



Lead Industries Association, Inc.

292 Madison Avenue • New York, N. Y. 10017 • Telephone: (212) 678-8020

March 16, 1972

SUBJECT: QUARTERLY PUBLICITY REPORT

TO THE MEMBERS OF THE LEAD INDUSTRIES ASSOCIATION, INC.

It is our pleasure to attach, for your review, a report on appearances of LIA publicity for the first three months of 1972. Copies of these feature articles, as well as all other publicity pickups will be on display at the LIA Annual Meeting.

If you wish to have a few more copies of this report, prepared by Lieberman Harrison, Inc., our agency, or if you should wish to have a single copy of any of the articles mentioned, please let me know.

Sincerely,

Jerome P. Smith
Secretary & Manager

JPS:lm
Attachment

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Lieberman • Harrison, Inc.

825 Third Avenue, New York, N.Y. 10022 • (212) 751-2620

March 15, 1972

LEAD INDUSTRIES ASSOCIATION
TRADE PUBLICITY PROGRAM
FIRST QUARTER 1972Highlights of current publicity projects on lead applications...in ARCHITECTURE:

- * Feature on lead calking at Chicago's First National Bank. January issue of U.S. GLASS, METAL & GLAZING.
- * Features on lead sound barriers at... Hoffman-LaRoche. Upcoming issue of BUILDING OPERATING MANAGEMENT. John Hancock, Chicago. Out for clearance. Sayville School Administration Building. Upcoming issues of THE AMERICAN CITY and CONSULTING ENGINEER. Bellport Middle School. March 7th issue AMERICAN METAL MARKET. Upcoming issues of SCHOOL MANAGEMENT, BETTER SCHOOLS.
- * Features on lead roofs at... Kimbell Museum. Upcoming issues of BUILDING DESIGN AND CONSTRUCTION, and SNIPS. Baldwin-Wallace College. Under consideration by 9 publications.
- * Montgomery Report feature on lead/oakum calked joints. Upcoming issues of APARTMENT CONSTRUCTION NEWS and HEATING, PLUMBING & AIR CONDITIONING.

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- * Feature on lead anti-vibration pads at...Tufts Medical Center. Upcoming issues of CIVIL ENGINEERING and BUILDING MAGAZINE.
- * Special editorial request...
NEW YORK TIMES, Business Section, Sunday, February 13th. How to control sound and vibration with lead.
- * Feature stories are being prepared now on pads at #1 Astor Place and Franklin Savings Bank (NYC)...and on sound barriers at Johnson Avenue School, L.I., and an apartment house in East Hampton, L.I., made rentable with lead.

in BATTERIES:

- * Feature on Lucky Stores grocery handling. Upcoming issue of MODERN MATERIALS HANDLING.
- * Feature on Alfred M. Lewis warehouse operations. Upcoming issues of MODERN MATERIALS HANDLING and TRANSMISSION & DISTRIBUTION.
- * Feature on trends in battery design. April issue of FACTORY. Upcoming issues of ELECTRICAL WORLD, AMERICAN METAL MARKET, MATERIAL HANDLING ENGINEERING and THE BATTERY MAN.
- * News releases on battery-powered personnel carriers, aquatic sled, cherry picker.
- * Feature stories are being prepared on in-plant vehicle use in combating air and sound pollution; on-the-road electronics use for campus security systems; battery-powered explosion-proof trucks.

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in DESIGN:

- * Chemical tank linings at Southwire. Upcoming issue of JOURNAL OF METALS.
- * Lead interior at King Jewelry. Upcoming issue of CANADIAN INTERIORS.
- * News releases on an acoustic coupler made of leaded vinyl, on terne as a versatile design material, on a leaded vinyl sound barrier for motion picture cameras.
- * Feature stories are being prepared on leaded stained glass windows and on lead radiation shielding for the medical, space and other industries.

also WATCH FOR:

- * Upcoming issues of DESIGN NEWS with sections on lead's application in power sources and as a design material.
- * AUTOMATIC MACHINING editorial feature on lead sound attenuation systems.
- * Upcoming issue of MACHINERY with an editorial feature on automatic soldering.
- * Upcoming issue of ELECTRICAL WORLD with editorial feature on lead acid battery-powered electrics role in combatting carbon monoxide (authored by C. A. Baker, LIA).

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