



COATINGS

NATIONAL PAINT & COATINGS ASSOCIATION / 1508 Rhode Island Avenue, N.W. / Washington, D.C. 20005
Vol. 25 No. 4 April 22, 1973

Asbestos Prohibition Proposed in Minn.

A bill (No. 1432) to prohibit the use of asbestos, was introduced in the Minnesota Senate on March 22.

S.B. 1432 proposes to prohibit the sale or use of asbestos, in powder form or mixed with any other substance which allows it to be applied with a pressure sprayer for the purpose of constructing, remodeling or improving intrastate building structures.

The proposed bill, as written, would have a direct and significant impact on some coatings industry products: roof coatings in particular. S.B. 1432, if enacted, would put far more restraint on asbestos than set at the Federal level by current regulations under the Occupational Safety and Health Act and final regulations expected to be issued by the Environmental Protection Agency in the near future.

The proposed Minnesota bill has been referred to the Senate's Committee on Labor and Commerce.

NPCA Cooperates On Inter-Industry Survey

NPCA is cooperating with the Council for the Safe Transportation of Hazardous Materials by circulating an inter-industry survey on corrosive material shipments.

The Council is attempting to determine the effect the new Department of Transportation amendments to the Hazardous Materials Regulations will have upon shipping. The DOT amendments specifically identify the skin tests and rates of corrosion on steel and aluminum, which will be used to determine whether a product is classed as a corrosive material, and includes both liquid and solids. The amendments will become effective June 30, 1973.

In authorizing the assistance, the NPCA Transportation and Distribution Committee endorsed the united efforts of this inter-industry effort. While the majority of NPCA members are not engaged in the shipment of corrosive materials, the Association urges its members to cooperate with the Council by completing the questionnaire.

Congressman Slack Introduces Third 0.5% Lead Bill



Congressman John Slack
(D.-W.Va.)

Congressman Slack is a Democrat representing the 3rd Congressional District of West Virginia. He has served in the 86th Congress and each consecutive session, including the present 93rd Congress. Congressman Slack is a member of the House Committee on Appropriations.

Congressman John Slack, a Democrat representing the 3rd Congressional District of West Virginia, introduced on April 2 a new lead bill, H.R. 6469, to amend the 1971 Lead-Based Paint Poisoning Prevention Act. The Slack Bill is the third to contain all three provisions, including a 0.5% lead limit, which the coatings industry has tried to get enacted into law during the past two years of critical lead-in-paint debates.

The provisions of H.R. 6469, identical to H.R. 3743 introduced February 5 by Congressman Lawrence G. Williams (R.-

Pa.) and H.R. 5905 introduced March 20 by Congressman John M. Zwach (R.-Minn.), would amend the Lead-Based Paint Poisoning Prevention Act by:

1) Reducing the Act's present 1% lead content standard to 0.5% thereby making it consistent with the March 11, 1972, Food and Drug Administration regulation.

2) Requiring research by HEW on multiple layers of dried paint film containing the commonly used lead compounds to ascertain the safe level of lead in residential paints. The results would be reported to Congress within eight months.

3) Establishing full Federal preemption to create one nationwide lead content standard.

Precedent for the provisions of all three bills, H.R. 6469, 5905, 3743 occurred in the 92nd Congress. The Omnibus Housing Bill, H.R. 16704 which did not reach the House floor for a vote but was approved by the House Committee on Banking and Currency, included the 0.5% standard and Federal preemption clause. S. 3080, which passed the Senate by an 82-0 vote, contained the research provision.

Until the introduction of the Williams Bill, and now those introduced by Congressman Slack and Zwach, all lead-in-paint legislation is 607 in the Senate and H.R. 663, 2234, 1081, 1987 and 3008 in the House of Representatives) included in the 93rd Congress included a provision for a 0.06% lead standard (See February 12, 1973 Coatings).

Congressmen Slack, Zwach and Williams deserve the appreciation and support of the coatings industry. NPCA members are urged to communicate with their Congressmen on the subject of H.R. 6469, 5905, and 3743, all referred to the House Committee on Banking and Currency.

To keep the industry's efforts coordinated, inform NPCA of all individual and company action taken.

NEW MEMBERS

We have received applications for membership from:

CLASS A

Johnson Paints Inc 2715 Towles St
St. Myers Pa 33901 John Johnson
President Paints varnish stains
enamels water thinned paint roof
coatings

Longhorn Paint Co P.O. Box 5099 San
Antonio Texas 78201 Lester Warren
Plant Manager Paints

Tectrum Corporation 1225 S Patton
Ave Arlington Heights Ill 60005
Robert J. Kruger President Paints

This notice is published in accordance
with Article 2 Section 6 of our by-laws
If any member knows why any of the
above should not be admitted in this As-
sociation he should notify Allan Gates at
NPCA headquarters within 30 days of
receipt of this issue of Coatings. Lack-
ing such notification these companies
will be formally enrolled May 23 1973

TRADEMARKS

The following trademarks will be regis-
tered by the U.S. Patent Office unless op-
posed within 30 days of their publica-
tion in the Official Gazette. Details may
be obtained from Trademark Bureau
NPCA Class 1—Raw or Partly Pre-
pared Materials Class 4—Abrasives &
Polishing Materials Class 6—Chem-
icals & Chemical Compositions Class
12—Construction Materials Class 16
—Protective & Decorative Coatings
Class 25—Brushes, Brushes & Ousters
Class 32—Detergents & Soaps

Issue of April 3, 1973 Class 1—
DIENITE, POSTA-PLUS KASTILENE,
POLYIMIDAL DURA-GRIP Class 6—
MICROSENE MOLOJELL MOLO, SEN-
TRY NA IN TRIANGLE DESIGN Class
16—VYNA-CHEM, KLEEN AIR, DRY
TEMP, LIQUID TEMP VIBRA CRYLIC,
SPRAY GLOSS SPRAY FLAT PRO-
GLOS CLEAR-GLO DESIGN OF
WHEEL CURVECREST IN OVAL DE-
SIGN WITH GIRL ROLLER SKATING IN
FRONT OF HOUSE EPC, PIPE CLAD
WORLD OF COLOR WITH DESIGN OF
FAN UNAMIC, LEISURE TIME, VALUE
CITY IN DESIGN, SPARKLE SILVER,
Class 32—E-27

Issue of April 10, 1973, Class 1—
HUE-TONE, Class 6—GOOD-RITE, Class
12—EUCCO POLY-PATCH, Class 16—
IMAGINATION CENTER IN DESIGN OF
STYLIZED CORNUCOPIA w/words
EXCITING FINISHES START WITH
ILLINOIS BRONZE, WONDER WOOD-
TONES, HIGGINS, BUILD-DUR, REC-
TANGLE w/words DIAMOND WITH
STYLIZED DIAMOND INSERT, PAINT
PALACE ON DESIGN OF PAINT CON-
TAINER, AIRCO, BOYSEN WITH DESIG
TAINER, AIRCO, BOYSEN WITH DESIGN
OF SEVERAL SWIRLS CONFINED WITH-
IN CIRCLE, HOT COLORS, HOT PANS,
DECORAMIC, UNICO (in perspective
rectangle) DYNAMIC, TRICHEN.

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Mailing Dates for OSHA

Subscription Service Announced

Volumes V and V of the new Occu-
pational Safety and Health Subscription
Service recommended by NPCA to
coatings industry members. See Febru-
ary 12, 1973 Coatings will be mailed
to subscribers in the near future.

The U.S. Government Printing Office
has scheduled June 15 as the mailing
date for Volume I General Industry
Standards and Interpretations, April
16 for Volume IV Other Regulations
and Procedures, and September 15 for
Volume V Compliance Operations
Manual.

The new subscription service, started
this year supplements official Federal
Register and Code of Federal Regula-
tions publications, by providing Occu-
pational Safety and Health (OSHA) stand-
ards, regulations and procedures in
readable form for three-ring binders. The
service also includes periodic mailings of
changes to keep volumes up-to-date.

The new OSHA Subscription Service
includes 5 manuals from which one or
more can be ordered:

- I) General Industry Standards and
Interpretations (\$21)
- II) Maritime Standards and Inter-
pretations (\$8)
- III) Construction Standards and Inter-
pretations (\$8)

IV Other Regulations and Procedures
\$5.50

V Compliance Operations Manual
\$8

According to the Department of Labor,
the rates indicated above for each vol-
ume entitle subscribers to the service
for an indefinite period of time.

NPCA recommends Volumes I and
V for member companies with the ex-
ception of those involved in maritime or
construction industries.

Order forms for the subscription serv-
ice are available from U.S. Govt. Print-
ing Office. NPCA headquarters for faster
service use one order form per volume.

TRADEMARK WATCH

Class 16—C-THRU COSMIX-HARCO
OACAR CHEMICALS WITH DESIGN
DOLGE DEPENDABLE WITH DESIGN
DURA-GLAZE, EARTH TREASURES IT
NICOLET SEARS PAINT FOR GREAT
AMERICAN HOMES LIKE YOURS WITH
DESIGN, SUPER COTE, AURA CODE-
A-COLOR GRIPZ, LAST N LAST OS-
BORN WITH DESIGN OXFORD CHEM-
ICALS WITH DESIGN OXFORD CHEM-
ICALS INTERNATIONAL WITH DESIGN
PICTOR 511M

CREDITS AND COLLECTIONS SURVEY

National Paint and Coatings Association
February 1973

	No. of Reports	Average Days	No. of Reports	Percent of Collections
ANNUAL NET SALES				
Under \$1,000,000				
Trade Sales	10	47	7	57%
Chemical Coatings	8	54	7	59%
All Other	5	43	6	75%
\$1 - \$5,000,000				
Trade Sales	21	48	21	81%
Chemical Coatings	10	44	10	73%
All Other	14	44	14	74%
Over \$5,000,000				
Trade Sales	24	60	19	50%
Chemical Coatings	18	44	11	65%
All Other	10	48	11	60%
Total Trade Sales	55	52	47	56%
Total Chemical Coatings	34	47	28	66%
Total All Other	29	45	31	70%
Composites	118	48	106	64%

0007-SWP-036765

0007-SWP-000118082

President's Quarterly Report



C. A. Brethen, Jr.
President

One of the programs conducted during our recent Annual Meeting was entitled, "Success Means Getting Involved". Apparently a great many more people, than those who attended the Annual Meeting, have embraced this theme. In my two months as President of the Association, I have personally witnessed a higher degree of involvement among individuals and companies in our industry than ever before. Men and women are working with their local association, through NPCA committees and nationally on behalf of our industry to solve the major problems that confront us. From our headquarters we have sent out numerous calls for assistance on local, state and national matters, and in almost every instance we have gotten tremendous support from the membership. Organizing and enhancing this kind of response certainly bodes well for the future of the paint and coatings industry.

While we have been concerned predominantly in recent years with legislative and regulatory matters, and this kind of involvement on behalf of our members has produced some significant results, there is another aspect that should not be overlooked. After something of a dry spell, our industry has experienced two sound sales growth years and this in spite of the impact of the various environmental, product safety and consumerism issues on our markets. To me, this indicates that there is a great deal of dynamism and creativity inherent in our industry. We should not lose sight of harnessing the individual involvement and concern of members in the job of furthering the growth of our industry by capitalizing on every new marketing opportunity that exists.

MEMBERSHIP REPORT

During the first quarter which ended March 31 we enrolled 17 Class A and 2 Class B members. For this period 5 Class A and 7 Class B Canadian memberships were terminated.

FIELD SECRETARY— ACTION PLAN

Two issues of the *President's Newsletter* were sent out to Local Association officers. Two issues of the *Safety & Health Bulletin* were published. Field visits were made to Philadelphia, New York, Cleveland, Kansas City, Indianapolis, Baltimore and Richmond. The Field Secretary participated in a membership development program, in conjunction with the Cleveland Paint & Coatings Association. Three Regional Board Meetings were scheduled for early April in Columbus, Ohio; Newark, New Jersey; and Portland, Oregon. New application forms were distributed to Local Association secretaries. Work continued on the membership development program with the use of the Mastermable projections. The NPCA mailing list and Member Services Directory listings were expanded by the addition of all known Local Association members.

The old saying, "We don't have problems—only opportunities" must become something of a marketing truism in order for a company to remain contemporary and continue to grow in this dynamic industrial world of the 70's and beyond. I therefore suggest that all of us adopt a very positive mental attitude along with various involvements and activities which we have accepted, looking at them literally as opportunities for developing new markets, new technologies, and greater growth for our industry.

We have defined the work of our Association as, "a vehicle for problem-solving". This should also mean that it is a vehicle for developing these new opportunities. Supporting and developing this concept is another way in which members can manifest their involvement.

C. A. Brethen, Jr.

CREDITS & COLLECTIONS

The Credits and Collections Committee met February 23 in Sea Palms, St. Simons Island, Georgia. A presentation entitled "Automation of Accounts Receivable for Small Retailers" was given by Mr. C. A. Evitts, Vice President, First National Bank, Brunswick, Georgia. Copies are available, upon request, from NPCA headquarters.

Mr. Loren Sheets, the new chairman, announced that the next meeting will be held May 25 in Detroit, Michigan.

LEGAL & GOVERNMENT RELATIONS DIVISION

Lead-in-Paint

This continues to be the target of legislative and regulatory concern at both the Federal and State levels. In the U.S. Senate there is the proposed Kennedy Bill, S. 607, which, among other things, calls for a 0.00% lead tolerance in paint. In the U.S. House of Representatives 8 lead bills have been introduced. 3 include provisions for a 0.5% lead level in paint and 5 would reduce the lead standard to 0.00% or less.

In a new one hour program and discussion have produced legislative proposals dealing with the permissible lead level in paint. The District of Columbia adopted a .05% lead level and the City of Detroit enacted similar provisions which were vetoed by the Mayor.

The Food and Drug Administration (FDA) has not yet taken action on NPCA's request for product exemptions from the March 11, 1972 FDA Order. However, appearances at regulatory hearings regarding implementation of the Massachusetts Lead Law brought favorable amendments. Exemptions for all special purpose coatings except exterior wood primer and roof coatings were granted as well as a 6-month extension of the labeling requirements.

Mercury

The use of mercury in formulating certain products may be reaching resolution. Cancellation appeals were scheduled for preliminary hearing before an Administrative Law Judge to determine the appropriate mercury content under the Federal Environmental Pesticide Control Act of 1972. NPCA has researched the subject, and will present a statement on behalf of the membership.

At least two states, Minnesota and New York, have legislative proposals pending which would restrict the use of mercury in paint and coatings products. NPCA continues to follow developments on these proposals, urging that further state and local restrictions be held in abeyance until the Environmental Protection Agency has acted on the issue.

Poison Prevention Packaging Act

NPCA petitioned the Food and Drug Administration (FDA) for an extension of the mandatory compliance date for required packaging of household substances containing more than specified amounts of turpentine or methyl alcohol. The original compliance date of April 11, 1973 was not able to be met by most members because the prescribed safety closures were not generally available from container manufacturers.

Another proposed standard would require special packaging for paint solvent preparations containing more than 10% by weight of petroleum distillates, benzene, toluene, xylene, or combinations of these. Products specifically identified were thinners, removers, and brush cleaners for paint, varnish, lacquer, and similar surface-coating materials.

Transportation and Distribution

The U.S. Department of Transportation has expressed alarm over an apparent laxity in compliance with the Hazardous Materials Regulations. NPCA has met with government officials and

discussed the problem. NPCA has also petitioned the Association for the Protection of the Environment (APE) in several other industry organizations efforts to resolve mutual shipping problems ranging from regulatory and legislative concerns to operational techniques.

NPCA continued to monitor carrier rate increase proposals. During this period the unusually large amount of proposed increases were due to the rise in Teamster labor costs and carriers testing the parameters of economic control under Phase III of the Wage and Price Stabilization Program.

Publications

The new NPCA Labeling Guide was released and initial copies were distributed to the membership. Subsequent copies will be available from NPCA headquarters at a cost of \$7.50 each. The new Guide includes revised and updated "Recommended Precautionary Labels" for household products in addition to material on labeling, packaging and related legislative requirements of direct concern to coatings industry men.

A new Trademark Directory, recently submitted for printing, is anticipated to be released in the Spring.

State Legislative Program

A new monitoring system to advise NPCA members of pending state legislation which would have a direct or significant impact on the coatings industry, has been initiated by the Legal Division through the publication of "State Legislation Alert" bulletins. To date 27 bulletins have been issued, covering proposed legislation in more than 14 states. Each "State Legislation Alert" bulletin contains the status of the bill, a synopsis of its significant provisions, and appropriate comments. Success of the program has been due to the "grass roots" involvement of NPCA members, who have been active advocates of the industry's position.

Environment

Environmental controls were expanded with passage of the Federal Water Pollution Control Act of 1972. NPCA has continued to monitor development of state plans to control air pollution before the Environmental Protection Agency (EPA) and the Federal Courts. Some 15 states and the District of Columbia had adopted regulatory standards by the end of the first quarter of 1973, but 9 of these plans will have to be resubmitted as a result of a U.S. Court of Appeals decision reversing EPA's two-year extension for compliance.

TECHNICAL DIVISION

The Director attended the ASTM D-1 meeting held in Florida in January. One

meeting was the participation in the Subcommittee on Coatings. The Director also attended the ASTM D-1 meeting in Florida in January. One

The Assistant Director attended the meeting of ASTM E 34 held in New Orleans in January. This new committee on Occupational Health and Safety Aspects of Materials Physical and Biological Agents is intended to assist OSMA in developing standards for potentially hazardous materials used in the paint industry.

Members of the OSMA Task Force met in Washington D.C. at the U.S. Department of Labor to discuss requested modifications in OSMA Standards with government officials. The group has been very active in attempting to secure interpretation and modification of OSMA Standards which will benefit the paint industry.

The Director met with the Dry Color Manufacturers Association (DCMA) in New York in February to discuss research which NPCA is doing on certain industrial metal compounds. DCMA also plans to do research on certain types of metal compounds affecting the production of pigments.

The organizational meeting of the Occupational Health Task Force was held in Washington D.C. on March 29. This group will study OSMA Health Standards and their impact on the coatings industry.

The NPCA Air Quality Task Force met twice during the quarter to discuss changes in state air pollution regulations and their relationship with EPA activities. The Task Force continues to work with EPA and state regulatory authorities to establish reasonable regulations governing the control of solvent emissions for the paint industry. Legal briefs were filed by NPCA in California, Texas and New York relating to proposed changes in state regulations.

The NPCA Water Quality Task Force met to discuss the recently enacted Federal Water Pollution Control Act and the cooperative program with Southern Research Institute on the Waste Water Survey of the coatings industry.

The Community Services Steering Committee met in Washington D.C. in March to review the work of all NPCA Task Forces and to recommend future activities and objectives for the Task Force groups.

The Director presented a paper at the Aluminum Finishing Seminar in Chicago on March 20 on "Performance Specifications and Testing of Organic Coatings". He also spoke at the Annual Meeting of the Southern Society for Paint Technology in Florida, March 22, on the subject "A Detour in the Paint Research Roadmap".

MANAGEMENT INFORMATION DIVISION

The Management Information Program for the year is proceeding on schedule.

ANNUAL SALES SURVEY The forms requesting sales data for 1973 were mailed to Class A members and were followed by a second request letter to companies who have not yet returned their figures.

RAW MATERIALS USAGE SURVEY Forms for the usage of Raw Materials were sent to Class A members and Projections of Raw Material Usage forms were mailed to Class B members. The Raw Material usage forms have been received and the data is being processed. An increased number of participants show genuine interest in this important information. However, the data on Projections of Usage of Raw Materials will not be published due to too few returns.

OPERATING COST SURVEY Forms were mailed to Association members and returns are coming in at a good pace.

BAD DEBT LOSS SURVEY This survey was completed and mailed to participants as scheduled.

DISTRIBUTION SURVEY: A pilot survey on distribution was mailed to members of the Transportation and Distribution Committee and Management Information Committee. Results are being collected by Tyson Belzer & Associates.

PAINT CONSUMER RESEARCH PROGRAM: Results of the third wave were mailed to participants as scheduled. Meetings of the Task Force were held in Toledo, New York and Cleveland in order to keep improving the program.

MONTHLY SALES INDEX: The index is published as soon as figures are received. A new form was sent in order to obtain the data within the time set at the beginning of the program.

CENSUS SALES FIGURES: The figures of sales by the Paint Industry were published and mailed to members as soon as released by the Census Bureau.

DIVISION'S ACTIVITIES: The Director attended meetings of the Management Information Committee in Atlanta and the Trade Sales Committee in Boca Raton. He also met with the Traffic Committee in Washington, D.C.; the Washington Society of Association's Executive, and the Color Marketing Group.

TRADE SALES DIVISION

At the Aerosol Coatings Manufacturers Committee meeting, in January,

several subcommittees were formed. The subcommittees' current work includes technical coordination on the Material Safety Data Sheet labeling requirements for aerosols, a proposed production survey, government action and legislative tracking procedures and a public affairs program. As part of the Public Affairs Subcommittee an Anti-vandalism Task Force has been formed to work with New York City officials to find solutions to growing vandalism problems including spray paint graffiti in the metropolitan area.

The High Performance Architectural Coatings Committee in February met to continue its current program of developing new test methods for these products. As the test work with ASTM nears completion, new emphasis will be placed on completing proposed high performance coatings specifications with GSA. Work on the Joint Apprenticeship Committee's special coatings training manual in which the NIPAC group assisted is almost finished. Also, information to be used in public relations efforts will be updated.

At the Trade Sales Marketing Committee meeting, in March, it was decided to place a renewed emphasis on consumer affairs. Two subcommittees, Technical Liaison and Consumer Education, were formed to develop necessary information for industry and public use. A third subcommittee was established to look into the impending situation caused by the inclusion of the metric system in the United States.

During the Sealants, Caulking and Glazing Steering Committee meeting, in March, two cooperative projects with the Composite Can and Tube Institute were planned. The first will deal with container standardization and the second, initiated by the Federal Office of Emergency Preparedness, will attempt to determine the reduction of heat and air conditioning loss when caulk and sealants products are properly used.

The Roof Coatings Steering Committee met in March and decided to continue cooperative work with the National Roofing Contractors. Work on Federal specifications pertaining to roof coatings products will be completed.

CHEMICAL COATINGS DIVISION

The Furniture Finishes Industry Committee conducted a luncheon meeting in Chicago during the January Furniture Market. The speaker, Mr. Ray Heimers, publisher and editor of *Furniture Design and Manufacturing*, reviewed the various aspects of this market.

The Chemical Coatings Steering Committee met on February 28 and the Chemical Coatings Industry Committee on March 1 and 2 at Boca Raton, Florida.

At these meetings, a subcommittee for Electrocoat and Powder Coatings and Dry Coating were formed to assist in programming an American Surface Finishing Conference and Exposition promoted by the Society of Manufacturing Engineers and co-sponsored by NPCA and other allied associations. The tentative date for this National Conference and Exposition is May of 1974.

NPCA co-sponsored with the Aluminum Association a Finishing Seminar on March 19-21 in Chicago. The Moderator for the Applied Sessions of this event was Mr. John Armistead, Chairman of the Chemical Coatings Steering Committee.

PAINT INDUSTRY EDUCATION BUREAU

At the January meeting of the Paint Industry Education Trustees, the Subcommittee on PIEB Projects and Progress submitted its final report. This report, adopted by the Trustees, establishes a definite and detailed course of action for the Bureau during the next few years. The report has been submitted to the sponsoring organizations.

The revised Organic Coatings I has been completed by the Federation Education Committee and is in the process of being reproduced by PIEB for distribution.

At the recent meeting of the Southern Society in Miami, the Director of PIEB assisted in the organization of an Industry Advisory Committee to assist the program at the University of Southern Mississippi.

A \$1,000 scholarship grant has been awarded to the Polymer Institute of the University of Detroit to assist in the establishment of a degree granting program for training future industry personnel. Efforts are under way to raise additional funds for this program.

The PIEB Trustees hold their next meeting May 22 in Louisville and interested industry members are invited to attend.

COMMUNICATIONS DIVISION

LEAD INFORMATION

Film Press Releases: Over 2,500 news releases publicizing the lead poisoning prevention film were sent to media outlets.

An in-depth description of the paint industry's position on the lead-in-paint issues, titled "Lead in Paint: An Industry Perspective," appeared in the March issue of *THE CONSTRUCTION SPECIFIER*. It was written by NPCA.

NPCA District of Columbia Lead Poisoning Prevention Pilot Program: NPCA initiated a District of Columbia Lead Poisoning Prevention Pilot Program.

...emphasize how the industry can avoid lead poisoning prevention programs which serve the interests of the community and paint industry.

Contact was made with the District of Columbia Lead Poisoning Prevention Division which administers the program. The Division assisted NPCHA in identifying and meeting key contacts necessary to conduct a successful program.

Contact was made with the Associate Producer of an award winning local television documentary program who will arrange for the introduction of NPCHA lead poisoning prevention materials to other TV stations.

Contact with the Urban Program Director of a local YWCA resulted in approval of NPCHA lead poisoning prevention materials for use in their program.

Contact with the National Council of Better Business Bureaus (NBBC) resulted in the use of NPCHA lead poisoning prevention materials in a local program. The NBBC purchased a van to take literature, movies and personnel into inner-city areas in the northeastern U.S. NPCHA participated in the van "kickoff" program in Washington, D.C. On four successive days it was parked outside library branches in the inner city. NPCHA pamphlets were distributed and the film *Lead Poisoning Could Strike Your Child* was shown in the van and libraries.

The film was approved by the D.C. Public Schools Safety Curriculum Committee and the Director of Health Education of D.C. Public Schools is ordering three prints.

NPCHA "Poison" Paper: An official position paper called *The Lead-In-Paint Issues* was prepared and disseminated. The paper discusses NPCHA's position on all aspects of the lead-in-paint controversy.

National Poison Prevention Week: NPCHA participated in this event March 18-24.

Consumer Attitude Survey: At its January meeting the NPCHA Executive Committee voted \$4500 to fund a Consumer Attitude Survey on lead used in paint. This study was originally proposed by the Communications Committee. The survey and report will be available in Spring, 1973.

Mutual Radio Network Program: The Executive Vice President recorded a fifteen minute radio program in which he discussed trade sales, chemical coatings products and the lead issues with the sponsor the Council of Better Business Bureaus. It will be used by 400 Mutual radio stations in April.

Lead TV and Radio Spots: Production has begun on public service broadcasting materials on lead poisoning prevention.

AEROSOL INFORMATION

Graffiti: We have met several times with the City of New York to assist in solving the graffiti problem. A statement of paint industry support prepared at the request of the Mayor's office was included in a City press release on the subject. NPCHA was favorably mentioned in all clippings of the story.

PRODUCT INFORMATION

Chemical Coatings: Over 30 magazine editors interested in chemical coatings have been contacted. Response to our offers of assistance was excellent.

Work has begun on a cover story for *AUTOPRODUCTS* on new automotive coatings, paints and processes being introduced or under development. New types of resins or pigments under development, radiation curing of coatings powder and polyurethane coatings and pollution control.

APPLIANCE Magazine is planning an article for August publication on water-reducible coatings. NPCHA is coordinating research efforts for a report on what applications coatings are suited for and a discussion on coatings that might meet processing requirements. Chemical, mechanical and appearance attributes will be discussed.

WOOD AND WOOD PRODUCTS has contacted NPCHA for a June article on new developments in furniture finishes.

WOODWORKING AND FURNITURE DIGEST requested and received a staff written feature on the Furniture Finishes Group's 1972 survey of Europe.

APPLIANCE MANUFACTURER Magazine ran an article in February on water-reducible coatings. NPCHA provided much of the data. This magazine will run another story on electrocoating as a result of last year's seminar on the subject.

MATERIALS ENGINEERING has requested assistance in updating their *Materials Selector* publication. The editor is interested in an article on water-reducibles for publication later this year.

We assisted in promoting the Aluminum Finishing Seminar and Powder Coatings '73.

Trade Sales: BETTER HOMES & GARDENS HOME FURNISHING IDEAS/Paint-Winner, 1972—included a reprint of the article "How to Change the Scene With Paint and Wall Coverings."

BUDGET DECORATING published a reprint of an article which appeared early in January, "50 Money-Saving Decorating Ideas." It included a number of NPCHA ideas.

HOME BUILDING AND REMODELING—A note on the NPCHA booklet "Selection and Application of Caulks and

...to make
...S WEEKEND BUILDING PROJECTS—a SCIENCE & MECHANICS Do-It-Yourself Guide—includes Finishing Wood Furniture, a reprint of NPCHA's new booklet on furniture finishing with credit to NPCHA.

3000 HOUSEKEEPING—A Basic Guide to Room Paints and Painting appeared in the March 1973 issue. Material was based on NPCHA's booklets and fact sheets.

The revised version of the American Gas Association's consumer information pamphlet "Decorators' Coloration" is now being distributed. NPCHA provided information on identifying and correcting mislead.

The *Dear Consumer* column syndicated for newspapers across the U.S. and published under the name of Virginia Kneuer, Director of the White House Office of Consumer Affairs, featured an article "Brush Up Paint Skills Before You Start" which was based on NPCHA information.

NPCHA Committees Change Names

Several NPCHA committees and task forces have changed their names recently in an effort to reflect the full scope of their expanding activities and goals.

The NPCHA Traffic Committee voted at its recent meeting in Washington, D.C. to change its name to the Transportation and Distribution Committee. Under consideration for some time, the change reflects the members' awareness of the expanded areas of shipping problems. The Committee felt that the emergence of new safety regulations, mechanized equipment, new products and improved transportation service can be as important in making decisions about shipping as cost.

The Public Relations and Publicity Committee has become the Communications Committee which, its members feel, denotes a broader area of their responsibilities for NPCHA's public relations programs, both internally and externally. This name change also affects the Public Relations Division, now the Communications Division.

The Furniture Finishes Group Steering Committee has also changed its name to the Furniture Finishes Industry Committee.

The new NPCHA Task Force on Occupational Health was organized, based in part on the old Material Safety Data Sheet Task Force. To avoid confusion, the OSHA Task Force became the Task Force on Occupational Safety (See *Coatings*, February 26, 1973).