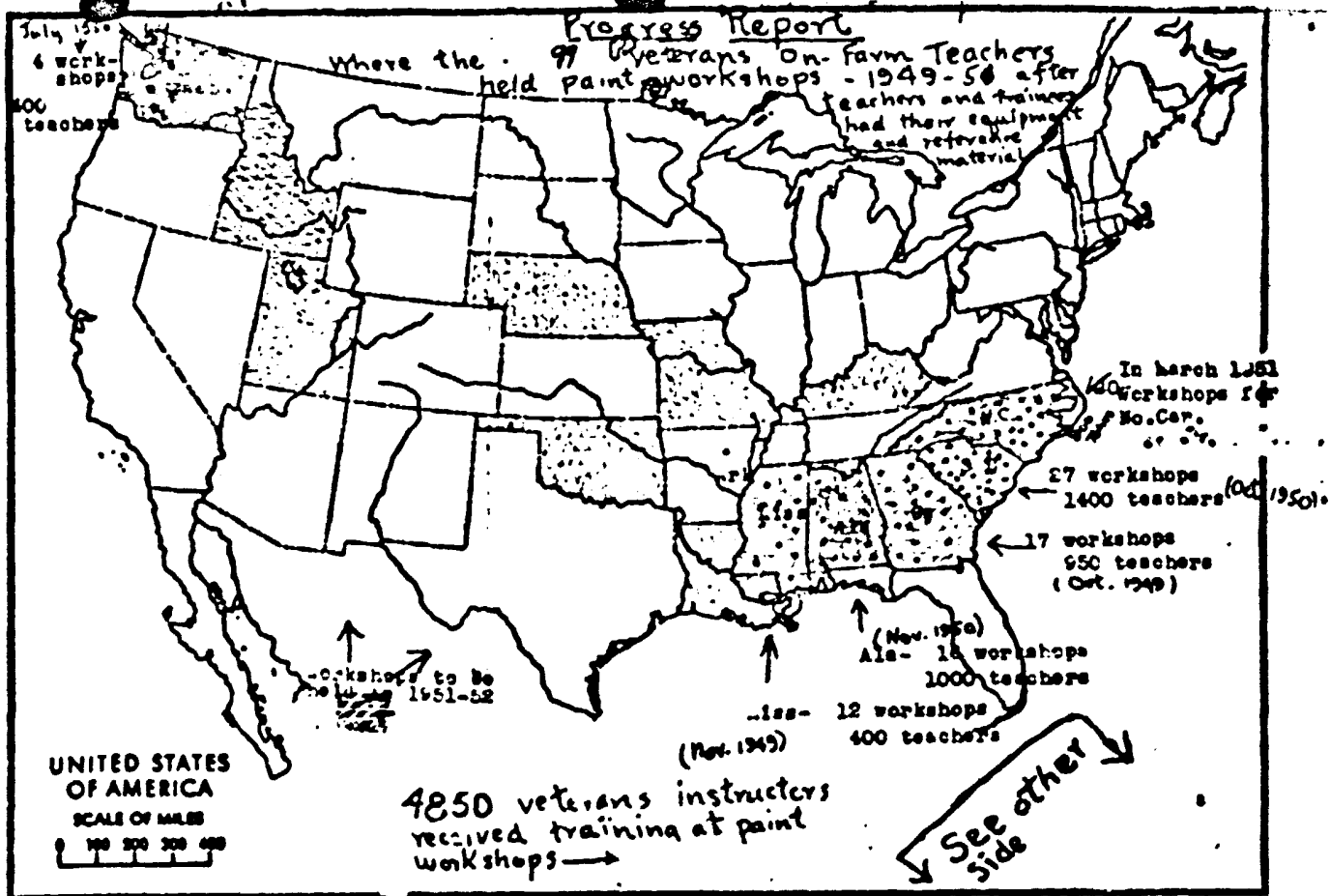
Total \$ _____

Ship to _____ Charge it to and Send _____ Copies of Invoice to _____

Address _____

_____ Town _____ State _____

School _____

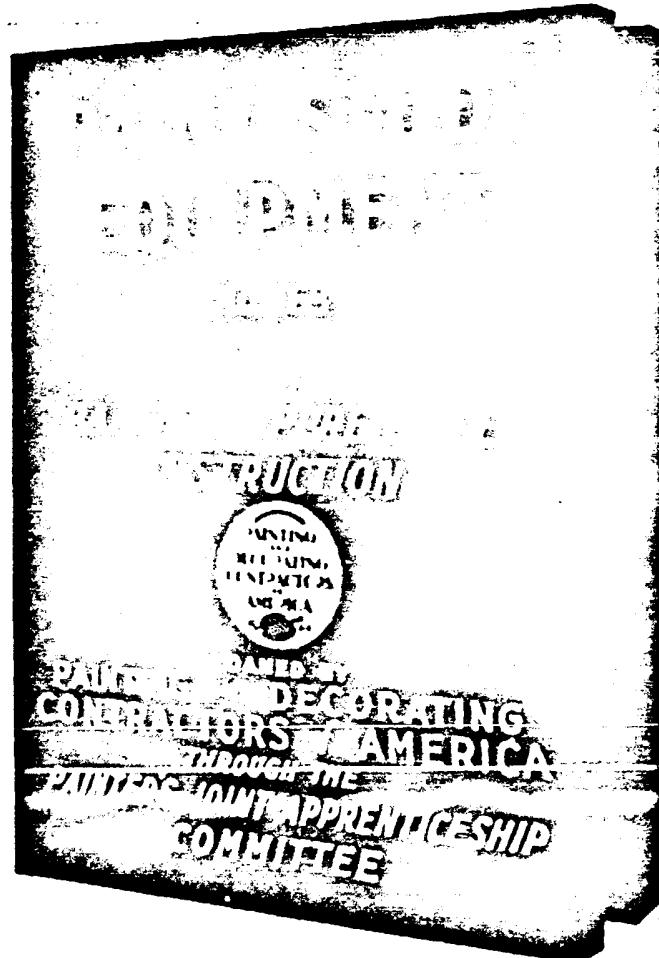


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PROGRESS REPORT

Number of PAINTING INSTRUCTION UNITS
Operating in Veterans On-Farm Training Program
May 1st 1951

State	No. Sets of Teaching Supplies	Trainee's Reference Books	Sets Pile Strips
Alabama	600	10,783	12
Arkansas	81	749	67
Arizona	3	36	3
California	10	262	12
Colorado		24	2
Connecticut		16	2
Delaware		27	1
Florida	6	221	9
Georgia	731	7,495	331
Idaho	125	3,345	15
Illinois	232	4,158	142
Indiana	10	156	13
Iowa	9	651	8
Kansas	2	111	3
Kentucky	1	27	1
Louisiana	4	22	5
Maine	5	124	3
Maryland	2	43	5
Massachusetts		50	
Michigan	3	148	11
Minnesota	26	851	22
Mississippi	517	21,165	348
Missouri	28	1,656	32
Montana	35	241	18
Nebraska	33	489	18
Nevada	4	2	
New Hampshire		84	3
New Jersey	5	147	5
New Mexico		15	
New York	2	277	12
North Carolina	554	20,123	6
North Dakota	2	10	1
Ohio	10	230	11
Oklahoma	1	1	1
Oregon	7	365	5
Pennsylvania	47	2,191	30
South Carolina	1881	16,951	254
Tennessee	36	834	43
Texas		1,378	5
Utah	98	2,478	9
Vermont	3	217	3
Virginia	12	84	34
Washington	104	2,438	42
West Virginia	49	418	28
Wisconsin	14	265	22
Wyoming	2	44	2
Total	8297	101,771	1598

**EXTERIOR VIEW OF CABINET**

The Paint Mudy Cabinet is 30 inches wide by 40 inches high and 8 inches deep (outside measure).

PAINT STUDY EQUIPMENT FOR PAINTERS APPRENTICE INSTRUCTION

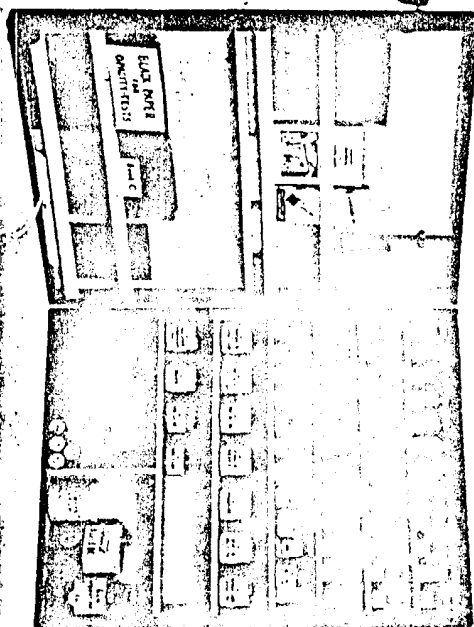
PURPOSE OF EQUIPMENT

To provide apprentice instruction with a visualized method for testing interesting facts about the most important paint pigments and liquids:

- a-Their origin
- b-How they are used in paint manufacture
- c-How they are available and may be used by journeymen
- d-The answer they render in the final paint job

CONTENTS OF THE PAINT STUDY CABINET

- 1 2 in. jars containing samples of the basic pure dry colored pigments from which the most important paint colors in oil are made and with which the principal colors and tints of oil paints and enamels are manufactured.
- 2 2 in. jars containing liquids and other materials commonly used in paint manufacture or by the painter on the job. These samples help apprentice identify each liquid by color and appearance.
- 3 Jars containing materials and chemicals for testing and eliminating bad spots in plaster walls.
- 4 12 in. jars containing the most important white pigments, fastenings for using them to demonstrate the comparative opacity or hiding power of each, and black paper for making the tests easier with the observer.
- 5 Jars containing basic dry pigments used in making red inhibitive paints.
- 6 Vertical half section of a pure bristle brush for testing how to select and care for paint brushes.
- 7 Film strip illustrating joint failures, their causes and remedies relating to exterior paints.
- 8 Instruction Manual describing in detail the origin, how used in paint manufacture, how available and how each pigment affects the final paint job.
- 9 Loose plates—Four questions about—how to demonstrate the material that comes with the paint study cabinet are also in the manual.



INTERIOR VIEW OF CABINET

The 2 in. jars of dry colored pigments are arranged in separate color chromatic order. A variety of reds, yellows, and blues are in the instruction manual. Each jar is numbered so it may easily be placed over its proper number shown on the color of shelf where it should be kept when not in use.

(NOTE: The color film projectors shown in the photograph does not come with the cabinet. The owner has been provided on the instruction may have his own projector in this connection place with the film strips and other items it will be ready for use upon immediate need.)

SEE NEXT PAGE

HOW TO OBTAIN THE PAINT STUDY EQUIPMENT

- 1—The Paint Study Equipment is loaned by the National Apprenticeship Training Committee of the Painting and Decorating Contractors of America.
- 2—It is obtained by making application to Leon V. Switzer, chairman of the above named committee. (See address below.)
- 3—The application must be filled out on the official blanks available for this purpose and signed by officers of the local joint apprenticeship committee.
- 4—There must be at least eight apprentices or an adequate number of apprentices and journeymen in supplementary training to be eligible for having a cabinet in their training center.
- 5—The state Bureau of Apprenticeship of the U. S. Department of Labor will pass upon the eligibility of all applications.
- 6—The Paint Study Cabinet and equipment will be delivered with transportation charges prepaid and is loaned without cost to the joint committee in each training center. The officers of the joint committee will be responsible for its proper use and conservation for instruction purposes.

LEON V. SWITZER, Chairman,
National Apprenticeship Training Committee
Painting & Decorating Contractors of America
1814 Cherry St. Kansas City 8, Mo.