

LEAD INDUSTRIES ASSOCIATION, INC.

202 MADISON AVENUE

NEW YORK 17, N. Y.

March 26, 1962

SUBJECT: REPORT OF ASSOCIATION
ACTIVITIES - 1961

To Members of the Lead Industries Association, Inc:

Enclosed are:

1. Report of the Executive Vice President and Secretary for the year 1961.
2. Report of the Treasurer for the year 1961.
3. Current list of members.

The report of the Executive Vice President and Secretary will not be presented at the annual meeting in St. Louis since it has been mailed to all members. Instead a resumé of the 1962 program will be presented along with the Treasurer's report.

Very truly yours,



Executive Vice President

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Enc.

Look Ahead with Lead

LEAD INDUSTRIES ASSOCIATION, INC.

202 MADISON AVENUE

NEW YORK 17, N. Y.

REPORT OF ASSOCIATION ACTIVITIES - 1961

DIRECT MAIL ADVERTISING

1. "Lead." Our mailing list for this quarterly publication was increased by several thousand during the year and now carries more than a million and a quarter individual messages about lead annually to some 52,000 people. A new and modernized cover and format made its appearance. It is a tremendously valuable source of inquiries and leads to follow up.
2. "Improved Sound Barriers Employing Lead." This report, published in 1960, received additional distribution to 400 member insurance companies by the Association of Casualty and Surety Companies and the Association of Mutual Casualty Companies.
3. Supplement. A four-page supplement to our manual "Lead in the Ceramic Industries" was published and distributed to some 7,000 people in the ceramic industries. It was devoted to low temperature lead enamels for steel.
4. Sweet's Catalogs. New catalogs on lead for roofing and flashing, plumbing, and noise and vibration control were prepared for Sweet's 1962 file to appear in the architectural, industrial construction and light construction catalogs. The industrial construction file is being used for the first time and the noise and vibration catalog is also new. Our 12-page design catalog covering the properties and applications of lead which appeared in the 1961 file is repeated in 1962.
5. Architectural Flyers. Reprints of the foregoing new Sweet's Catalogs on lead roofing and flashing, plumbing, and noise and vibration control were circulated as flyers to our lists of architects and engineers in the construction field and to design engineers.
6. Lead Pigments Technical Letter No. 15. This 32-page booklet which summarizes the Pigments Technical Committee's twenty years of work on red lead primers for all kinds of steel surfaces was published and circulated to some 12,000 paint manufacturers, users and specifiers. Additional requests for it are being received by the hundreds.

PUBLICATIONS AND REPRINTS

7. Annual Review. The Secretary's annual review of the lead situation was prepared for and printed in "Engineering and Mining Journal." Reprints were distributed to members.

Look Ahead with Lead

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8. "Lead - Its Alloys and Compounds." This annual review of technical developments in lead was prepared and appeared in "Industrial and Engineering Chemistry." Reprints were distributed to members, a selected list of 1,600 names, and to visitors to the L.I.A. booth at the Design Engineering Show.

9. "Lead-Asbestos Pads Isolate Cooling Tower Vibrations." At L.I.A. instigation and with L.I.A. help, an article with this title by Al Leichtman of Weinberger, Friesen, Leichtman and Quinn, New York consulting engineers, appeared in "Air Conditioning, Heating and Ventilating." Reprints were distributed to our list of architects and engineers concerned with building construction.

10. "Lead Sound Barriers." This is the title of a one-page critique of our publication "Improved Sound Barriers Employing Lead" which appeared in "Progressive Architecture" as a result of our cooperation with William J. McGuinness, chairman, Department of Structural Design, School of Architecture, Pratt Institute.

11. Lead Welding. A revised and expanded chapter on this subject appeared in a new edition of the "Welding Handbook" published by the American Welding Society. It was prepared by a committee of members and lead burning contractors under the chairmanship of L.I.A.'s David M. Borcina.

12. "Ways to Reduce Press Vibration." An article by this title appearing in "Publication Management" was prepared by L.I.A. in cooperation with William Ginsberg and Associates, architects and engineers specializing in newspaper plants. It described the use of lead-asbestos antivibration pads.

13. "Electric Trends Take Over Short Runs!" An Association-prepared article with this title appeared in "Food Processing." It was reprinted and circulated to members, as well as being used in answering inquiries.

14. General Publicity. A wide variety of publicity articles emanating from L.I.A. was picked up by the trade press during the year in addition to those already mentioned. Some of these were:

<u>Publication</u>	<u>Subjects</u>
New York Times	Leaded windows
Iron Age	Lead developments
Product Engineering	Sound barriers
	Lead-enamelled steel
Industrial Finishing	Lead-enamelled steel
Precision Metal Molding	Lead enamelled steel
	Lead-enamelled aluminum
Steel	Electric automobile
Ceramic Industry	Lead zirconate-titanate
The Battery Man	Lead batteries
Pipeline	Lead soundproofing
American Metal Market	Several

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In addition many publications published routine press releases on our publications resulting in a large volume of inquiries for copies.

TECHNICAL PAPERS AND LECTURES

15. Lectures. For the tenth successive year 125 graduate students at Newark College of Engineering heard two lectures on "Lead as an Engineering Material" presented by L.I.A. They were presented by L.I.A.'s S. W. Turner and Bruce Fader.

16. Lead Steel Report. At the request of the Lead Development Association of London a report was prepared on the status of leaded steels in the U.S. which was presented at the international meeting of lead association secretaries in Rome in September.

17. Vent Pipe Flashings. A paper on this subject was delivered before the annual meeting of the American Society of Sanitary Engineering.

MEETINGS AND EXHIBITS

18. Annual Meeting. We believe that the L.I.A. Annual Meeting held in Chicago in May was conducted with unusual success. An innovation was a display of some experimental and some commercial lead products, all relatively new.

19. Plumbers Apprenticeship Contest and Teacher Training. L.I.A. supplied a judge for the apprentice contest and an instructor for the teacher training program at this week-long session at Purdue University sponsored annually by the International Plumbers Union. It also provided prizes for the three best lead-working apprentices and the lead material for both programs.

20. Trade Show Exhibits. During 1961 L.I.A. had exhibit booths at the following trade shows:

- Design Engineering Show in Detroit
- National Association of Plumbing Contractors Show in Detroit
- Industrial Building Exposition in New York
- National Chemical Show in New York
- National Home Builders Show in Chicago

21. Meetings Attended. In order to keep close contact with the many varied groups in industry that may affect the use of lead, staff members attended a number of meetings of associated industries. Some of these follow:

- American Institute of Mining, Metallurgical & Petroleum Engineers
- Signal Corps Battery Conference
- American Institute of Architects
- Construction Specifications Institute
- Building Research Institute
- American Ceramic Society
- American Mining Congress
- Association of American Battery Manufacturers
- National Paint, Varnish & Lacquer Association
- National Association of Plumbing Contractors
- American Society for Metals

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22. Committees. The Industry Development Committee, the IDC Executive Committee, the Pigments Technical Committee and the Ceramics Technical Committee each met twice during the year. One of the meetings of the latter Committee was held jointly with KFP and the professors supervising its graduate research fellowships.

SPACE ADVERTISING

23. Advertising Schedule, 1961. Following is the space advertising schedule run by L.I.A. in 1961 with a general description of the subject matter:

<u>Publication</u>	<u>Pages</u>	<u>Circulation</u>	<u>Subjects</u>
Materials in Design Engineering	6	29,000	Properties and uses
Product Engineering	6	51,000	" " "
Machine Design	6	54,000	" " "
Engineering News-Record	13	84,000	Lead for construction
Progressive Architecture	6	40,000	" " "
Bulletin of American Ceramic Soc.	6	8,000	Lead in ceramics
Ceramic Industry	6	4,000	" " "
Ceramic Age	6	6,000	" " "
Metal Product Manufacturing	6	15,000	Leaded porcelain enamels
Total circulation		291,000	

This schedule resulted in a total of over 2,300,000 individual advertising messages during the year.

TECHNICAL SERVICE

24. Architectural Consultant. L.I.A. engaged the full-time services of Edwin D. Martin, AIA, to provide technical service to architects and engineers in the construction field and promote greater use of lead products. He graduated in architecture from Yale University and has had over 25 years experience with some of New York's leading architectural firms.

25. Technical Service Engineer. Also the services of Jerome F. Smith, a recent graduate of the University of Miami with several years experience with Dow Chemical Co., were engaged to assist in providing technical service in other fields of lead application and to assist in technical and semi-technical writing.

26. Thermoelectricity. Close contact was maintained with Minnesota Mining and Manufacturing Co. in their development of lead telluride as a source of thermoelectric power, involving several visits to that company's headquarters.

27. Antivibration Pads. Work on the development of this market included a study of existing engineering data and a report on it. Also involved provision of available data to engineers for the Am Building, the New York Central and Southern Pacific Railroads, a New Jersey department store, the new Madison Square Garden, buildings to be built adjacent to Union Station in Chicago, a Florida hospital, the Prudential project in Boston and others.

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28. Roofing and Flashing. Detailed information, drawings and specifications have been supplied for Dunbarton Oaks Museum in Washington, Soldiers and Sailors Monument in New York, a hospital in Denver, the auditorium at Massachusetts Institute of Technology, a church in New York and Marina City in Chicago. In addition lead roofs installed more than 25 years at Saratoga Spa, on the National Cathedral, Washington, and on the Federal Court House, New York, were inspected and found in perfect condition without maintenance. Permission to use this information in publicity and advertising was obtained.

29. Government Specifications. Considerable time was spent with several government agencies in an effort to obtain construction specifications more favorable to lead. In this effort the help of the Interior Department is being obtained. Some degree of success resulted and we have been invited to suggest revisions in several cases.

30. Pool Linings. We have worked closely and with considerable success with architects for a number of buildings including Lincoln Center, U. N. Library and a large bank, where large decorative pools and fountains are to be used, in the interest of using lead as waterproof linings.

31. Plating Tank Linings. A study was conducted on failures of such lead linings and the trend to substitutes. Principal plating tank manufacturers were visited.

32. Fall Out Shelters. A study of the possible use of lead in fall out shelters was conducted and a report issued giving authoritative data on the thicknesses of lead and other materials required, and dispelling such misinformation on the subject. Unfortunately the study showed the potential for lead to be small.

33. Sound Proof-Room. On request assistance was given the Franklin Institute of Philadelphia in design of a lead-lined sound-proof room. The room has been finished with the Institute expressing a high degree of satisfaction.

34. Highway Marking Paints. In cooperation with Solvay Process Division of Allied Chemical Co. progress was made in gathering data to support our contention that more yellow traffic marking paint (containing lead chromate) should be used, particularly for edge striping. The last Manual on Traffic Marking requires yellow for all center line no-crossing barriers, which in itself should add a couple of thousand tons to lead consumption in the next couple of years.

35. Lead Aluminum Paints. Preliminary steps were completed in a program to develop a market for leaded aluminum paints, never before marketed, for top coats on steel. At the outset we are working closely with Reynolds Metals Co.

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36. Miscellaneous. Other technical service work has included work with the following:

Buffalo Forge Co. - noise and vibration control
 Shell Chemical Co. - leaded plastics
 Clopay Folding Door Co. - sound-proof folding doors
 Richards-Wilcox Co. - sound-proof folding doors
 Hough Mfg. Co. - sound-proof folding doors
 J. Gordon Carr, architect - sound-proof curtains
 Robert Buchter, architect - sound-proof curtains
 Goldstone and Harmon, architects - sound-proof curtains
 Dave Chapman, Inc. - sound-proof curtains
 Brunswick Corp. - sound-proof curtains
 Structural Clay Products Research Foundation - glazed lightweight blocks
 Ferro Corp. - lead frits
 Pemco Corp. - lead frits
 Glen Gary Shale Brick Co. - glazed brick
 Minnesota Mining & Mfg. Co. - lead-glass beads
 Electro-Rustproofing Co. - lead anodes
 Jersey Central Power and Light Co. - lead anodes
 Sportsmen's Service Bureau - ammunition
 General Motors Corp. - paints, sound-proofing
 Stuart Motors - battery powered automobiles
 Willys Motors - battery powered automobiles
 Curtitton Co. - sound-proof folding doors
 Kilay Rubber Co. - leaded vinyls
 Torjeson, Inc. - sound-proof curtains
 Public Service Co. of N. J. - sound-proof leaded vinyls
 People's Gas, Light & Coke Co. - sound-proof leaded vinyls
 Jerome Murray Corp. - lead piezoelectrics
 Branson Instruments - lead piezoelectrics

HEALTH AND SAFETY

37. Health and Safety Director. Don Fowler assumed this position with L.I.A. on October 2, 1961, succeeding the late Manfred Bowditch. He came to L.I.A. from Chrysler Corp. where he had headed the Industrial Hygiene Department, and before that had been with the Michigan State Health Department.

38. Lead Glazed Pottery. As a result of two authenticated cases of lead poisoning from improperly fired lead-glazed pottery mugs, L.I.A. and the U. S. Pottery Association engaged Dr. Robert A. Kehoe of the Kettering Laboratories to study pottery glazes and attempt to develop a standard test and safe limits of solubility. A first series of tests was concluded and indicated a need for further study. A second series of tests is thus under way.

39. A.S.A. Committee. L.I.A. continues to serve on and supply secretarial service for the American Standards Association committee on childhood lead poisoning, which met a couple of times during the year.

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40. Milwaukee Inv. Suit. After several postponements of the trial in Milwaukee alleging lead poisoning from lead pipe in an apartment building, the case has apparently been dropped. L.I.A. had given the defendant substantial help in preparing his defense.

41. Lead Poisoning from Red Lead. We similarly gave the Delaware River Bridge Authority attorneys major assistance in preparing the defense against a suit brought by painters alleging lead poisoning due to the Authority's negligence when the bridge was being painted with red lead. We also found an expert witness for the defense. The case came to trial late in the year but we have not heard of the outcome at this time.

42. Philadelphia Clinic. L.I.A. presented a resumé of its activities in the field of lead toxicology at a one-day clinic on childhood lead poisoning sponsored by the Philadelphia Health Department.

43. Meetings. Meetings attended during the year included the annual meetings of the American Industrial Hygiene Association, American Public Health Association, National Safety Congress and Industrial Hygiene Foundation; also a session on paint labeling of the National Paint, Varnish and Lacquer Association.

44. Chicago Health Department. At the request of this Department, our Health and Safety Director agreed to serve on a committee to deal with the childhood lead poisoning problem in Chicago and attended one meeting of that committee.

45. Smog and Lead Gasoline Additives. Our Health and Safety Director has met informally several times with representatives of producers of lead additives for gasoline. He also attended a week-long series of meetings in Los Angeles dealing with smog problems. The whole subject of L.I.A. participation in activities relating to smog and additives is under review and possibly recommendations for positive action will be forthcoming shortly.

MISCELLANEOUS

46. Information Bulletins. Nine of these bulletins were circulated to members during the year.

47. Statistics. In addition to the regular statistical services provided members on shipments of lead products, sales of pig lead, inventories, consumption, etc., statistics were supplied for American Metal Market's annual "Metal Statistics," the introduction and certain statistics were supplied the American Bureau of Metal Statistics for its "Year Book," and the annual review of lead was prepared for "Engineering and Mining Journal."

48. Literature Abstracting Service. Arrangements were concluded with the Zinc and Lead Development Associations of London to expand their literature abstracting services and provide copies of the abstracts monthly for members of L.I.A. and additional distribution in the U.S.

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49. 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, except that Robert L. Ziegfeld was elected executive vice president while continuing as secretary and treasurer as in the past.

50. Staff. Certain changes in the staff have been noted elsewhere in this report. We believe that these changes have placed us in a better position than ever before to conduct the technical services and public relations aspects of our work. The staff deserves commendation for the ability, intelligence and initiative with which it has performed its duties.

The volume of inquiries resulting from our advertising and publicity programs has made it necessary to add an additional person to handle these inquiries and classify them as to source so that the effectiveness of our advertising can be properly evaluated. This addition has been made since the first of 1962.



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Executive Vice President
and Secretary

April 1962

MEMBERS OF THE LEAD INDUSTRIES ASSOCIATION, INC.

Allied Smelting Corp.	5116 W. Lincoln Ave.	Milwaukee 14, Wis.
Alpha Metals, Inc.	Box 34, Bergen Station	Jersey City 4, N.J.
American Metal Climax, Inc.	1270 Ave. of the Americas	New York 20, N.Y.
American Smelting & Refining Co.	120 Broadway	New York 5, N.Y.
American Zinc, Lead & Smelting Co.	Paul Brown Bldg.	St. Louis 1, Mo.
The Anaconda Co.	25 Broadway	New York 4, N.Y.
The O.A. Avril Co.,	Langdon Farm Rd. &	
Lead Products Div.	Seymour Ave.	Cincinnati 12, Ohio
Bers & Co., Inc.	Ashland & Lewis Sts.	Philadelphia 24, Pa.
*Broken Hill Associated Smelters		
Proprietary Ltd.	95 Collins St., Box 1291 K	Melbourne 01, Aust.
*Broken Hill South, Ltd.	Box 194 C, GPO	Melbourne, Australia
The Bunker Hill Co.	Box 29	Kellogg, Idaho
Cambridge Smelting Co.	100 Pacific St.	Cambridge, Mass.
Cerro Sales Corp.	300 Park Ave.	New York 22, N.Y.
Circle Wire & Cable Co.	5500 Maspeth Ave.	Maspeth, L.I., N.Y.
*Compania Minera Asarco, S.A.	Apartado 38 Bis	Mexico 1, D.F.
*The Consolidated Mining and	Box 1030	
Smelting Co. of Canada, Ltd.	Place d'Armes	Montreal 1, Canada
Day Mines, Inc.		
Dalco-Remy Div., General Motors Corp.	2401 Columbus Ave.	Wallace, Idaho
Dickson Weatherproof Mail Co.	Box 590	Anderson, Ind.
Dixie Lead Co.	Box 8625	Evanston 4, Ill.
		Dallas, Texas
The Eagle-Picher Co.	American Bldg.	Cincinnati 1, Ohio
The Electric Storage Battery Co.	Box 8109	Philadelphia 1, Pa.
Ethyl Corp.	100 Park Ave.	New York 17, N.Y.
Evans Lead Div., National Lead Co.	Box 1467	Charleston 25, W.Va.
Federated Metals Div., American		
Smelting & Refining Co.	120 Broadway	New York 5, N. Y.
Aaron Ferer and Sons Co.	101-19 S. 8th St.	Omaha 8, Neb.
*The Firestone Tire & Rubber Co.	Box F, Firestone Pk.	Akron 17, Ohio
Gardiner Metal Co.	4820 S. Campbell Ave.	Chicago 32, Ill.
Goldsmith Bros. Div. of National		
Lead Co.	111 N. Wabash Ave.	Chicago 2, Ill.
Hammond Lead Products, Inc.	5231 Hobman Ave.	Hammond, Ind.
Hecla Mining Co.		Wallace, Idaho
International Smelting & Refining		
Co. (Anaconda Sales Co., Agents)	25 Broadway	New York 4, N. Y.
Knapp Mills, Inc.	23-15 Borden Ave.	Long Is. City 1, N.Y.

*Associate Member

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April 1962

Lead Products Co. Inc.	Box 1341	Houston 1, Texas
Lucky Friday Silver-Lead Mines Co.		Wallace, Idaho
John R. MacGregor Lead Co.	4520 W. 15 St.	Chicago 23, Ill.
Metalead Products Corp.	2901 Park Blvd.	Palo Alto, Cal.
Metals Disintegrating Co.		Elizabeth (B) N. J.
*Metalurgica Mexicana Penoles, S.A.	Apartado Postal 251	Monterrey, N.L., Mex.
Murdock Lead Co.	Box 5298	Dallas 2, Texas
National Lead Co.	111 Broadway	New York 6, N. Y.
New Park Mining Co.		Keetley, Utah
Newmont Mining Corp.	300 Park Ave.	New York 22, N.Y.
*North Broken Hill, Ltd.	Box 1903R, GPO	Melbourne, Australia
Olin Mathieson Chemical Corp.		East Alton, Ill.
Pend Oreille Mines & Metals Co.	Old Natl. Bk. Bldg.	Spokane 8, Wash.
Phelps Dodge Copper Products Corp.	300 Park Ave.	New York 22, N.Y.
Price Battery Corp.		Hamburg, Pa.
Revere Copper & Brass Inc., Foil Division	196 Diamond St.	Brooklyn 22, N. Y.
St. Joseph Lead Co.	250 Park Ave.	New York 17, N.Y.
Shattuck Denn Mining Corp.	120 Broadway	New York 5, N. Y.
*Societe Miniere et Metallurgique de Penarroya	12 Place Vendome	Paris 1, France
Sunshine Mining Co.	West 300 Mission Ave.	Spokane 1, Wash.
United States Smelting Refining and Mining Co.	62 William St.	New York 5, N. Y.
The Victory White Metal Co.	6100 Roland Ave.	Cleveland 27, Ohio
Ryman Wiener & Sons	5300 Hatcher St.	Richmond 5, Va.
Vulcan Lead Products Co.	1545 W. Pierce St.	Milwaukee 4, Wis.
Western Lead Products Co.	P. O. Box 2291	City of Industry, Cal.
Willard Lead Products Co.	101 E. Griffith St.	Charlotte 3, N. C.
*The Zinc Corp. Ltd.	Box 384 D, GPO	Melbourne, Australia

*Associate Member