

LEAD INDUSTRIES ASSOCIATION

420 LEXINGTON AVENUE

NEW YORK 17, N. Y.

August 11, 1955

SUBJECT: PROPOSED CERAMICS
FRANCHISE

To Members of the Industry Development Committee:

As directed at the Industry Development Committee meeting of May 19, a Ceramics Technical Committee, composed of the following, has been organized within the Association:

Willard Midgitt
Arthur Knight
Dudley M. Haskell
John S. Nordyke
John W. Ayers
William J. Baldwin

Eagle-Picher Co.
Easton Lead Co.
W. P. Fuller & Co.
Harwood Lead Products Co.
Evans Lead Division, National Lead Co.
Titanium Alloys Manufacturing Division
National Lead Co.
Western Lead Products Co.

Thomas B. Blair

It will be seen that the Committee is composed of representatives of member companies selling lead products to the ceramic industries.

A meeting of this Committee was held on July 26, 1955, and was attended by all the members of the Committee except Messrs. Haskell and Blair.

Also in attendance at the meeting were:

B. C. Bricker
Dr. John H. Koenig

E. I. duPont de Nemours & Co.
Ceramics Department, Rutgers University

The Committee first reviewed the potentialities of the lead market in the ceramics field and generally agreed that there is an opportunity of increasing the consumption of lead in this market from two to four times the present 20,000 to 25,000 tons annually.

It was further agreed that the three major deterrents to the use of lead are:

1. Availability
2. Cost
3. Toxicity

The Committee thoroughly explored what might be done to increase the market for lead and felt that three steps should be taken now, as follows:

1. Engage the services of a recognized ceramic authority as a consultant.
2. Publish a complete manual on the use of lead in the various branches of the ceramics industries, presenting data to answer the three major objections to the use of lead and further detailed technical and practical data with respect to formulation and use of lead compounds for ceramics.



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3. After publication of the manual, to follow it up from time to time with supplements containing further technical data which can be loose-leaf bound in the original manual.

The Committee recommended that Dr. Koenig be retained as consultant if the program were adopted, and recommended preparation of roughly 10,000 copies of the manual and 10,000 copies of each supplement, using the membership list of the American Ceramics Society as a base for a mailing list, and including professors and students at the various ceramics schools.

ADVERTISING

It was felt that advertising in the trade publications was premature and that the advisability of advertising might be reviewed from time to time, particularly after the manual had been published.

RESEARCH

It was further felt that future activities might involve research to keep the technology of lead enamels, glasses and glazes a step ahead of competition.

It was pointed out that there was opportunity for expansion in the use of lead in a number of different directions, such as:

1. PORCELAIN ENAMELS. In this field no substitute for lead frits for aluminum has as yet been developed with comparable characteristics. There is great optimism about the broad use of porcelain enamel aluminum. It is also probable that as enamellers become used to the qualities of lead frits on aluminum, they will find that they have similar advantages, at least for some applications, on steel.
2. GLASS. Here its use should be expanded because of its electrical properties and workability.
3. PIEZOELECTRIC DEVICES. Lead frits are a strong possibility to replace stannites.
4. WHITE WARES. In this field, lead is now extensively used, but the trend towards low temperature-fast firing gives lead an added advantage that should keep it in this field.
5. SANITARY WARE. Some manufacturers are now using lead and some are not. It is possible to expand this field.
6. STRUCTURAL AND WALL TILE. The use of lead depends on the temperature necessary to fire the clay available to the producer.
7. GLAZED CONCRETE BLOCK. This is a new product which so far requires lead glazes because of low firing temperatures and it is expected that the use of this product will grow substantially.

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BUDGET

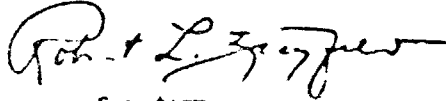
It is estimated that for the first year, for a program such as that outlined by the Technical Committee, a budget of approximately \$15,000 would be required for the preparation and publication of the manual, consulting fees, staff time and travel expense, and the publication of one or two supplements to the manual.

AGENDA FOR NEXT MEETING
CERAMICS - 1956 PROGRAM

It is proposed that consideration of this program be placed on the agenda for the next meeting of the Industry Development Committee, along with the proposals for a radiation shielding survey, submitted to you with our letter of July 21, 1955.

Meanwhile, I will be glad to try to answer any questions that may come to your mind with respect to the proposed ceramics program.

Sincerely yours,



Secretary