NEW YORK 17, N. Y.

White Lead Technical Committee

Cleveland, Ohio — May 18, 1950

A meeting of the White Lead Technical Committee of the Lead Industries Association was held on May 18, 1950 at 2:00 P. M. at the Hotel Cleveland to discuss a proposed promotional program on the use of lead pigments in ready mixed house paints. The following persons attended:

Clovis Adams, Sherwin-Williams Co.
A. C. Coots, Eagle-Picher Co.
O. F. Shobe, The Glidden Co.
Alex Stewart, National Lead Co.

C. J. Vander Valk, Lead Industries Association

The Technical Committee reviewed the proposed advertising copy on the use of lead in house paints. After some discussion it was agreed that the following topics should be included in the first advertisement.

Lead Stabilizes a Paint Film - Increasing Its Durability

Lead Plasticizes a Paint Film - Increasing Its Flexibility

Lead Increases the Elastic Strength of a Paint Film

It was next decided to include as the fourth topic "Lead Increases Water Resistance".

After reviewing the illustrations and captions it was decided to omit the illustration on "print resistance" because it was considered to have little significance to the technically trained reader. It was finally agreed that the advertisement should contain the following illustrations:

Mandrel test demonstrating the high flexibility of lead plasticized paint.

A strength-age graph showing how lead containing paints increase in tensile strength with age.

An elongation graph showing how the flexibility of a paint film is improved by the incorporation of lead.

A water sorption graph illustrating the reduced tendency of lead containing paints to water "pick-up".

The meeting adjourned at 4:00 P. M.

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