

LEAD INDUSTRIES ASSOCIATION

480 LIDGINGTON AVENUE

NEW YORK 17, N. Y.

July 5, 1951

SUBJECT: WHITE LEAD TECH-
NICAL COMMITTEE MEETING
MINUTES - JUNE 6, 1951

To The Members of the White Lead Technical Committee;

You will find attached the tentative draft of the Minutes of the White Lead Technical Committee Meeting held on June 6, 1951 in the offices of the Association.

Very truly yours,

C. J. Vander Valk
C. J. Vander Valk
Technical Director



LEAD INDUSTRIES ASSOCIATION

480 LEXINGTON AVENUE
NEW YORK 17, N. Y.

TENTATIVE DRAFT
CONFIDENTIAL

WHITE LEAD TECHNICAL COMMITTEE

New York, N. Y.

June 6, 1951

A meeting of the White Lead Technical Committee was held on June 6, 1951 in the offices of the Lead Industries Association. The following persons attended.

PRESIDING

C. H. Adams
H. B. Carlock
J. P. St. George
O. F. Shobe

REPRESENTING

Sherwin-Williams Company
The Eagle-Picher Company
National Lead Company
The Glidden Company

A. J. Lyons, G. S. Tyson Company (Advertising Agency)
R. L. Ziegfeld, Secretary, Lead Industries Association, Meeting Chairman
C. J. Vander Valk, Lead Industries Association, Meeting Secretary

REVIEW OF BOOKLET ON WHITE LEAD IN HOUSE PAINTS

The draft of May 18, 1951 of the booklet on white lead in house paints was reviewed by the committee. Several changes in the text were agreed upon. A copy of the text incorporating the recommended revisions is enclosed with these minutes.

ILLUSTRATIONS FOR WHITE LEAD BOOKLET

The charts and pictures to be used in the proposed white lead booklet were reviewed by the committee with the following results:

1. Mr. St. George agreed to determine the feasibility of obtaining tensile strength, elongation and water sorption graphs (Charts 1, 2 and 3) based on practical type mixed pigment formulations.
2. Mr. Adams said he would investigate the desirability of using photographs of magnified sections of exposure panels to demonstrate the improved mildew resistance of white lead base mixed pigment paints.
3. Mr. Carlock said he would have his laboratory investigate the use of stripped paint films to demonstrate the improved flexibility of white lead base paints.
4. Mr. St. George stated that he would see what appropriate data his laboratory might have on the flexibility of stripped films of various compositions.



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5. The committee members were asked to submit photographs of attractive buildings painted with white lead base mixed pigment house paints. They all agreed to do this.

IDEAS FOR NEW ADVERTISING COPY

The committee was asked to submit ideas at the earliest possible date for two new advertisements for the paint trade journals. Mr. Siegfeld informed the committee that the advertising copy would have to be completed early in August for placement in the September magazine issues.

C. J. Vander Valk
C. J. Vander Valk
Meeting Secretary