

LEAD INDUSTRIES ASSOCIATION

292 MADISON AVENUE

NEW YORK 17, N. Y.

January 3, 1962

QUARTERLY REPORT OF THE SECRETARYOCTOBER 1 to DECEMBER 31, 1961

The following report covers the highlights of Association activities for the fourth quarter of 1961. 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 Bulletins. Two of these bulletins were circulated to members during the quarter.
2. Budgets. The Industry Development Committee and Board of Directors both met and approved budgets for 1962. Funds earmarked for promotion, advertising and technical service were at a new high.
3. Incorporation. Incorporation of the Association under the laws of the State of New York for non-profit associations was completed as of October 23, 1961, with the name now Lead Industries Association, Inc. Officers and directors remain the same as for the predecessor unincorporated association.
4. Executive Vice President. The Directors created the new office of executive vice president of L.I.A., Inc., and elected Robert L. Ziegfeld to the post while continuing him in his former positions of secretary and treasurer.

HEALTH AND SAFETY

5. Paint Labeling. The secretary and the Health and Safety Director attended the annual meeting of the National Association of Paint, Varnish and Lacquer Association in Washington with particular reference to warning labels on paints containing lead and re-established contacts for cooperative efforts in this area.
6. Childhood Lead Poisoning. At the request of the Chicago Health Department, the Health and Safety Director agreed to serve on a Committee to deal with this problem in Chicago and attended a meeting of that Committee.

LEAD INDUSTRIES ASSOCIATION

Quarterly Report of the Secretary
October 1 to December 31, 1961 -2-

7. Smog and Lead Gasoline Additives. An informal meeting of producers of tetraethyl and tetramethyl lead with L.I.A.'s Health and Safety Director and Secretary was held at L.I.A. headquarters. The purpose was to explore what L.I.A. might do in connection with the California smog situation in which the use of lead in gasoline was being questioned both as a public health menace and as a deterrent to controlling smog caused by automobile exhausts. Preliminary steps were outlined and will be submitted to the Board of Directors with a full report of the situation in the near future.

8. Smog Continued. Our Health and Safety Director attended a week-long series of meetings in Los Angeles in connection with the smog situation. Our primary interest is to prevent any prohibition of the use of lead additives in gasoline without proof of a hazard that probably does not exist. Meanwhile we are watching closely air sampling programs of the U.S. Public Health Service and others.

9. Meetings. The Health and Safety Director attended the annual meetings of the American Public Health Association, the National Safety Congress, and the Industrial Hygiene Foundation.

INDUSTRY DEVELOPMENT - GENERAL

10. Battery Convention. The Secretary attended the Annual Meeting of the Association of American Battery Manufacturers in Chicago.

11. Chemical Show. L.I.A. had a 20-ft. exhibit booth at the five-day 28th Exposition of the Chemical Industries at the Coliseum in New York. A complete listing of inquiries received by name and subject is being prepared for mailing to members.

12. "Lead." The fourth 1961 issue of this quarterly was prepared and sent to our 50,000 mailing list in December.

13. Home Builders Show. L.I.A. had a 10-ft. exhibit booth at the five-day annual show of the National Association of Home Builders in Chicago. Noise control and the facts about fall-cut protection were featured. A complete listing of inquiries received is being prepared for mailing to members.

14. Advertising. Two ads in our Newsletter series appeared during the quarter in "Product Engineering" and one in "Materials in Design Engineering." One dealt with various soundproofing applications, the other with lead batteries for motive power. Two ads also appeared in "Machine Design," one on lead-asbestos anti-vibration pads for cooling towers and one on lead battery powered passenger cars.

Quarterly Report of the Secretary
October 1 to December 31, 1961 -3-

15. 1962 Promotional Programs. The budget approved for 1962 will continue the advertising done in 1961 in "Engineering News-Record", "Progressive Architecture", three design magazines, three ceramic magazines and "Metal Product Manufacturing." However, the schedule in "Progressive Architecture" will be stepped up from 6 to 12 pages, and campaigns on lead pigments in three paint magazines and one in "Electrical World" on lead cable sheathing will be added. Also 8 pages in "Factory" will be initiated to promote certain lead products like battery powered trucks and noise and vibration control devices used in a great variety of industries. Accompanying this increased space advertising will be an increase in the amount of direct mail advertising to be produced in 1962, principally on such applications as noise and vibration control, architectural applications, storage batteries for motive power, cable sheathing, pigments, ceramics and others.

16. Industrial Building Exposition. A complete listing of inquiries received at our booth at this September show was prepared and mailed to members. It was broken down by individuals' names and subject of the inquiries.

17. Gas Pressure Reducing Stations. It was reported to us that there are now completed, in progress or on order 11 jobs using leaded vinyls to control noise in gas pipe line pressure reducing stations like that described in the fall issue of "Lead." Companies using this method include Public Service of New Jersey, People's Gas, Light and Coke of Chicago and Brooklyn Union Gas. Additional jobs in Oregon and Texas are pending.

18. Publicity. "The Battery Man" reprinted in full "How to Choose a Battery" from "Lead." "Pipeline" did a feature article on soundproofing gas pressure reducing stations based on the article in "Lead" with additional information supplied by us. Routine releases on our trade show exhibits were picked up by a number of publications. "Product Engineering" printed a page summary of our report on "Improved Sound Barriers Employing Lead."

INDUSTRY DEVELOPMENT - METAL PRODUCTS

19. Advertising. Three ads appeared in "Engineering News-Record" and two in "Progressive Architecture" on soundproofing, anti-vibration pads and lead roofing.

20. Architectural Flyers. Reprints of our new catalogs on lead roofing and flashing, lead plumbing and lead for noise and vibration control which are appearing in the 1962 Sweet's files, were circulated as flyers to our lists of architects and engineers in the construction field and to design engineers.

Quarterly Report of the Secretary
October 1 to December 31, 1961

-4-

21. Fall Out. A thorough study of the relative effectiveness of lead and other materials as protection from radiation in Fall Out Shelters was made. The results were contained in a 5-page report which was sent to members and is being used in reply to numerous inquiries received. While not particularly conducive to selling lead for the purpose, it has been well received and highly praised for its honesty and accuracy.

22. Soundproof Room. The soundproof room at Franklin Institute which L.I.A. helped design using 4-lb. sheet lead, mentioned in the last report, was completed and the Institute reports most satisfactory results overall. The project manager who supervised the construction stated privately, "When you walk into that room you can feel the silence."

23. Lead Roofs. The new type of thin shell concrete roofs used in the most modern air terminals, auditoriums and theaters are presenting major waterproofing problems. Our architect is working closely with M.I.T. engineers who are faced with this problem on a large auditorium on which they have installed a test section of lead roof, and with the architects for Marina City in Chicago who are specifying lead roofs for a theater in this development. He is also working with Denver architects who have a major flashing problem on a hospital where lead is under consideration.

24. Building Research Institute. Our architect attended the fall meetings of this organization in Washington and accepted appointments for service on several committees in areas where lead may have an interest.

25. Anti-Vibration Pads. Through his contacts with architects for a new department store adjacent to railroad tracks in New Jersey, our architect was instrumental in having them engage acoustical consultants who have recommended the use of lead-actbestos anti-vibration pads. The pads are now being installed. Other new buildings for which these pads have been ordered or installed are the Brooklyn Savings Bank, Motel City in New York and a Bronx apartment building. We are working closely with architects for the new Madison Square Garden over New York's Pennsylvania Railroad Terminal and for the buildings to be erected over the railroad tracks adjacent to Union Station in Chicago. A hospital in Florida is installing them under elevator and air conditioning machinery on the roof, which has caused annoying vibration.

IND STRY DEVELOPMENT - PIGMENTS

26. Lead Pigments Technical Committee. This Committee met in Washington during the annual meeting of the N.P.V.L.A. It approved the final draft of Lead Pigments Technical Letter No. 15 and subjects for seven ads to be run in paint magazines in 1962.

Quarterly Report of the Secretary
October 1 to December 31, 1961 -5-

27. Lead Pigments Technical Letter No. 15. This 32-page booklet was printed and distributed to some 12,000 paint manufacturers and consumers. It deals with red lead primers for all kinds of metal surfaces and exposures.

28. Advertising. The first two ads in a series on lead paint pigments to appear in American Paint Journal, Official Digest and Paint and Varnish Production were prepared in rough form and are being circulated to the Committee for critical appraisal.

29. Highway Marking Paints. Cooperative plans are being developed with Allied Chemical Corp. for promotion of lead chromate for wider use in highway traffic marking paints. Allied Chemical's interest arises from its production of chromium chemicals.

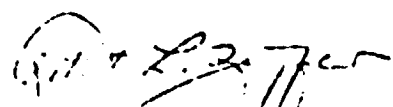
30. Leaded Aluminum Paints. Preliminary plans are being made for field testing of aluminum paints reinforced with lead pigments for top coats on steel structures. Laboratory tests have indicated distinct advantages for such paints which would open a wide market for lead pigments in those areas where aluminum finishes are already popular.

INDUSTRY DEVELOPMENT - CERAMICS

31. Advertising. Two ads each appeared in "American Ceramic Society Bulletin," "Ceramic Industry," and "Metal Product Manufacturing," and one in "Ceramic Age." Subjects were extra low temperature enamels for steel and lead glazes for dinnerware.

32. Lead Zirconate-Titanate. We are keeping in close touch with those involved in the development of new markets for this piezoelectric material. A variety of new applications are reaching the commercial stage.

33. Lead-Glazed Light Weight Aggregate Block. Commercial production of this material which promises to be a substantial lead consumer is expected momentarily from two large, established ceramic manufacturers. We are watching developments closely and finding considerable interest among architects.



RLZ:mk

Executive Vice President
and Secretary