

BOARD OF DIRECTORS MEETING

New York, N. Y.

May 16, 1939

A meeting of the Board of Directors of the Lead Industries Association was held on Tuesday, May 16, 1939 at 1:45 P.M., at the Waldorf-Astoria Hotel, New York, N. Y.

Present

Clinton H. Crane, Chairman
E. A. Behr
Clarence Glass
A. E. Bendelari
L. M. Zoller
F. W. Rockwell
Harold Rowe
I. H. Cornell
F. F. Colcord

F. E. Wormser, Secretary-Treasurer
R. L. Ziegfeld, Assistant Secretary

Representing

St. Joseph Lead Co.
American Smelting & Refining Co.
Anaconda Sales Co.
Eagle-Richer Lead Co.
Eagle-Richer Lead Co.
National Lead Co.
National Lead Co.
St. Joseph Lead Co.
United States Smelting Refining & Mining Co. Inc.

The meeting was called to order with Mr. Clinton H. Crane in the chair.

The minutes of the previous meeting of January 24, 1939 were approved.

Report of the Secretary and Treasurer

The report of the Secretary and Treasurer was approved as Exhibit "A" attached.

Election of Officers

The Chairman stated it was in order to elect officers of the Lead Industries Association.

Whereupon, the following nominations were made, and, there being no further nominations, the Secretary was instructed to cast one ballot for the election of these nominees and they were declared elected:

Clinton H. Crane	President
F. H. Brownell	Vice President
F. W. Rockwell	Vice President
F. E. Wormser	Secretary-Treasurer

Appointment of Executive Committee

The Chairman stated it was in order to appoint an Executive Committee.

Whereupon, with the consent of the Board, the Chairman appointed the following as members of the Executive Committee:

Clinton H. Crane, Chairman
F. H. Brownell
F. F. Colcord
J. F. McCarthy
F. W. Hockwell

Resignation - Reynolds Metals Company

The resignation of the Reynolds Metals Company as a member of the Lead Industries Association and Mr. R. S. Reynolds, president, resignation from the Board of Directors of the Association was accepted with regret.

Meeting adjourned at 2:05 P.M.


Secretary.

SECRETARY'S REPORT

White Lead Promotion Program

The most important development in the Association's activities was the launching of the nationwide white lead promotion program in April. Preparations had gradually been culminating over a year and to hit the spring painting season it was necessary intensively to work on the program during the first three months of this year. The campaign is gradually gathering momentum. Initial advertisements appeared during the first week of April and were supported by a broadside to dealers throughout the United States. Plans are being perfected to engage in a number of collateral activities as outlined by our agency, from which it is hoped to capitalize on the background being established for the campaign by our national advertising. The campaign is about one month old as this report is written. It is, of course, too early to make any report on its reception or effect. Many complimentary letters have been received from people with whom the Campaign is particularly desirous of working, such as painting contractors and lumber company officials.

Lumber Products-Better Paint Campaign

We were represented at twelve retail lumber dealers conventions. After the convention period was over Mr. Max Critchfield started on a tour of retail meetings in Texas, the southwest and the Pacific Coast, whereas Mr. Don Critchfield plans field work in the middlewest and east.

Red Cedar Shingle Bureau

The Red Cedar Shingle Bureau has prepared a slide film which carries a painting story, in colors. White lead will receive mention wherever the film is exhibited by the Bureau's eight field men.

Western Pine Model Home

The Western Pine Association's model home at the Golden Gate International Exposition, which was painted with white lead, and incidentally flashed with sheet lead, and used ornamental lead lanterns and chimney cap, has attracted an unusually large attendance according to Mr. Cary, Secretary of the Association, who writes that 300,000 people have visited the building since the Fair opened in February.

New York World's Fair

Although we are not represented officially at the World's Fair in New York, we have cooperated in the construction of the summer pavilion of the State Institute of Applied Agriculture, in the Gardens on Parade, a structure designed by Mr. George C. Gillette, Architect of New York. It will have a lead roof and cast iron grille work painted with white lead, and should be a prominent and beautiful object. We expect to derive considerable publicity from photographs of this structure.

SECRETARY'S REPORT

Model Home - Stamford, Conn.

One of our staff has built a home in Stamford, Conn., which uses lead in the plumbing system, for flashing, chimney caps and for paint. The home has proven so interesting to builders and others who have seen it that the "American Builder" will feature it in the July issue and "Better Homes and Gardens" and "Domestic Engineering" will carry an item about it, as well as many other magazines. The home promises to receive a large amount of publicity useful to lead.

Plumbing Promotion Program

During the year our representatives have been largely engaged in attending State Conventions of Master Plumbers, attending 24 conventions and addressing 19.

A great many cities are in the process of changing their plumbing codes and plumbers in these cities have asked for assistance in getting more lead required. Inasmuch as it is impossible to follow all of these code changes with personal visits, we have prepared brochures to be sent to the lead plumbers in those cities, which completely presents our story and which they can use for reference purposes in presenting their case to the authorities.

There will be no exhibit this year at the National Association of Master Plumbers Convention but we will again exhibit at the American Water Works Association Convention in the Atlantic City Auditorium, June 11 to 15th.

Detailed reports of our field men's activities are forwarded periodically to all subscribing members.

We have continued to expand gradually the mailing list for PLUMBERS' FORUM which now amounts to 22,500 and from the inquiries we receive believe it is doing excellent work.

Our plans for the rest of the year include field work all over the country and we intend particularly to work with various housing authorities to have lead specified in the plumbing in these large developments.

Lead Poisoning

The lead industry received two blasts in the press recently, one from Dr. William Brady and another from Dr. Logan Clendening, the latter under the caption, "Recommends Lead Poisoning Control". As usual the Association has investigated these attacks. The one published by Dr. Clendening is particularly offensive because it is based upon the flimsiest premises. We are informed, however, by some of our medical friends, that the article is discredited in medical circles and is not likely to receive much attention there.

Board of Directors
Meeting

- 3 -

May 16, 1939

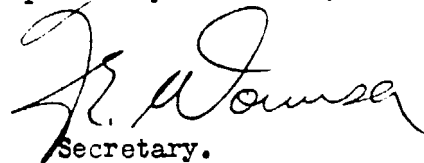
SECRETARY'S REPORT

Litharge Investigation

In accordance with the wishes of our members producing litharge, we made a field investigation among enamel manufacturers as to the reasons for the displacement of litharge from their product. Our findings were distributed to the litharge members and were as follows:

The importance of wet process enameling of cast iron is rapidly decreasing and the two processes that will probably be of importance in the future are wet process sheet metal and dry process cast iron. We found great improvements in the equipment used in enameling plants which has probably reduced the health hazard materially in the last few years. Further improvements might make the hazard negligible, if it is not already so. It was determined that lead probably has definite advantages in enamels of all types, and that the health hazard is the real reason for the decrease in its use. The hazard has probably been over-emphasized because of rackets and the disposition to judge any ailment as lead poisoning if the worker has been exposed to lead. Moreover, competitive substitute frits have been advertised as non-toxic and leadless to capitalize on the hazard.

Respectfully submitted,


Secretary.

LIAC0228

240

Board of Directors
Meeting

Lead Industries Association

May 16, 1939

Treasurer's Report
January 1 to May 1, 1939

Cash on Hand and in Bank, January 1, 1939

\$28,447.89*

RECEIPTS

Membership Subscriptions:

Ordinary Fund	\$20,070.60
Plumbing Promotion Fund	11,145.00
Lumber Products-Better Paint Campaign Fund	7,970.00
White Lead Promotion Program Fund	<u>45,113.64</u>

Total Receipts

84,299.24

TOTAL

\$112,747.13

DISBURSEMENTS

ORDINARY FUND:

Furniture, Fixtures & Equipment	447.71
Salaries	8,873.36
Rent and Light	1,670.40
Social Security Taxes	320.88
Office Supplies	311.19
Miscellaneous	383.34
Traveling Expenses	253.68
Association Dues	100.00
Entertainment and Luncheons	27.90
Telephone and Telegraph	269.24
Books and Subscriptions	123.77
Mailing	279.57
"Lead" **	1,492.97
Illustration	73.16
Medical Research	500.00
Advances	<u>185.00</u>

\$15,312.17

PLUMBING PROMOTION FUND:

Salaries	2,900.00
Traveling Expenses	2,099.22
Printing	125.96
Mailing	116.28
"Plumbers' Forum"***	1,261.68
Association Dues	66.00
Entertainment and Luncheons	220.73
Conventions and Exhibits***	1,112.75
Advertising	3,222.52
Seal of Approval Inspections	1.49
Miscellaneous	<u>411.80</u>

\$11,538.43

Treasurer's Report

(Disbursements Continued)

LUMBER PRODUCTS-BETTER PAINT CAMPAIGN FUND:

Salaries	\$3,606.64	
Traveling Expenses	2,382.19	
Printing	169.60	
Mailing	82.26	
Entertainment and Luncheons	187.61	
Conventions and Exhibits***	1,567.58	
Miscellaneous	<u>572.84</u>	\$ 8,568.72

WHITE LEAD PROMOTION PROGRAM FUND:

Furniture, Fixtures and Equipment	811.02	
Salaries	1,297.77	
Traveling Expenses	74.50	
Entertainment and Luncheons	11.35	
Printing	1,735.80	
Mailing	767.15	
Illustration	2.40	
Office Supplies	72.24	
Miscellaneous	9.60	
Advertising Space	27,176.31	
Publicity	1.75	
Production	<u>9.75</u>	31,969.64

Accounts Payable, January 1, 1939 631.19

Accrued Taxes, January 1, 1939 853.25

Total Disbursements \$68,873.40

Cash on Hand and in Bank, May 1, 1939 43,873.73

\$112,747.13

FOOT-NOTES

- * \$3,002 of this amount earmarked for Sheet Lead Promotion.
- ** Includes editing, printing, mailing and miscellaneous.
- *** Includes expenses incurred at conventions and exhibits including advertising in convention programs and excluding field representatives' expenses.

The following subscriptions were outstanding as of May 1, 1939, and are not included in the receipts above:

Ordinary Fund	\$5,313.00	
Less subscriptions paid in advance	<u>134.00</u>	\$5,179.00
Plumbing Promotion Fund	\$6,107.50	
Less subscriptions paid in advance	<u>50.00</u>	6,057.50
Lumber Products-Better Paint Cam.	\$4,120.75	
Less subscriptions paid in advance	<u>22.75</u>	4,098.00