

LEAD INDUSTRIES ASSOCIATION

450 LEXINGTON AVENUE

NEW YORK 17, N. Y.

RED LEAD DIVISION

August 24, 1949

**SUBJECT: RECOMMENDED RED LEAD
PROGRAM FOR 1950**

To the Red Lead Technical Committee:

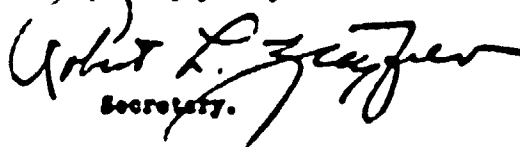
Attached is a recommended program for 1950 for the Red Lead Division of the Lead Industries Association, prepared by the technical director of that Division and the secretary of the Association, for the consideration of the Red Lead Technical Committee. Also attached is a summary of our estimated expenditures during the current year and estimated cost of the recommended program for 1950.

It will be seen that expenditures for the current year will probably run about \$2000 less than the approved budget of \$23,000. This is largely due to the fact that two items, traveling expense and research materials and expense, ran considerably less than estimated. As a result the Division should end the year with a cash balance of between \$3000 and \$4000, most of which might be applied to next year's budget.

We have estimated that the suggested program for 1950 will cost about \$23,000, which is the same amount that was approved for 1949 but a substantial part of the cash balance remaining at the year-end might be applied to the 1950 activities and, therefore, reduce the subscriptions of members from \$23,000 subscribed this year to about \$21,000. This would be a reduction of approximately 10% in total subscriptions.

We hope that you will give the suggested program your serious attention before the next meeting of the Red Lead Technical Committee so that it may be discussed at that time and put into final shape for submission to the full Division for approval.

Very truly yours,


Secretary.

RED LEAD DIVISION
RECOMMENDED PROGRAM FOR 1950

GENERAL

It is felt that the emphasis of the work of this Division should again be placed on promotion rather than research in 1950, as was done in 1949. In this way full advantage can be taken of the research programs started, and in some cases concluded, in recent years. It is felt, however, that new developments may make advisable a limited amount of additional research to keep our recommendations and promotional material up to date and to provide data for promotional work in future years. Therefore, a limited amount of research is included in the Recommended Program for 1950.

PUBLICITY FOR ATMOSPHERIC EXPOSURE PROGRAM

The first report of this program, describing it in detail, and the first progress report rating the specimens after one year's exposure, will have been published and circulated to some 10,000 or 15,000 people by the end of 1949. It is felt that at least one, and possibly two, additional progress reports should be issued during 1950. While such frequent reports may not show much difference in the ratings on many of the panels at this early stage of the project, it may be advisable, nevertheless, for the purpose of bringing the project before the people we wish to interest, to issue two reports.

Production and mailing of only one progress report during 1950 are provided for in the budget.

It also seems advisable during 1950 to prepare a paper describing, in detail, the atmospheric exposure program and giving preliminary reports of results for delivery before some Paint and Varnish Production Clubs during 1950, followed in later years by papers bringing the preliminary data up to date.

RED LEAD TECHNICAL LETTERS

The Red Lead Technical Letters issued by the Association have received broad and favorable acceptance and have resulted in the adoption of suggested formulas in a number of cases known to us. It is felt that there will be sufficient data available to issue two more Technical

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Letters during 1950. These will be circulated, as in the past, to between 10,000 and 15,000 manufacturers, users and specifiers of metal protective paints. Publicizing these Technical Letters in the trade press has also brought many inquiries which have added valuable names to our mailing list and such publicity should be continued for future Technical Letters.

PRIMERS FOR GALVANIZED IRON

Last year it was suggested that a number of articles might be prepared on the Association's project on primers for galvanized iron, for publication in farm papers, factory maintenance papers, sheet metal trade papers, and building construction papers, and that reprints could be used for Association distribution. This work was not consummated in 1949 and it is suggested that it be included in the 1950 program. Likewise, it was suggested a year ago that this work, at a somewhat later date, would lend itself to preparation of a paper before Paint and Varnish Production Clubs, subsequently to be published in the OFFICIAL DIGEST, reprints to be used by the Association and its members. This also should be a part of the 1950 activities.

VEHICLES FOR USE WITH RED LEAD MIXED PIGMENT FORMULATIONS

It was also suggested a year ago that an early research project of the Association on suitable vehicles for use with red lead mixed pigment formulations would yield data suitable for the preparation of a paper on this subject. As this has not yet been done it should be included in the 1950 activities.

PAPER ON METAL PROTECTIVE PAINTS NATIONAL ASSOCIATION OF CORROSION ENGINEERS

At the annual meeting of the National Association of Corrosion Engineers in April, 1949, a paper on Metal Protective Primers was delivered by Mr. S. C. Frye of the Bethlehem Steel Corp. This paper turned out to be excellent promotional material for red lead. It has not as yet been published in CORROSION, the official publication of the N.A.C.E. When this paper appears in print, reprints should be obtained by the Association and circulated to our mailing list of between 10,000 and 15,000 interested people.

RESEARCH

The results of the several cooperative paint study projects in which the Lead Industries Association has cooperated with the U. S. Navy probably can not be used for general publicity purposes in the usual way. It is, therefore, suggested that the Association might, itself, conduct a somewhat parallel program on a more limited scale, anticipating that the results will be favorable to red lead paints. This would provide the Association with independent data which it might

publicize in the usual manner through a paper before the Production Clubs and articles in suitable publications at a later date.

It is also felt that because of new developments in vehicles it might be wise to initiate a limited program of study of vehicles for use with mixed pigment red lead paints, to carry on where earlier similar projects of the Association left off. Results of such a program could be the basis for promotional work in later years.

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FIELD WORK

A larger amount of field work should be included in the 1950 activities. It will be necessary to keep close contact with the Navy's cooperative test programs on metal protective paints and also to bring the information developed in such tests, and in our own tests, before Government agencies and large industrial users and specifiers of paint and paint manufacturers.

A larger amount of time in the field will also be required to make inspections of the L.I.A. atmospheric exposure program.

SUMMARY

The foregoing recommended program for the Red Lead Division for 1950 can be summarized as follows:

- (1) publication of the second and third progress reports of the atmospheric exposure program initiated in 1948, with related publicity releases,
- (2) preparation of a paper for delivery before Paint and Varnish Production Clubs describing the atmospheric program and giving some preliminary results,
- (3) publication of two Red Lead Technical Letters,
- (4) preparation of a paper for delivery before Paint and Varnish Production Clubs on paints for galvanized iron, and preparation of articles on the same subject for publication in suitable specialized papers,
- (5) preparation of a paper on an earlier Association project on vehicles for use in red lead mixed pigment formulations,
- (6) printing and circulation of reprints of the paper by Mr. S. C. Frye delivered at the 1949 annual meeting of the National Association of Corrosion Engineers, and other similar papers which may become available during the year,
- (7) initiation of a modest research program to parallel the Navy research program on ship bottom paints,

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(8) initiation of a new modest research program on vehicles for use with red lead mixed pigment paints, to include recent vehicle developments and continue the work of an earlier Association project on this subject.

(9) maintain close contact with the Navy's co-operative test program on red lead paints, and

(10) field work to bring the information developed by the Red Lead Technical Committee before Government agencies and large industrial users and specifiers of red lead paint, as well as paint manufacturers.

RECOMMENDED BUDGET, 1950

<u>Expenditures</u>	<u>Estimated 1949 Total</u>	<u>Recommended 1950</u>
Salaries and Consulting Fees	\$9,200	\$9,700
Social Security Taxes	85	100
Traveling Expense	2,000	3,000
Telephone and Telegraph	300	300
Meetings	400	400
Entertainment and Luncheons	400	500
Printing	\$10,300	
Less: Reserve for Printing	4,500	
Mailing	\$2,400	5,800
Less: Reserve for Mailing	800	5,000
Illustrations	350	400
Research Materials and Expense	200	1,000
Books and Subscriptions	65	100
Association Dues	100	100
Miscellaneous	350	400
Contingencies	-	500
Total Expenditures	\$20,850	\$23,000

Receipts

Carried over from previous year	\$1,279.76	\$3,420
Subscriptions from members	\$21,000.00	\$21,000
Total Available	\$22,279.76	\$24,420