

LEAD INDUSTRIES ASSOCIATION

80 EAST 42ND STREET

NEW YORK 17, N. Y.

SUBJECT TO REVISION

INDUSTRY DEVELOPMENT COMMITTEE MEETING MINUTES

New York, N. Y.

November 14, 1957

A meeting of the Industry Development Committee of the Lead Industries Association was held at the office of the Association on Thursday, November 14, 1957.

Present

V. Dorman
S. D. Strauss
S. E. Sweet

R. H. Cutting
Robert Hendricks
Clarence Glass

C. R. Ince
G. M. LeFevre

Representing

The American Metal Co. Ltd.
American Smelting & Refining Co.
Broken Hill Associated Smelters Pty. Ltd.
(C. Tennant, Sons & Co., Agents)
Bunker Hill Co.
Consolidated Mining & Smelting Co. of Canada Ltd.
International Smelting & Refining Co.
(Anastasia Sales Co., Agents)
St. Joseph Lead Co.
United States Smelting Refining & Mining Co.

Robert L. Zingfeld, Secretary-Treasurer

Meeting was called to order at 9:30 A.M.

Minutes of previous meeting of April 25, 1957 were approved.

LEAD MONOGRAPH

The secretary reported that both the Industry Development Committee and the Executive Committee had unanimously approved appropriation of an amount not to exceed \$3,000 towards expense of authoring and editing the Monograph on Lead for the American Chemical Society. He further reported that to date only \$500 of this appropriation had been committed but that more would probably be necessary.

In answer to an inquiry he stated that, while a great many of the sections of the Monograph were already in our hands, several important sections had been delayed by the authors and difficulty had been experienced in obtaining authors for two or three important sections. He felt, therefore, that we would not be able to meet the deadline for delivery of the manuscript on January 1, 1958 but hoped that it could be delivered soon thereafter.

BATTELLE RESEARCH STUDY

The secretary reported that the Technical Steering Committee had met at Battelle Memorial Institute in Columbus on October 24th to receive a verbal report of the Battelle study on "Evaluation of Research Needs and Formulation of a Research Program," and to make informal comments on it for the benefit of Battelle personnel.



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At that time Battelle informed the Committee that the final report should be available in the last week of November or the first week of December. The secretary stated that he planned to circulate the report to the Technical Steering Committee upon its receipt and to call a meeting of that Committee for consideration of the report approximately two weeks thereafter.

He further stated that in the budget recommendations for 1958 to be considered at this meeting no cognizance had been taken of the Battelle study.

CABLE SHEATHING PROGRAM

The secretary reported that he had checked with Mr. C. C. Childress, President of the John Robertson Company earlier in the week as to the progress of the construction of the new experimental continuous extrusion press for cable sheathing. Mr. Childress had told him that the press is under construction but had suffered from unavoidable delays. He expected to know better in a few weeks when it might be ready for actual experimental operation and that he would call on our Cable Sheathing Task Group for assistance at that time.

RECOMMENDATIONS FOR 1958 ACTIVITIES

The Committee then proceeded to consideration of the report of the 1957 activities and recommended activities and budget for 1958, circulated to the Committee on November 8, 1957. The specific programs were considered first:

Pigments & Chemicals - The secretary presented a chart showing the consumption of red lead in paint by years from 1929 through 1956, which indicated only a moderate growth trend, except for the very high peak during the war years. (A copy of the chart is attached.)

The Committee felt that the budget recommended by the Red Lead Technical Committee of \$53,500 was a bit high considering the volume of red lead paint business and the comparatively moderate growth possibilities. It felt, therefore, that instead of engaging full-time services of a field man efforts should be made to obtain a part-time field man, thus reducing both the cost of salaries and travel expenses. It was further felt that the cost of advertising space for 13 full-pages in two colors was high and should be reduced from \$15,000 to \$13,000 with the thought that the secretary investigate one of the two following possibilities:

- (1) either running 13 full-pages in black and white, or
- (2) running 13 partial-pages (perhaps two-third-pages) in two colors.

It was also felt that the advertising production cost could then be reduced somewhat.

It was also decided that the market survey for red lead in the marine market should be undertaken but that that in the construction field should not be undertaken this year but might be the following year.

These economies would effect a reduction of about \$10,700 in the recommended budget.

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It was then regularly moved, seconded and carried that a budget of \$42,800 be approved for 1958 as follows:

Consulting Fees, Salaries & Taxes	\$10,000
Travel Expenses	4,000
"Lead"	3,200
Advertising Space	13,000
Advertising Production	1,000
Direct Mail (Technical Letters, etc.)	5,400
Market Survey (Marine)	900
Publicity	2,000
Research & Research Materials	1,500
Miscellaneous & Contingencies	1,000
	<u>\$42,800</u>

Ceramics - The secretary presented a graph showing consumption of lead in ceramics by years from 1929 through 1956. (A copy of the graph is attached.) This graph indicated a definite substantial growth trend in this industry and it was also felt that new developments on which we are already working would offer still greater possibilities in the future.

The secretary presented a budget of \$63,000 as recommended by the Ceramics Technical Committee and modified by the Technical Steering Committee. It was regularly moved, seconded and carried that the budget of \$63,000 be approved for the Ceramics Program in 1958 as follows:

Salaries, Consulting Fees and Taxes	\$7,000
Travel Expense	2,000
Supplements to "Lead in the Ceramic Industries"	6,000
Research Grants and Fellowships	27,000
Advertising Space	10,200
Advertising Production	1,800
College Exhibits	3,300
Publicity	2,000
"Lead"	1,200
Miscellaneous and Contingencies	2,500
	<u>\$63,000</u>

It was recognized in approving this budget that the Ceramics Technical Committee had recommended adding a full-time ceramist on the staff of the Association for technical service work but that the Technical Steering Committee had not approved this at the present time. However, the Technical Steering Committee had instructed the secretary to advise the Industry Development Committee that such a step will probably be appropriate at some time in the future and that they might be requested to make the necessary appropriation for such an activity then.

Metallic Lead Products - It was regularly moved, seconded and carried that a budget of \$47,000, recommended by the Metallic Lead Products Division Advisory Committee be approved for 1958 to continue the work substantially on its present basis, as follows:

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Consulting Fees, Salaries and Taxes	\$13,000
Travel Expense	8,500
Conventions & Exhibits	7,000
"Lead"	3,500
Construction Bulletins	2,400
Sweets Catalogs	6,000
Publicity	2,000
Reprints	1,000
Apprentice Contest	600
Miscellaneous and Contingencies	3,000
	\$47,000

It was also regularly moved, seconded and carried to approve the recommendation of that Committee to engage the services of Skidmore, Owings & Merrill, architects and engineers, for the first phase of a study of the potentialities of lead in building construction as covered by the proposal of Skidmore, Owings & Merrill, dated October 15, 1957, at a cost of approximately \$20,000.

In adopting the two foregoing motions it was the intention of the Industry Development Committee to consider the necessity for and direction of the second phase of the Skidmore, Owings & Merrill proposal after the report of the first phase had been received, and also to reconsider the activities of this Division in the building construction field.

Radiation Shielding - It was regularly moved, seconded and carried that the Association's work in the field of radiation shielding be continued as in the past at an annual cost of \$5,000, most of which is for staff time and travel.

General Promotion - The Committee then proceeded to a consideration of the general promotion recommendations made by the secretary which, in the main, would consist of new activities. The Committee approved in principle the idea of making a motion picture but felt that the making of such a picture and a decision as to its subject should be delayed until after receipt of the report of Battelle Memorial Institute on research activities and the report of Skidmore, Owings & Merrill on building construction had been received.

The secretary was also instructed to have his staff outline in more detail any subjects which they considered would be suitable for a promotional motion picture on lead in any of its phases.

The secretary then informed the Committee that in the past the cost of the publication, "Lead" which he considered one of the Association's most valuable activities, had been borne partly by the Ordinary Fund and partly by the Industry Development Fund through the Pigments and Chemicals, Ceramics and Metallic Lead Products Funds. He recommended, since this is strictly an industry development activity, that the entire cost be borne by the Industry Development Fund. It was regularly moved, seconded and carried that this be done and that \$12,000 be appropriated from the Industry Development Fund for the publication of "Lead" in addition to the amounts appropriated for this purpose in the Pigments and Chemicals, Ceramics, and Metallic Lead Products Funds. It was also suggested by one member of the Committee that consideration might be given in the future to publishing "Lead" six times a year instead of four times as at present.

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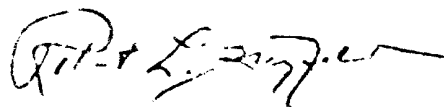
The Committee also looked favorably upon the recommendation for expanding the technical service work of the Association by adding a technical man who could sit down with users and prospective users of lead and help them to use lead where they have not used it before or to use it more effectively in their products. The secretary pointed out that even at the present time the amount of technical service which the Association is doing is overburdening the present staff. It was, therefore, regularly moved, seconded and carried that as a start in this direction one additional technical man, preferably with a background in chemistry, be added to the staff and that \$15,000 for salary and expenses be appropriated for this purpose.

Miscellaneous - The secretary reported that there are other areas of possible increased lead consumption which the Association is investigating and cited as an example the pamphlet issued by Cathodic Corrosion Control Ltd. of London on non-sacrificial lead anodes for impressed current cathodic protection. He said that the Association is attempting to get full details and that preliminary investigation indicates that such anodes would probably not be directly competitive with sacrificial anodes such as zinc and magnesium in most instances.

Recapitulation - The following is a recapitulation of the budget recommendations of the Industry Development Committee, adopted at this meeting, to be submitted to the Board of Directors:

1958 Budgets

Pigments & Chemicals	\$42,800
Ceramics	63,000
Metallic Lead Products	47,000
Building Construction Survey	20,000
Radiation Shielding	5,000
"Lead"	12,000
Technical Service	<u>15,000</u>
	\$204,800



Secretary.

