

MEMBERS QUARTERLY REPORT

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



Look Ahead with Lead

October 4, 1965

JULY 1 to SEPTEMBER 30, 1965

The following report covers the highlights of Association activities for the third 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 circulated to members during the quarter.

2. New Members. Homestake Mining Co. and C. & D. Batteries became new members of L.I.A.

HEALTH AND SAFETY

3. Projected United States Public Health Service Symposium on Lead. The USPHS is planning a symposium to be held later this fall in Washington to consider "Total Lead Contamination of the Environment." We have been in touch with the person assigned to arrange the symposium and have offered our help and cooperation. This is only one of the many recent activities that are looking into the "lead problem". Another is the announced intention of Senator Muskie to investigate the "problem" of lead through his Subcommittee.

4. Meetings Attended. A regular meeting of ASA Z.66 Committee on Childhood Problems was attended by the Health and Safety Director. He also attended the Industrial Hygiene Discussion held at the University of Michigan in Ann Arbor, and the Joint Symposium sponsored by the American Industrial Hygiene Association and three other professional groups here in New York, serving as chairman of one session.

5. Lead and Geology. In the news recently there has been a great deal of publicity emanating from a geologist who is convinced that lead contamination of our environment is now a serious problem. The situation and its meaning to our industry has been explored in several ways and has been reported to a meeting of the LIA Executive Committee and the Industry Development Committee. Plans are now being made to combat these allegations through the next issue of our Facts Bulletin and in other ways. The latest allegation of geologist Patterson has been given extremely wide publicity in the press, on the radio and television.

Quarterly Report of the Executive Vice President
July 1 to September 30, 1965

-2-

INDUSTRY DEVELOPMENT - GENERAL

6. LEAD. The third 1965 issue of this quarterly was prepared, printed and mailed to over 50,000 users and potential users of lead and its products.

7. Lead Abstracts. These monthly L.D.A. publications in which L.I.A. participates financially were circulated as usual in the U. S. to about 1,400 interested people.

8. I.D.C. The Industry Development Committee met for a preliminary review of 1965 activities and discussion of possible 1966 programs.

9. Motion Picture. The general motion picture on the uses of lead was virtually completed. Plans for a first showing to members will be announced soon. Meanwhile broad plans for its distribution are being worked out and should be completed this fall. The picture, called "The Lead Matrix," runs just over 26 minutes, and is in full sound and color.

INDUSTRY DEVELOPMENT - CERAMICS

10. Advertising. Two ads on lead in ceramics appeared in METAL PRODUCT MANUFACTURING, two in CERAMIC INDUSTRY and one each in AMERICAN CERAMIC SOCIETY BULLETIN and PROGRESSIVE ARCHITECTURE.

11. Ferrites. Active work with such companies as Clevite Corp., Fair-Rite Products Corp. and General Motors is continuing in an attempt to get satisfactory lead ferrite ceramic magnets on the market.

12. Lead Zirconate-Titanate. L.I.A. has been working with Clevite Corp., manufacturers of this lead piezoelectric material, and American Gas Association, which has patents on the use of piezoelectrics instead of open pilot lights on gas appliances, in an attempt to commercialize this development. There may be more to report soon.

INDUSTRY DEVELOPMENT - PIGMENTS

13. Advertising. One ad on yellow traffic paint and one on metal primers appeared in AMERICAN CITY, and one ad each on metal primers appeared in AMERICAN PAINTING CONTRACTOR and RURAL AND URBAN ROADS.

14. Reprint. A reprint of an article on the painting history of the San Francisco-Oakland Bay Bridge from the July AMERICAN PAINTING CONTRACTOR was mailed to some 7,000 corrosion engineers and people concerned with structural steel painting.

INDUSTRY DEVELOPMENT - BATTERIES

15. Advertising. Two ads on batteries appeared in BUSINESS WEEK, two in MATERIALS HANDLING ENGINEERING, and one each in MODERN MATERIAL HANDLING and FACTORY.

Quarterly Report of the Executive Vice President
July 1 to September 30, 1965

-3-

16. L.I.A. Battery Booster. The third issue of this little news sheet was sent to our list of utilities, truck and battery manufacturers and distributors which has now, largely through requests, grown to about 1,200.

17. "Lift Better Electrically." This was the theme of the electric industrial truck show sponsored by Kansas City Power and Light which L.I.A. helped plan. The two-day show attracted an attendance of over 1,000 and one exhibitor alone reported a cold and unexpected sale of \$62,000.

18. Pennsylvania Promotions. Pennsylvania Power & Light reports 28 electric trucks sold in their recent "push" period and consider it only the beginning. Philadelphia Electric, in 4 weeks of test campaigning, reports 85 prospects gained and several sales made. L.I.A. has helped arrange both projects.

19. Mail Campaign. Sacramento (Calif.) Municipal Utility District is mailing L.I.A.'s Cost Calculator with a letter to 400 selected industries inviting them to take advantage of low electric rates for industrial trucks.

20. Electrical World. This magazine devoted two pages of its Aug. 23, 1965, issue to a round-up report of recent utility electric truck promotions and a description of how L.I.A. is aiding the utilities.

21. Reprint. An article entitled "There's Something New to Know About Battery Power" was reprinted from the July issue of MODERN MATERIALS HANDLING for use in helping to convince prospects they had better take a second look at electric trucks due to improvements.

INDUSTRY DEVELOPMENT - NOISE AND VIBRATION

22. Advertising. Two ads on anti-vibration pads appeared in FACTORY and one each on anti-vibration pads and noise control in ENGINEERING NEWS-RECORD and PROGRESSIVE ARCHITECTURE.

INDUSTRY DEVELOPMENT - METAL PRODUCTS

23. Advertising. One ad on waterproofing appeared in BUSINESS WEEK, two on cable sheathing in ELECTRICAL WORLD, one on solder in MATERIALS IN DESIGN ENGINEERING and three in PRODUCT DESIGN AND DEVELOPMENT, one on plumbing in AMERICAN CITY and two in PLUMBING, HEATING, COOLING BUSINESS, and two on roofing in ROOFING, SIDING, INSULATION.

24. Apprentice Contest. As usual we supplied the lead material and the judge of lead work for the annual national plumbers apprentice contest and a teacher for the instructors refresher course.

25. Terne Plate. The METAL PROGRESS article on terne plate which appeared in May was reprinted and mailed to our list of about 8,000 design engineers.

Quarterly Report of the Executive Vice President
July 1 to September 30, 1965

-4-

26. Cathodic Protection. An article from PROTECTION, June, 1965, describing the replacement of graphite by lead alloy anodes for cathodic protection of off-shore structures was reprinted for the use of chemical engineers, designers and corrosion engineers.

27. Solder. The article on "Solder and Soldering Alloys" written by D. M. Borcina for MACHINE DESIGN, which appeared and was reprinted for L.I.A. use last year, was up-dated and expanded on request of the magazine by J. F. Smith and appears under both authors names in the September 9, 1965, Reference Issue of the same magazine. As our supply of the earlier reprint was almost exhausted, reprints of the new article will be used in answering inquiries in the future.

28. Soldering Methods. An article has been completed on some of the new and automatic soldering methods that have been developed to reduce cost and step up efficiency of soldering. It will probably appear in METAL PRODUCT MANUFACTURING before the year end and will be reprinted for use as a companion piece to the reprint mentioned in the previous paragraph.

R. L. Ziff