

LEAD INDUSTRIES ASSOCIATION

60 EAST 42ND STREET

NEW YORK 17, N. Y.

April 7, 1959

QUARTERLY REPORT OF THE SECRETARY

JANUARY 1 TO MARCH 31, 1959

The following report covers the highlights of Association activities during the first quarter of 1959. More detailed information on these activities or others not enumerated will be supplied on request. No attempt has been made to cover routine activities or research. A separate report on research will be forthcoming from the Research Director quarterly in the future.

GENERAL

1. Addresses - The Secretary addressed the annual National Western Mining Conference, sponsored by the Colorado Mining Association in Denver in February on what the L.I.A. is doing to expand lead markets.
2. Lectures - D. M. Borcina and S. W. Turner delivered two 90-minute illustrated lectures on "Lead as an Engineering Material" before some 150 graduate students of the Newark College of Engineering.
3. Meetings - Among important meetings attended by various staff members were the annual meetings of the A.I.M.E. and National Association of Corrosion Engineers.
4. Articles - Annual review articles by the Secretary appeared in "Engineering and Mining Journal" for February, and "Steel," January 5, 1959. A general article on lead by the Secretary and Mr. Borcina appeared in the January issue of "New York Purchasing Review." Reprints of this and the E & M J article were distributed to members. Another article on new developments in lead was prepared by the Secretary and appeared in a special lead-zinc issue of "American Metal Market" on March 14, for which we also supplied a number of photographs and the material.
5. Annual Meeting - The program for the 31st Annual Meeting of L.I.A. was prepared, hotel arrangements completed and announcements and advance registration forms sent to members and guests.

HEALTH AND SAFETY ACTIVITIES

6. Legislation - The 1959 legislative season has brought the expected grist of regulatory proposals, mainly relative to warning labeling, which have required watching, and in some cases active intervention. Bills introduced in the legislatures of California, Indiana, Montana, New Jersey, New York and Washington all appear to be in satisfactory status. In the basic essential of uniformity, an adjustment between the paint labeling regulations of the Health Departments of Baltimore and New York City is being sought.



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7. Childhood Lead Poisoning - Through a confidential report submitted to us by a physician friend, it was learned late last year that the health authorities of a major city were classifying as lead poisoning cases of childhood illness warranting no such diagnosis. Seeking to correct this and similar situations, a committee of eight physicians was brought together to draw up diagnostic criteria for childhood plumbism which it is hoped will be adopted on a national basis. The initial draft of these criteria, now under discussion, has been submitted to eight additional medical authorities on lead poisoning, or sixteen physicians in all, and it is believed that a condition quite unfairly inimical to our interests will presently have been in large measure rectified.

8. Conference Proceedings - The papers delivered at our Lead Hygiene Conference in November, with much of the ancillary discussion, were published in the March issue of "Industrial Medicine and Surgery." A more complete and more accurate version of these proceedings will be issued from the Association's headquarters and made available to members.

9. TV - For the first time, it has been found necessary to protest the unfairness of a television program to our interests. Such a protest has been lodged with the producers of "Highway Patrol," pointing out that allegations relative to lead poisoning in an episode of this series were quite contrary to fact. It is hoped that the institution of legal proceedings to prevent future such showings may be avoided.

10. Committee Work - Our Health and Safety director continues as chairman of a committee of the American Standards Association and as secretary of another. Both groups involve the promulgation of safety standards for lead compounds, and each has been active during the quarter. Additionally, an invitation to serve on a Committee on Lead Poisoning advisory to the Philadelphia Health Department has been accepted.

11. Meetings - Meetings attended since the first of the year have included the annual Congress on Industrial Health of the American Medical Association, the initial meeting of the Industrial Hygiene Round Table, a professional group limited to thirty-five members, and the 1959 National Health Forum, devoted to "The Health of People Who Work."

12. Visit - A visit was paid to the Rouge Plant of the Ford Motor Company, where the operations involving the application and grinding of lead body solder were inspected.

INDUSTRY DEVELOPMENT - GENERAL

13. "Lead" - The first 1959 issue of this quarterly was printed for distribution to our list of over 50,000 people.

14. National Home Builders Show - L.I.A. exhibited a variety of lead products at this show in Chicago in January. Included were lead plumbing and sheet metal work, leaded porcelain enameled aluminum and steel, lead-glazed tile, glass blocks and plate glass, and lead paints for wood and metal.

15. Advertising - The first ads for a new campaign covering the broad field of lead usage, with particular reference to new developments, and directed primarily toward design engineers, were prepared. This campaign consists of six one-page black and white ads each in "Materials for Design Engineering" and "Product Engineering," beginning in April.

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16. Investigations - A number of investigations were conducted relating to developments in the use of lead to determine what might be done to assist in developing markets. One relates to the new storage battery powered electric automobiles and delivery trucks just being put on the market. These findings are being reported to the Industry Development Committee for consideration. Also lead semi-conductors, lead piezoelectrics, lead powder impregnated fabric for sound proofing, lead chemical construction and radiation shielding, and others have been and are subjects of investigation.

INDUSTRY DEVELOPMENT - METAL PRODUCTS

17. Advertising - The first advertisement in a new campaign on engineering applications of lead was prepared for appearance in the April 23, 1959, issue of "Engineering News-Record." This campaign will consist of six one-page black and white ads.

18. Flyer - The first of a new series of flyers describing architectural uses of lead in specific installations was circulated to about 13,000 architects. It consisted of a two-color four-page reprint of the "American Artisan" article describing hard lead gutter linings at Duke University.

19. Architectural Details - On request of an architect L.I.A. is preparing details and specifications for use of hard lead flashing in a state office building, which will be followed up in the field.

20. Publicity - Articles prepared by L.I.A. or its agency appeared in the March, 1959, issues of "Actual Specifying Engineer" and "Chemical Processing." The former was devoted to lead laboratory drainage systems and the latter to lead constructed scrubbers.

INDUSTRY DEVELOPMENT - PIGMENTS

21. Advertising - The first ad in this year's campaign on lead pigments for highway structures was prepared for "Engineering News-Record." The first ad in a new campaign directed at marine construction was prepared for "Marine Engineering/Log." Each series will consist of seven two-color pages.

22. Publicity - L.I.A. and its agency were responsible for the publication of three feature articles on red lead paints. One in "American City," March, 1959, described the use of red lead in painting the New York City Transit system. An even more extensive article on the same subject appeared in "Mass Transportation," March, 1959. The other in "Maintenance" for March described the general use of red lead in plant maintenance.

23. Meeting - The Lead Pigments Technical Committee, formerly Red Lead Technical Committee, met once during the quarter.

24. Field Work - As a result of the technical service being offered highway engineers and others in the field by our paint technologist, Owen F. Shobe, he was invited to address the Bridge Division of American Association of State Highway Officials in May. A draft of the address has been prepared and circulated to the Committee for comment.

25. Paint Samples - Samples of some of the newer lead paints under test by the Committee have been distributed to each state highway department and many have already agreed to give them field trials on actual bridge structures.

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26. Machinery Finishes - A survey of highway departments and road and farm machinery manufacturers was completed preparatory to development of one-coat lead machinery finishes.

27. Test Project - A new test project, No. 27, was placed on exposure in March. It involves wash and anti-corrosive primers in sea water, total immersion and tide range, and fresh water.

INDUSTRY DEVELOPMENT - CERAMICS

28. Advertising - First ads in the 1959 ceramic campaign were prepared. This campaign will use six black and white pages in American Ceramic Society "Bulletin," "Ceramic Industry," and "Ceramic Age" instead of twelve each, will continue with six pages in "Ceramic News," and will add two more publications, "Brick and Clay Record" and "Metal Product Manufacturing," with six pages in each.

29. Publicity - "Ceramic Industry" reprinted a large portion of an article from "Lead" describing a recently developed lead brazing technique for ceramic-to-metal seals.

30. Supplement - Two new supplements for "Lead in the Ceramic Industries," one two-page and one six-page, were prepared and printed for distribution to owners of the book shortly.

INDUSTRY DEVELOPMENT - RADIATION SHIELDING

31. New York City Zoning - On advice that the recommendations to be used as a basis for new New York City zoning ordinances were restrictive with respect to the use of lead for radiation shielding because of its low melting point, a copy of the report has been received and is under study. We are preparing suggested modifications that would not unduly restrict lead.

Respectfully submitted,

John T. L. 3-77
Secretary.