And Ed Martin, our architect, whom all of you know, has some interesting comments on lead in architecture. He sees more of it being used for waterproofing, plenum barriers and in new lightweight partitions for computer rooms. For waterproofing, Ed points to the very successful use of sheet lead membrane to waterproof the steps of the Missouri State Capitol. And one good installation deserves another, one! The reflecting pool at the same location has just been lined with 6lb. lead as a direct result of the success of the first job. Ed says there's another job calling for acres of sheet lead pool lining at the huge World Trade Center in New York City. The architect, Yamasaki, has called for sheet lead linings on the strength of weathering tests and personal contacts with LEA's architect.

Probably the fastest growing area of usage in architecture is sound insulation applications. In the past year we've seen such major companies as 3Ms, General Motors, and J. B. Williams, the makers of Memmen products installing thin lead sheet plenum barriers. There is an increasing number of such installations. Lead has proven to be an effective and low cost material for blocking the passage of sound from one office to the next, and now it seems that the word has caught on.

The remainder of our technical service effort is handled by me and Jerry Smith, with Ted Agne coming along fast to fill in the gaps. Beyond answering several thousand mail and telephone inquiries, this entails supervision and collection of supporting material for ads and our publicity program. We also gather, select and approve the writing of 36-odd articles each year for LEAD Magazine, and help assemble the materials for 5 national trade shows with the logistics arrangements and follow-up ably handled by Ray Assadi.

Many times our industry ties stand us in good stead in the pursuit of our technical service. Without having had close contacts at the National Ceramic Color Manufacturers Association and with the United States Potters Association, we might never have gotten the two to work together to end a potentially hazardous (and ultimately much publicized) hobby glaze problem. Instead, with encouragement from us, these producers of lead-containing hobby glazes are recalling and testing all of their bottled glazes--at no small cost to themselves--and relabeling to inform hobbyists which ones are safe to use for foods and beverages. Every year we have other such cases where, by moving in and getting involved we have helped to avoid a situation which might earn lead much unwanted and unfavorable publicity.

Of course, one way to help overcome such 'bad press' is to generate publicity showing our more favorable characteristics. The most perfect example was the Apollo Moon Mission. Our publicity group has cranked out many stories showing lead's role in these historic journeys.

To begin with, lead sheathed cable carried the countdown signal, lead alloy solder joints--by the billions--work perfectly to pass the signal to the onboard computers--and lead glass protected microcircuits get the impulse and do their job. Then, when the various stages of the rocket separated flawlessly, explosive-filled lead extrusions actually performed the separation--and lastly, the instrument package left on the moon is still receiving electrical power from lead telluride thermocouples.

Another very important way we tell the World about lead is through motion pictures. It's hard to gage the success of such things accurately, but one useful yardstick is always the size of the audience--and on that basis I think we've done real well. For example, more than 6 million people in the U.S. have seen one or more of the versions of our movie "The Lead Matrix" in 1969. Mostly on TV and at motion picture theaters--however there have also been thousands of industrial and government showings in 1969 too.

We also have 2 two-and-one half minute film clips. One clip is a condensed segment from the "Matrix" ideally suited for a TV filler, and the other is a condensation of our very successful film, "Lift Better Electrically." This short film was only finished in September, 1969, and has already been seen on 28 TV stations and been shown 10,000 times at theaters around the U.S. to an audience of 1,573,000.

The one remaining department at LIA about which you haven't heard is Health & Safety. Yesterday afternoon you heard quite a bit on lead in gasoline, but let me tell you--the other brushfires requiring attention in this field continue to burn, and I'll tell you a bit now about what Jim Roumas, Our Director of Health and Safety is doing about it, particularly in the field of childhood lead poisoning.

Our booklet, "Facts About Lead and Pediatrics," which presents an honest, factual approach to the problem of childhood lead intoxication has been extremely well received by physicians, public health authorities, city officials, social workers, citizens' groups and others throughout the country. Following an initial printing and distribution of 25,000 copies of this publication and its companion pamphlet, Lead Poisoning in Children, a publication of the U.S. Children's Bureau of the U.S. Department of Health, Welfare and Education, a second printing of 40,000 copies was made because of the demand for these booklets. We feel that the issuance of these materials did much to enhance the image of LIA from a public service standpoint. Of

interest in this connection is the great number of local citizens' groups around the country, calling themselves "Citizens Against Lead" or some similar type name, who request our assistance in their programs to prevent childhood plumbism. In addition, he has worked closely with Public Health officials of the cities where the problem is most prevalent.

We are now in our sixth year of publishing and distributing "The Kettering Abstracts of Available Literature on the Biological and Related Aspects of Lead and its Compounds" and comments are still being received from recipients around the world regarding the value of this service. Within the past year, the Kettering Institute of the University of Cincinnati has contracted with the United States Public Health Service to abstract articles on lead toxicology published prior to 1965.

Another publication which I am sure is of interest to our member companies is the American National Standards Institute Z37.11-1969 titled "Acceptable Concentrations of Lead and its Inorganic Compounds." I am happy to report that, by providing factual information substantiating the lead-in-air standard of 200 micrograms per cubic meter of air which has been established for many years, we were successful in having this standard retained over the objections of two Federal agencies' representatives who served on the Committee responsible for the issuance of this standard.

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