

LEAD INDUSTRIES ASSOCIATION

60 EAST 42ND STREET

NEW YORK 17, N. Y.

October 27, 1958

**SUBJECT: 1959 ACTIVITIES
METALLIC LEAD PRODUCTS**

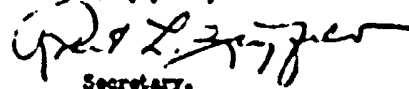
To the Advisory Committee of the
Metallic Lead Products Division:

We are attaching a brief report of the current activities of the Metallic Lead Products Division, together with some recommendations and budget data to be used as a basis for consideration and discussion at the Advisory Committee meeting and luncheon to be held on November 5, 1958, at 12:15 P.M., in Room 8 of the Lawyer's Club, 115 Broadway, New York City.

In preparing these recommendations the report made for us by Skidmore, Owings and Merrill, sent to you on October 7th, has been studied and followed in the main, although with slight variations.

We sincerely hope that you will have an opportunity to study these proposals prior to the meeting and that, if you can not attend, we will be given the benefit of your thinking either by letter or telephone.

Very truly yours,



Secretary.

BY ORDER OF THE CHAIRMAN



METALLIC LEAD PRODUCTS

The activities of this Division are under the general guidance of an Advisory Committee composed of representatives of Federated Metals Division of American Smelting and Refining Co., Bunker Hill Co., Gardiner Metal Co., Hurdock Lead Products Co., National Lead Co., St. Joseph Lead Co., and United States Smelting Refining & Mining Co.

The architectural firm of Skidmore, Owings and Merrill was engaged to make a study of the use of lead in buildings and to recommend methods of expending this usage. This report was received near the end of September, 1958. Meanwhile, the activities of this Division were conducted during the current year without major change.

Field work was continued with Elmer S. Yetman contacting plumbers, city officials, builders and some architects in the interests of lead products. For the first time we had two four-page catalogs in Sweet's Catalogs for architects and light construction builders. One dealt with plumbing, the other with sheet metal work. We continued to publicize lead usage in "Lead" and in trade magazines, including chemical as well as building construction. Lead Construction Bulletin No. 2 was reprinted because of the heavy demand. We exhibited at the Home Builders Show, Plumbers' Show and National Chemical Exposition. We continued to sell our book, "Lead Work for Modern Plumbing" at cost to plumber's apprentices. It is now an official text book of the union-sponsored training program. We supplied a judge of lead work for the international plumbers' apprentice contest and an instructor for the instructor training program held simultaneously. We presented a paper on lead chemical construction before the annual meeting of the National Association of Corrosion Engineers. The Solder Committee completed the manuscript for a Soldering Handbook now in process of being published by the American Welding Society. Considerable publicity has been obtained for lead both in building and chemical construction through talks before engineering and architectural groups, articles in trade papers and in "Lead," and wide circulation of reprints of articles prepared by us.

The following program is recommended for 1959 after giving due consideration to the Skidmore, Owings and Merrill study:

1. Sweet's Catalog - On specific recommendation of Skidmore, Owings and Merrill, we have renewed our catalogs in Sweet's for 1959 to be paid out of 1958 budget and believe that provision should be made in the 1959 budget for 1960, with the thought that we may wish to cover additional products by that time. An extra color has been added, as recommended.
2. Construction Bulletins - Our series of "Lead Construction Bulletins," three of which have been issued to date, should be continued and expanded.
3. Flyers - Six bi-monthly one-page flyers describing specific building jobs using lead, with engineering details of the lead work, should be issued.
4. Handbook - A handbook of details for the installation of lead work should be publicized. Much of the ground work has already been done for such a book.
5. Advertising - Some of our advertising space in "Engineering News-Record" should be devoted to such engineering applications of lead as anti-vibration pads, lubricating bases for arches and bearing plates for bridges.

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6. Consultant - An architectural consultant should be retained to guide us in the type of material that would be helpful to architects and builders.

7. Leaflet - This publication should continue to be distributed to architects. This is contrary to Skidmore, Owings & Merrill's recommendations but we feel that the cost is comparatively small and that we receive a sufficiently large number of inquiries from architects as a result of it to warrant the cost.

8. Exhibits - We should continue to exhibit at the Home Builders, Plumbers, and Chemical Shows, but the latter should not be charged to this budget because of the variety of products displayed.

9. Chemical Construction - This should continue to be publicized through technical papers, articles in the trade press and in "Lead," and wide circulation of reprints.

10. Field Work - Field work with plumbers, builders, architects and chemical engineers should be continued.

11. Text Book - Our supply of the text book, "Lead Work for Modern Plumbing," is depleted. As it is now an official text book for the national plumbing apprentice program it should be reprinted. To date 11,000 copies have been distributed and our entire original cost recovered. It is recommended that 5,000 additional copies be printed and sold at cost so that the cost will be recovered over the next four or five years.

12. Mailing Lists - For the direct mail advertising suggested our mailing lists should be materially expanded, based on lists of active architects and builders supplied us by Sweet's Catalog.

13. Research - Several research projects should be recommended to the Research Director and Technical Steering Committee. These should include:

- a. Development of engineering data on lead asbestos anti-vibration pads.
- b. A basic study of lead alone and in combination with other materials for both vibration and sound attenuation.
- c. Development of thin lead laminations for inexpensive moisture proofing and corrosion protection.
- d. Development of lead coated plastic forms for prefabricated applications in buildings such as spandrels, gutters, gravel stops. The plastic would supply rigidity and the lead protect the plastic from weather.

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METALLIC LEAD PRODUCTS

	Approved Budget 1958	Estimated Expenditures 1958	Recommended Budget 1959
<u>Direct Costs:</u>			
Salaries & Social Security Taxes	\$7,500	\$7,700	\$8,000
Consulting Fees	-	150	5,000
Sweet's Catalog	6,000	8,000	12,000
Construction Bulletins	2,400	900	3,000
Flyers	-	-	3,000
Handbook	-	-	15,000
Advertising	-	-	6,000
Reprints	1,000	500	1,000
Apprentice Contest	600	500	500
Conventions & Exhibits	7,000	10,000	6,000
Travel	5,500	6,000	5,500
Reprint-Plumber's Text Book	-	-	4,500
Mailing List Expansion	-	-	500
Miscellaneous	1,000	1,300	1,500
Direct Costs	33,000	37,050	73,500
<u>Indirect Costs:</u>			
Salaries	5,500	5,600	6,000
Publicity	2,000	2,000	3,000
"Lead"	3,500	3,500	3,500
Travel	1,000	1,500	1,500
Indirect Costs	14,000	14,600	16,000
Skidmore, Owings & Merrill Survey	20,000	17,000	-
Direct Costs	33,000	37,050	73,500
	\$67,000	\$68,650	\$89,500
Balance, January 1, 1958	\$12,204.15		
Transfer from Industry Development Fund	67,000.00		
"Lead Work for Modern Plumbing"	450.00		
	79,654.15		
Less: Expenditures	68,650.00		
Estimated Balance, January 1, 1959	\$11,004.15		

* Included \$20,000 from Industry Development Fund for Skidmore, Owings & Merrill Report