

LEAD INDUSTRIES ASSOCIATION

60 East 42nd St.

NEW YORK 17, N. Y.

METALLIC LEAD PRODUCTS DIVISION

October 29, 1957

MEMORANDUM FOR THE ADVISORY COMMITTEE

To the Advisory Committee of the
Metallurgical Lead Products Division

There will be a meeting of the Advisory Committee of the Metallurgical Lead Products Division of the Lead Industries Association in the Association's office at 120 W. 42nd St., Friday, November 8, 1957.

The principal purpose of this meeting is to report on our 1957 activities and to outline a recommended program for 1958.

Attached are two enclosures, prepared by the secretary after consultation with the Chairman of the Advisory Committee, as follows:

- (1) a report and recommendations covering the continuing activities of this Division and,
- (2) a recommendation for a special nonrecurring study of the building construction field.

In considering this program the members of the Committee should bear in mind that the entire expense will be borne by the Industry Development Fund, which is subscribed by the primary pig lead sellers only, and that, therefore, any recommendations will be subject to later approval by the Industry Development Committee.

Very truly yours,

Robert L. Ziegler
Secretary

BY ORDER OF THE CHAIRMAN

Committee Members:

Messrs. O. H. LeFevre, Chairman
A. M. Callis
R. E. Cutting
R. A. Gardiner, Jr.
C. R. Ince
W. F. Mardock
W. J. Welch



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REPORTED METALIC LEAD PRODUCTS PROGRAM FOR 1956

During 1957 the activities of this Division have been directed primarily towards the use of lead in building construction, chemical construction and solder. In building construction we have gradually been passing greater emphasis on the architect and engineer, while at the same time maintaining contact with the plumber. We have also started to promote lead lead for building and industrial work more actively. In addition to final work with both the building construction and chemical processing industries our 1957 activities are tabulated below:

Solder Handbook - Our Solder Committee completed its work on the Solder Handbook and turned it over to the Sales Service and Marketing Committee of the American Welding Society. It is expected that this Society will publish this valuable Handbook at no cost to us, except the purchase of any copies we may desire, in 1958.

Exhibits - We have exhibited at the Home Builders Show in connection with the annual meeting of the National Association of Home Builders and at the annual meeting of the National Association of Plumbing Contractors. We will exhibit at the National Chemical Exposition in December.

Building Construction Bulletin - The third in this series of specification bulletins for architects and builders is in the printer's hands and will be distributed before the year end. It deals with lead laboratory drainage systems.

Sweet's Catalogs - Two 4-page inserts, one on hard sheet lead roofing and flashing and one on lead plumbing, have been prepared to appear in the 1956 Sweet's Architectural and Sweet's Light Construction Catalogs. Preprints should be available soon.

Flashing - A leaflet on lead flashing for the small home was prepared for distribution at the Home Builders Show.

Apprentice Training - Training of plumbers' apprentices in lead work is making exceptionally good progress. Our text book sold nearly \$1,000 worth of copies this year to date so that we have now recovered almost our entire original cost of printing. We supplied lead for the international apprenticeship contest sponsored by the plumbers' union, as well as a judge for the contest and an instructor for the instructors.

Monograph on Corrosion - We are rewriting and expanding the chapter on the corrosion resistance of lead for the revised edition of of the American Chemical Society Monograph on the Corrosion of Metals.

Chemical Construction Bulletin - Two Chemical Construction Bulletins will have been circulated this year to our list of 1,500 chemical engineering schools, chemical companies, construction companies. Each consisted of a reprint of an article we prepared, one appearing in "Industrial and Engineering Chemistry" and one in "Petroleum Refiner."

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Publicity - Several publicity articles on both building and chemical construction have been prepared and it is hoped will be placed in suitable trade publications before the end of the year.

Exhibits - One effort to prepare a paper before the annual meeting of the American Chemical Society in 1957. The subject of lead in chemical construction has been given 15 for presentation next month.

Lectures - It delivered the annual lecture on lead as an engineering material before some 800 graduate students at the Forest College of Engineering.

RECOMMENDATIONS FOR 1958

It is recommended that 1958 activities follow along the same line as in 1957. Estimated expenditures for 1957 and a budget to support the 1958 activities follows (and funds for this program come from the Industry Development Fund which is subscribed by pig lead sellers only):

	Estimated 1957	Recommended 1958
Consulting fees, salaries and taxes	\$12,050	\$13,000
Travel expense	8,500	8,500
Conventions & exhibits	10,000	7,000
"Lead"	2,500	3,500
Construction bulletins	2,100	2,500
Sweet's Catalogs	6,000	6,000
Publicity	1,000	2,000
Reprints	1,000	1,000
Apprentice contest	590	600
Miscellaneous and contingencies	2,950	3,000
Total	\$46,690	\$47,000

Note: The unexpended balance in this fund as of December 31, 1957 is estimated at about \$12,000.

RECOMMENDATION FOR A SPECIAL STUDY
OF THE BUILDING CONSTRUCTION FIELD

For many years L.I.L. has promoted lead planning by working with planners and engineering leaders on planning codes. It has gone on to urge them to realize code and more that the trend is towards codes that permit a variety of materials, leaving the selection of the material actually used to the architect and engineer as well as the planner. Similarly, in the last few years we have attempted to include the architect and engineer in our efforts.

At the same time over the years we have made limited efforts, largely through our publication "Lead," to have lead specified for sheet metal work in buildings in this country. This has not with modest success in its specification on such buildings as the New Jersey Penitentiary at Rahway, the Federal Court House in New York City, Saratoga Spa and a recently completed dormitory at Duke University. This modest success leads us to believe that more can be done.

We feel that now is the time to take an unbiased, critical and expert look at our activities in the building construction field, since building construction is one of America's biggest industries. We have been budgeting annually between \$30,000 and \$50,000 to promote and protect our market in this field. Has this been spent wisely? Should it be spent differently? Should more or less money be spent? What is our potential market in construction?

We therefore sought advice from a general partner of one of the country's largest architectural-engineering firms, Skidmore, Owings and Merrill, with whom we fortunately had a personal contact through a member of the L.I.L. Executive Committee. It developed that this firm has made many surveys both for government and private industry and its services were offered to us to determine market potentialities for lead in the building construction field and advice on the best approaches to realize these potentialities.

At our request Skidmore, Owings and Merrill have now submitted a formal proposal for a study of lead in building construction, a copy of which is attached. Briefly, the study would be conducted in two phases, with a report to be submitted at the end of the first phase, at which time a decision could be made as to the second phase. The first phase would cover a survey within their own organization and among contractors with whom they are working. The second phase would be broader and cover other architectural and engineering firms and contractors. The cost of the first phase is estimated at \$20,000 and of the second phase at \$25,000.

It is recommended that we engage the services of Skidmore, Owings and Merrill for a study of the possibilities of lead in building construction to be used as a guide in planning our promotional and research efforts in this field in the future, the cost to be covered by the Industry Development Fund, subscribed by pig lead sellers only. This would, of course, be a non-recurring expense which may be expected to save us money, or at least help us to spend it more effectively, in the future.