

MEMBERS QUARTERLY REPORT

From the Executive Vice President
Lead Industries Association, Inc.
292 Madison Ave.
New York 17, N.Y.



Look Ahead with Lead

January 11, 1965

OCTOBER 1 to DECEMBER 31, 1964

The following report covers the highlights of Association activities for the fourth quarter of 1964. More detailed information on these activities or others not enumerated will be supplied on request. No attempt has been made to cover routine activities, and research is covered in a separate report of the research director.

GENERAL

1. Information Bulletin. Two more in this series were issued and circulated to members during the quarter.

2. A.S.T.M. The Secretary has been asked to serve as chairman of Subcommittee 2 of A.S.T.M. Committee B-2, Refined Lead, Tin, Antimony and Bismuth.

3. Advertising Manager. Because advertising has become a major part of L.I.A.'s annual budget, an experienced advertising man has been engaged to supervise this part of our program. He is Jack M. McAward, who has been employed for nine years with L.I.A.'s advertising agency, O. S. Tyson & Co., and has been account executive on the L.I.A. account for the last three or four years. He assumed his position as advertising manager at the beginning of 1965.

4. Budget. Two meetings of the Industry Development Committee and one of the Board of Directors were held during the quarter to discuss and arrive at a budget to cover 1965 operations. The budget finally approved, as compared with that for the previous year, follows:

	Approved 1964	Estimated Actual 1964	Approved 1965
Administrative & Technical Service	\$297,500	\$292,200	\$318,400
Publications	73,500	67,000	70,500
Space Advertising	171,200	173,200	187,000
Miscellaneous Promotion	80,500	39,000	72,500
Total	622,700	571,400	648,400

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5. Motion Picture. In addition to the foregoing budget approval was given to complete a general motion picture on the usefulness of lead in its many applications, to be financed by \$25,000 already set aside as a reserve for such a purpose and an additional special subscription by primary pig lead sellers amounting to approximately \$30,000. A shooting script had already been prepared and purchased at a cost of \$3,000 about three years ago.

HEALTH AND SAFETY

6. Meetings Attended. Annual meeting of Industrial Hygiene Foundation, American Association of Poison Control Centers, and the American Association for the Advancement of Science.

7. Visit to European Lead Associations and Automobile Manufacturers. Automobile plants visited while in Europe by our Health and Safety Director were Fiat in Italy, Volkswagen in Germany, Renault in France and Ford, Vauxhall and Pressed Steel in England. A wide variety, both in kind and quality, of lead control programs were found in European manufacturing plants. A definite impression was gained that use of lead in automobile manufacturing in Europe is being reduced due to difficulty in controlling health hazards in manufacturing establishments. We propose to set up a liaison with our European counterparts to furnish assistance in overcoming any hazard control problems.

8. Kettering Toxicology Abstracts. Agreement has been reached with the Kettering Laboratory for publication beginning this year of these abstracts of the world literature on lead toxicology and hygiene. It is expected that publication will be at the rate of four times a year and that this material will be furnished without charge to selected physicians and public health people who need it and can make the best use of it. It is our hope that such a service by LIA will be highly regarded by the recipients, and in addition will help to set the record straight as far as facts about lead toxicology are concerned.

9. California Hearing on Lead Bill. The Health and Safety Director together with representatives of the major lead anti-knock producers attended a legislative hearing on a bill to ban the use of lead additives in gasoline in California. Testimony by proponents of the bill did not impress the committee conducting the hearing; and conversely testimony on our side by Dr. Kehoe of the Kettering Laboratory and Mr. Hesselberg of the Ethyl Corporation was very impressive and resolved the question for the committee. The bill was not approved.

10. Symposium on Trace Metals and Disease. This was held in conjunction with the AAAS Meeting at Montreal and was conducted and arranged by Professor Harry Warren, geologist, from the University of British Columbia. Four papers were given along the general theme that more work should be conducted by scientists to determine the influence of metals in soil, air, and water on public health. Since lead is one of the trace metals discussed it was mentioned by several of the speakers as a metal about which we should be concerned. However none of the speakers specifically referred to lead as being involved in any disease-producing mechanism. This session aroused a great deal of press interest and the speakers were closely questioned in a specially arranged conference for the press, out of which some unfavorable publicity arose.

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11. Health and Safety Committee Meeting. The Committee approved three ILZRO research projects, two of which were new--The Toxicity Study of Ingested Paint Film and the Harvard Program, A Biochemical Approach to Lead Toxicity. The renewal was the Kettering Laboratory's Human Exposure to Particulate Lead Compounds. The Committee heard a progress report on our Lead Information Program and voted approval for \$35,000 for 1965. Under this program the first publication will be our Facts Bulletin on Lead and Industrial Hygiene. It is also expected that our next bulletin on lead and air pollution will be ready in March, following the publication of the U. S. Public Health Service survey of lead in the air of three cities.

INDUSTRY DEVELOPMENT - GENERAL

12. LEAD. The fourth 1964 issue of this quarterly was prepared, printed and mailed during the quarter.

INDUSTRY DEVELOPMENT - BATTERIES

13. Dayton Power and Light. The electric industrial truck Grand Prix conducted by this company at our instigation and with our help was highly successful. Some 300 potential customers attended and half a dozen or more trucks were actually sold at the rally. The sponsor was extremely pleased.

14. Cincinnati Power and Light. Sparked by the L.I.A. industrial truck program, this company has just assigned a new industrial power salesman almost exclusively to promotion of electric trucks. L.I.A. is helping in training the man and the company expects to sponsor a rally similar to those already held in St. Louis and Dayton some time in 1965.

15. Baltimore Gas and Electric. Working with L.I.A. this company is preparing an intensive sales training course in electric industrial trucks for its 40 industrial power salesmen. Upon completion of this course it will conduct an 8-week promotional campaign using 2,000 copies of each of L.I.A.'s 1964 ads and 500 copies of our truck cost calculator, probably in the late spring or early summer of 1965. A similar 13-week program will follow in 1966, plus an Electrodeo like those already held in St. Louis and Dayton.

16. Edison Electric Institute. This Association of leading electric power companies is now tying in actively with L.I.A.'s electric truck program which was presented to their Industrial Power and Heating Group of 50 major power suppliers in December. A subcommittee of that group is now exploring the idea with L.I.A. and will make recommendations to the next group meeting in February. Meanwhile, L.I.A. has been invited to participate in the Industrial Electrification Council, jointly sponsored by EEI and the National Electrical Manufacturers Association.

17. Case Histories. Case history material from a number of battery truck users has been gathered and will be the basis for the 1965 advertising and publicity program.

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18. Advertising. Two ads each on battery-powered industrial trucks appeared in BUSINESS WEEK, FACTORY and MATERIALS HANDLING ENGINEERING.

19. Association of American Battery Manufacturers. The annual meeting of this association was attended.

INDUSTRY DEVELOPMENT - METAL PRODUCTS

20. Membrane Waterproofing Catalog. Twenty thousand preprints of the 8-page catalog on this subject to appear in Sweet's 1965 Architectural File were received and mailed to our list of some 13,000 architects and construction engineers. The balance will be used to supply members' requests, answer requests from ads, and to distribute at trade shows.

21. Lead in Chemical Construction. A 9-page chapter on this subject, prepared by L.I.A., appears in the new Encyclopedia of Chemical Process Equipment, published by Reinhold Publishing Co. at \$35.00 per copy. It summarizes types of lead products, design criteria, types of lead construction, pipe and coil installations, and inspection and testing methods. Permission has been obtained to reprint the chapter, which will be done in large quantity for the use of members, for distribution to chemical engineers and for answering inquiries.

22. Terne Plate. Articles on the growing applications of terne plate, prepared by L.I.A. and its agency, appeared in the October 15 issue of THE IRON AGE and the October 19 issue of PURCHASING. Similar articles are scheduled for publication in early issues of several other magazines.

23. Advertising. During the quarter ads on solder appeared in METAL PRODUCT MANUFACTURING (2 pages), MACHINE DESIGN, MATERIALS IN DESIGN ENGINEERING, PRODUCT ENGINEERING and PRODUCT DESIGN AND DEVELOPMENT (3 ads). Terne plate ads appeared in MACHINE DESIGN, MATERIALS IN DESIGN ENGINEERING and PRODUCT ENGINEERING. Two ads on lead pool waterproofing appeared in ENGINEERING NEWS-RECORD and one in PROGRESSIVE ARCHITECTURE. Two on lead roofs appeared in ENGINEERING NEWS-RECORD and two in ROOFING, SIDING, INSULATION. A one-page ad on calking lead appeared in AMERICAN CITY and a double spread in PLUMBING, HEATING, COOLING BUSINESS.

24. U. S. Steel. On invitation the Executive Vice President and the Secretary of L.I.A. visited the new continuous terne coating line at U. S. Steel's Irvin Works, which has been in operation since last March. Marketing problems and plans were discussed and that company's new booklet on terne plate is now at the printers.

INDUSTRY DEVELOPMENT - CERAMICS

25. Solder Glass. L.I.A. supplied material on the use of lead in solder glass for an article which appeared in THE GLASS INDUSTRY in December. A supplement to LEAD IN THE CERAMIC INDUSTRIES on the same subject was prepared and will be distributed to ceramists who have the manual in January.

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26. Advertising. Two ads on lead in glass and one on porcelain enameled aluminum appeared in each of the following: AMERICAN CERAMIC SOCIETY BULLETIN, CERAMIC AGE and CERAMIC INDUSTRY.

27. Shop Practices Forum. This practical discussion meeting held at the University of Illinois and sponsored annually by the Porcelain Enamel Institute was attended.

28. Ferrites. As a result of an advertising inquiry a visit was made to Singer Manufacturing Co. who are now contemplating using lead ferrite motors in all their sewing machines. They are thinking in terms of higher than normal lead contents. A similar experience with the Delco Division of G. M. revealed that they are thinking in terms of ferrites for a variety of small electric motors for automobiles which would mean about 100 tons of lead per year using the ordinary low-lead ferrites now available, but they would prefer higher lead-content ferrites if they can get them, using perhaps 500 tons of lead per year.

INDUSTRY DEVELOPMENT - NOISE AND VIBRATION

29. Polygraph Room. The article on a lead-lined police polygraph room, prepared by L.I.A. and by-lined by detective Allmers of Bergen County, N. J., appeared in the December issue of LAW AND ORDER where it will reach 15,000 police authorities. It is being reprinted for circulation to members and for use in answering inquiries.

30. Meeting. A meeting of the I.D.C. Subcommittee on Noise and Vibration was held to discuss further testing and promotion.

31. Advertising. Two ads on anti-vibration pads appeared in BUSINESS WEEK, two on noise control in PROGRESSIVE ARCHITECTURE and one in FACTORY.

INDUSTRY DEVELOPMENT - PIGMENTS

32. Lead Pigments Technical Committee. A meeting of this Committee was held to review 1964 activities and prepare recommendations to the Industry Development Committee for 1965.

33. Advertising. One ad each on lead metal protective paints appeared in ENGINEERING NEWS-RECORD, AMERICAN CITY, AMERICAN PAINTING CONTRACTOR, AMERICAN PAINT JOURNAL and OFFICIAL DIGEST.

INDUSTRY DEVELOPMENT - CABLE

34. Advertising. Two ads each on lead-sheathed cable appeared in ELECTRICAL WORLD and FACTORY.

35. Submarine Cable. An article emanating from the London correspondent of ELECTRICAL WORLD describing several foreign installations of submarine cables appeared in that magazine but failed to make it clear that all of these installations were lead-sheathed cable. This impression was corrected by L.I.A. through contact with the editors and a letter to them which was published in the magazine.

W. L. E. [Signature]