

MEMBERS QUARTERLY REPORT

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



Look Ahead with Lead

April 6, 1965

JANUARY 1 to MARCH 31, 1965

The following report covers the highlights of Association activities for the first quarter of 1965. 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. One bulletin in this series was issued and circulated to members during the quarter.

2. A.S.T.M. The Secretary of L.I.A. attended an Advisory Committee meeting of Committee B-2 on Non-Ferrous Metals in his capacity of secretary of Subcommittee 3 on White Metal Alloys. At that time he was appointed chairman of Subcommittee 2 on Lead, etc. to take effect in June and was replaced as secretary of Subcommittee 3 by Jerome F. Smith of the L.I.A. staff.

3. Annual Meeting. All arrangements for the L.I.A. 1965 Annual Meeting were completed and a preliminary announcement and tentative program were circulated.

4. A.B.M.S. The introduction to the lead section of the American Bureau of Metal Statistics was prepared.

5. Statistics. The L.I.A. Annual Statistical Review was prepared and is at the printers at this writing.

6. Mexico. A visit was made to Mexico in part to try to interest one large Mexican lead producer, Penoles, to resume its memberships in L.I.A. and I.L.Z.R.O. which were discontinued several years ago. At the same time a number of Mexican lead manufacturers were visited revealing that Mexican lead consumption in the manufacture of anti-knocks, cable, ceramic frit and solder is increasing rather substantially and should continue to do so in the next few years.

7. Solder. Statistics on solder consumption by end-uses was supplied to the American Metal Market for use in their yearly Metal Statistics publication.

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HEALTH AND SAFETY

8. Facts Bulletin. Publication and distribution of the first bulletin issued under our Lead Information Program entitled "Facts About Lead and Industrial Hygiene" was made and distributed to 8,000 professional people who are members of the Industrial Medical Association, the American Industrial Hygiene Association and the Air Pollution Control Association. In addition the bulletin was sent to all state and local Health Departments and Air Pollution Control Agencies. The reception accorded this bulletin has been most gratifying as evidenced by the fact that over 2,000 additional copies have been mailed as a result of requests received from those who had seen either the announcement of the publication or a copy elsewhere.

9. Kettering Abstracts on Lead Toxicology. Printing of these abstracts, also being issued under our Lead Information Program, is now being made and the first issue will be mailed about April 15. The reaction to the publication of these abstracts on the part of the medical profession will be reported to you in our next report.

10. Talks by Health and Safety Director. A talk was given at the Engineers' Club in Philadelphia before the Delaware Section of the AIHA on the subject of lead exposure control in European automobile plants. A graduate seminar at the University of Michigan School of Public Health was conducted on the general subject of air pollution. A lecture on Industrial Hygiene was given to the class at the Occupational Health Training Facility at the U. S. Public Health Service in Cincinnati.

11. ILZRO Project on Toxicity Study of Ingested Paint Film. In cooperation with the National Paint, Varnish and Lacquer Association we visited the Commissioner of the Chicago Health Department, the Assistant Commissioner of the New York City Health Department and the Commissioner of the Newark City Health Department. In each case we discussed with them the details of our ILZRO project and enlisted their cooperation in the study. All of these Health Departments expressed an interest in our work and made suggestions to us.

12. New York Port Authority. Consultation with the Authority's Director of Environmental Sanitation was given on their general program relating to the control of lead and employee health.

INDUSTRY DEVELOPMENT - GENERAL

13. LEAD. The first 1965 issue of this quarterly was prepared, printed and mailed during this quarter.

14. I.I.C. Show. L.I.A. exhibited a variety of lead products at the first Industrial, Institutional and Commercial Building Conference and Show, held in Detroit.

15. Lead Abstracts. These abstracts, published by L.D.A. in London and partially financed by L.I.A., were given their regular monthly distribution to a special list of some 1,500 people interested in technical aspects and research on lead.

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INDUSTRY DEVELOPMENT - BATTERIES

16. "Electric Muscles on Wheels" was the theme of another battery-powered industrial vehicle show, this one sponsored by Manitoba Power during Canadian National Electric Week. In -18 deg. weather 271 industrialists turned out for it. This is another result of L.I.A.'s promotion and L.I.A. literature was used for distribution at the show.

17. Pacific Gas and Electric. Working with L.I.A. and using its literature, this utility will sponsor two more industrial truck shows on April 28 in Oakland and April 29 in San Francisco. It is also launching an advertising campaign on this subject in western trade papers including the west coast edition of WALL STREET JOURNAL.

18. Advertising. One 2/3-page ad on electric personnel carriers appeared in BUSINESS WEEK.

19. Industrial Truck Association. A progress report on L.I.A.'s electric truck promotion was made before the annual meeting of I.T.A.

20. Edison Electric Institute. A meeting of the Industrial Sales Committee and the annual Sales Conference of E.E.I. were attended to give public utilities a better understanding of our industrial battery program and encourage industry wide support by the Institute itself.

21. Sales Manual. Steps have been initiated to get cooperative support of all interested parties - truck manufacturers, battery manufacturers, electric utilities, electrical manufacturers and L.I.A. - in preparation and distribution of an electric industrial truck sales manual for power company salesmen.

22. Battery Booster. L.I.A. has started a modest little news letter about industrial batteries and their promotion for mailing from time to time to utilities, battery and truck people, and interested L.I.A. members. The first mailing was made March 1 to about 800 names. Since then requests to add about 300 new names have been received. The reaction has been far more favorable than we had hoped.

INDUSTRY DEVELOPMENT - METAL PRODUCTS

23. Terne Plate. In addition to two that previously appeared, articles prepared by L.I.A. and its agency on this subject appeared in INDUSTRIAL WORLD, MATERIALS IN DESIGN ENGINEERING and METAL PRODUCTS MANUFACTURING during the quarter. The MATERIALS IN DESIGN ENGINEERING article has been reprinted for circulation to members and for use in answering inquiries and distribution at trade shows.

24. U.S. Steel. Largely enthused by L.I.A.'s promotion of terne plate and inquiries received from it, U. S. Steel for the first time at least in many years has issued a new 12-page booklet on Long Ternes setting forth specifications, advantages and uses. They have supplied L.I.A. with 1,000 copies for answering inquiries and mailing to members.

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25. Advertising. One 2/3-page ad on the lead-roofed M.I.T. dome appeared in BUSINESS WEEK, a one-page ad on the same subject in PROGRESSIVE ARCHITECTURE and two pages in ROOFING, SIDING, INSULATION. An ad on lead lined pools also appeared in the latter magazine. One ad each on solder appeared in MACHINE DESIGN, PRODUCT ENGINEERING, MATERIALS IN DESIGN ENGINEERING and METAL PRODUCTS MANUFACTURING. One ad on cable sheathing appeared in ELECTRICAL WORLD.

26. Roofing and Flashing. A 16-page handbook on these applications of lead was issued and mailed to our list of architects and contractors. It will also be advertised to roofing contractors in particular and used at certain trade shows. It contains installation details and complete specifications.

27. Chemical Construction. An L.I.A. article on the use of epoxy adhesives in bonding lead tank linings was picked up by CHEMICAL ENGINEERING, MILL AND FACTORY and by CORROSION TECHNOLOGY in England. The CHEMICAL ENGINEERING article is being reprinted for circulation to members, in answering inquiries and at the Chemical Show next fall.

28. Calked Joints. An article which reported the I.L.Z.R.O.-sponsored research on the performance of lead calked joints, which had been placed in the December, 1964, issue of PLUMBING, HEATING, COOLING BUSINESS was reprinted for use at the L.I.A. booth at the Plumbing Contractors Convention in June.

29. Lead in Modern Chemical Construction. This article, mentioned in the previous quarterly report, was reprinted and mailed to over 1,600 chemical companies and engineers.

INDUSTRY DEVELOPMENT - CERAMICS

30. Supplement. The four-page supplement to LEAD IN THE CERAMIC INDUSTRIES on Solder Glass was mailed to 7,000 people who have the manual and a press release on its availability was issued.

31. Porcelain Enameled Aluminum. L.I.A. arranged a meeting with three leading producers of this product and representatives of the Porcelain Enamel Institute staff to discuss L.I.A. promotional and advertising plans for 1965. Much valuable data with respect to case histories, specifications and problems to be overcome were developed for L.I.A. guidance. A subsequent visit to Alcoa supplemented and confirmed the findings of the meeting.

32. Seminar. Arrangements are being made for a seminar on porcelain enameled aluminum next fall under the sponsorship of the N. Y. Section of the Construction Specifications Institute which would include aluminum producers, enamelers and architects on the program. Efforts are also in progress for a discussion of this product at the Building Research Institute meeting in the fall.

33. Ferrites. A complete article on lead ferrites, based on the paper given at the 1964 L.I.A. annual meeting, appeared in the March issue of CERAMIC AGE. It is being reprinted for use in answering inquiries.

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34. General Motors. G.M.'s interest in the high lead ferrites for small electric motors in automobiles, mentioned in our last report, has been pursued further. They now definitely favor the high lead ferrites and are presently concerned with sources of supply or manufacturing them themselves.

INDUSTRY DEVELOPMENT - NOISE AND VIBRATION

35. Advertising. A 2/3-page ad on lead-asbestos pads to protect against subway vibration appeared in BUSINESS WEEK, one full-page ad on the same subject in PROGRESSIVE ARCHITECTURE and two full-pages in ENGINEERING NEWS-RECORD. A one-page ad on the Franklin Institute lead sound insulation appeared in FACTORY.

36. Potomac Electric Power Co. A visit to this company on request revealed that it has made rather extensive use of lead for soundproofing, particularly transformers, as a result of interest created by L.I.A. publicity and advertising. Some results have been excellent, others mediocre, and more information and assistance was desired.

37. Brochure on Sound Proofing with Lead. A draft for such a brochure containing all information learned to date from research and experience was circulated to the Sound and Vibration Subcommittee of the I.D.C. for comment. Most comments have been received and a final draft for publication is being prepared.

INDUSTRY DEVELOPMENT - PIGMENTS

38. Advertising. One-page ads on metal protective lead primers appeared, one each in ENGINEERING NEWS-RECORD and AMERICAN PAINTING CONTRACTOR.

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