

LEAD INDUSTRIES ASSOCIATION, INC.

292 MADISON AVENUE

NEW YORK, N. Y. 10017

TELEPHONE - AREA CODE 242

OR 2-6220

SUBJECT TO REVISION

REPORT OF INFORMAL MEETING OF THE

INDUSTRY DEVELOPMENT COMMITTEE

New York, N. Y.

September 23, 1965

REPORT OF DISCUSSION

An informal meeting of the Industry Development Committee of the Lead Industries Association, Inc. was held on Thursday, September 23, 1965 in the offices of the Association, New York, N. Y.

PRESENT

John R. Englehorn, Chairman
J. S. Smart, Jr.
G. A. Larson
Irving Barker
Vincent Dorman
Hugh Malton

REPRESENTING

St. Joseph Lead Company
American Smelting & Refining Co.
The Baker Hill Company
Cerro Sales Corporation
Ametalco
C. Tennant Sons & Company (The Broken
Hill Associated Smelters Pty. Ltd.)

OTHER MEMBERS

R. D. Taylor

American Smelting & Refining Company

NON-MEMBERS

Paul Higgins

Edward H. Weiss & Company

LEAD INDUSTRIES STAFF

Robert L. Ziegfeld	Executive Vice President
Connel A. Baker, Jr.	Technical Service Engineer
Bruce Fader	Manager, Technical Services
Don Fowler	Director of Health and Safety
John McAvard	Advertising Manager
Edvin H. Martin	Manager, Architectural Services
Jerome P. Smith	Technical Service Engineer
Robert Travis	Technical Service Engineer
Robert Walley	Office Manager

ILERO STAFF

Schrade F. Radtke	Director of Research
Gabe Alexander	



Look Ahead with Lead

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The Chairman called the meeting to order at 9:30 A.M. Various ILZNO projects were discussed by Dr. Radtke prior to the L.I.A. presentation.

HEALTH AND SAFETY PROGRAM

Mr. Ziegfeld called on Don Fowler to report on the Lead Health and Safety activities for 1965 and to discuss new program proposals for 1966.

Mr. Fowler cited activities of the Public Health Service and Congress through the "Clean Air Act" that appear to be focusing on lead and aimed at bringing about greater control over lead in our environment. Mention was also made of recent attacks on lead and the attendant publicity received by Dr. Clair Patterson of California.

Chairman Englehorn noted that this subject was aired at a recent Board of Directors meeting and that active plans were under way to meet this adverse publicity generated by Dr. Patterson's claims on both a medical and public health and a political and economic basis.

Mr. Fowler pointed out that a number of prominent figures in the public health field stand ready to refute Dr. Patterson's conclusions as regards lead contamination of the world atmosphere, among them being: Dr. Valley of Harvard, Dr. Kehoe of Kettering, Dr. Tom Baley of AEC, and Dr. Leonard Goldwater of Columbia.

For the coming year, Mr. Ziegfeld stated a budget figure similar to last year's would be requested in order to continue a program started two years ago to educate people--particularly those in an area of influence concerning legislation and control on lead--and put lead in its proper perspective. This program would include a second "Facts Bulletin" and might also require addition of an expanded public relations program of considerable size.

Chairman Englehorn expressed a desire to introduce his thoughts on the subject for consideration as an additional program for 1966: He felt there should be a systematic, organized effort on the part of the LIA for the collection and compilation and analysis of data from member companies of the Association to refute Patterson's claims. Mr. Fowler said that a few of the larger companies have started compiling such data; however, not too many are cooperating--mostly through a lack of useful data.

OTHER BUDGET ITEMS

Other budget items discussed by Mr. Ziegfeld and their effect on the budget picture, if any:

Lead Abstracts - an increasing mailing list may bring costs in 1966 to \$12,000

LEAD Magazine - a highly successful promotional piece, no change

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Battery Promotion - LIA battery promotion has been well received. The literature very popular. The Industrial Truck Association is preparing a book on battery trucks to educate Power Company salesmen. A slide presentation might be prepared to supply various organizations with the technical know-how and assistance now requiring a personal visit from Connel Baker--this might be included in the budget. The "Battery Booster", started last year on a modest basis, has grown steadily and should now receive consideration as a budget item.

Sound Barriers - With the introduction of two commercial items involving lead in this field, lightweight sheet plenum barriers and the Kilgore Removable Partition (which is about to be manufactured in the U.S.A.) it is felt that lead sound barriers should be the subject of an intensive advertising and promotional campaign.

Vibration Barriers - Conflicting reports on the merits of these pads sheds doubt on the usefulness of continued advertising of lead antivibration pads at this time and it has been decided to abandon such efforts until the situation becomes clear with respect to their merit. Noteworthy installations will still be written up in LEAD, and the space advertising thus dropped can be usefully converted to sound barrier promotion.

Solder - Results of a modest advertising and promotion effort have been beyond our best expectations. An amazing number of inquiries have resulted from such ads, and it is felt that it would be well worth while to continue the program as is.

Cable Program - Loss of the cable market seems to be abating and a trend towards a slight swing back to lead sheathed cable appears to be in the making. Mostly, the 1966 cable promotion would take the form of exposing potential electrical engineers on a college level to the material. (Mr. Smart suggested that cable advertising stress the commercial aspects more and drop the mundane technical approach. For instance, Mr. Smart mentioned the discovery by others that in the event of fire, high heat, or explosion, lead sheathing has proven more durable than plastic. He suggests that other advantages of lead exist that could be emphasized that would perhaps sell it more effectively.)

Ceramics Program - Coming along well, no major changes. New developments bear watching, such as Ferrite Magnets, Lead Zirconate-Titanate and Porcelain enameled aluminum. Mr. Ziegfeld presented a development proposal from Fair-Rite Corp. to prepare various mixtures of high lead content ceramic magnet materials with which LIA could then sample various concerns in an effort to interest a manufacturer to begin production.

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Pigments Program - Continue promotion of chrome yellow traffic paints and lead pigmented metal protective paints. An intensified effort would be made in promotion of the chrome yellow to offset a newly developed sulfur system for road marking which is a potential threat to a considerable proportion of this growing market for lead.

Plumbing - Promotion of this market mainly involves calking lead. In the past few years the LIA has been fighting a holding action in hopes that research would come along with new developments which might help to retain present market or possibly pick up old market. Now with nothing in the offing, and the new locking-type of neoprene gaskets, the question is how much good our advertising will do.

Terne Plate - Thanks to LIA urging, both U. S. Steel and Armco have been promoting terne in advertisements taken in national publications. In addition, the American Iron & Steel Institute's Committee on Coated Steels has published a booklet promoting terne as well as galvanized and aluminum coated steel. Continued promotion by LIA to designers may well help to turn up new applications which would help to balance out the now lopsided automotive applications for terne.

Roofing and Pool Liners - Continued promotion in this area helps keep architects and specifications writers aware of lead's usefulness as a waterproof membrane. A test underway now is expected to prove out a design for a pool liner that, if successful, would result in its selection as the liner for a pool requiring over 300 tons of lead.

Chemical Construction - With the Battelle corrosion report which was compiled under an ILZRO contract, it is felt that considerable use might be made of a published version.

Radiation Shielding - There seems to be a feeling that nuclear shielding designers may not know all there is to know about lead's attributes, and if an idea presents itself as to how this can best be presented, a program may be recommended.

ZIP Code Changes - ZIP Code changes required by the Post Office may be around \$8,000.

Trade Shows - No change recommended.

Movie on Lead - The movie has been finished and will be ready for distribution starting with 1966. The recommendations for distribution will probably cost in the neighborhood of \$10,000-\$15,000 next year.

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Inquiries - In the first eight months of 1965 more than 11,850 inquiries have been handled at LIA. This is already higher than the total inquiries for 1964, and the same increase applies generally to the literature distribution (see below). A summary of the direct mail distribution for January through October, 1965 follows:

Direct Mail Distribution

"Lead" (four issues)	232,000
"Facts About Lead"	8,000
Health and Safety Bulletins	16,000
"Lettering Abstracts" (three mailings)	1,618
Supplement to "Lead in the Ceramic Industries"	7,000
"Lead in Modern Chemical Construction"	1,640
Battery Campaign Folder	800
"Battery Booster"	3,000
"Lead Roofing and Flashing"	12,500
"Annual Review 1964"	600
"Supply and Demand, Lead Zinc"	600

In addition, the following reprints were obtained and distributed as follows:

"Practical Application of Sheet Lead"	12,500
"Isolation of Railway/Subway"	12,500
"Use Expoxies to Line Tanks"	1,500
"Where to Use Therm Coated Steel"	8,000
"It Takes a Lifetime"	6,700

Literature of Other Organizations Distributed

"Lead Abstracts" (Lead Development Association)	18,200
"Organo-Lead Compounds" (TNO, Utrecht, Holland)	519

INQUIRIES EMANATING FROM ALL SOURCES

For the Period Covering

JANUARY 1, 1965 to AUGUST 31, 1965
(8 months)

	<u>General</u>	<u>Technical</u>	<u>Total</u>
Space Advertising	3,567	91	3,658
Press Releases	3,353	-	3,353
Other Sources	2,648	1,392	4,040
Total	9,568	1,483	11,051

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LITERATURE DISTRIBUTED
JANUARY 1, 1965 to AUGUST 31, 1965
(8 months)

<u>Subject</u>	<u>No. of Copies</u>
Alloys and Castings	19
Batteries	18,973
Bearings	102
Cable	298
Ceramics	3,546
Corrosion	7,370
Miscellaneous	5,883
Paint	996
Plumbing	4,403
Radiation	710
Roofing, Flashing & Waterproofing	14,360
Soldering	2,750
Sound Attenuation	5,866
Vibration	4,926
Total	70,232

Monograph - Mr. Barker mentioned several metal monographs that have been published in the recent past and asked if there wasn't some way to overcome the delays and difficulties associated with the Lead Monograph. Noting that securing an editor of the caliber necessary to handle the work seems to be the reason for the delay, Mr. Barker suggested that Dick Hermsdorf might be interested. He also suggested that member companies of LIA be polled to solicit a list of possible editors in an effort to complete the book and launch publication.

There being no further business, the meeting adjourned at 12:30 P.M.