

MEMBERS
OF THE
ASSOCIATION

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



Look Ahead with L

April 30, 1962

JANUARY 1 to MARCH 31, 1962

The following report covers the highlights of Association activities for the first quarter of 1962. 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 Bulletins. Two of these bulletins were circulated to members during the quarter.

2. Annual Meeting. The program and other preparations for the 34th Annual Meeting of L.I.A. were completed.

3. Annual Review and Outlook. The annual review of the lead situation in 1961 and outlook for 1962 was prepared and appeared in the February issue of "Engineering and Mining Journal."

4. Leadless Gasoline. A visit was made to the headquarters of the American Oil Co. in an attempt to prevail upon them to reduce their attacks on lead in their advertising for Amoco leadless gasoline. Assurances were received that the advertising emphasis would be changed and that it was only a matter of time until such gasoline would probably no longer be a factor.

5. New Staff Member. To fill a vacancy due to the resignation of S. W. Turner from the staff, Robert Travis was engaged as a technical writer and technical service engineer. With a background in both writing and physics at Antioch College, Mr. Travis' business experience included work with the National Bureau of Standards, International Tel. and Tel., and Materials in Design Engineering."

6. Lead Abstracts. The new monthly abstract service of technical literature relating to lead was initiated. A calling list of members and technical schools has been established to which other technical organizations and individuals will be added.

HEALTH AND SAFETY

7. Poison Labels. In cooperation with the National Paint, Varnish and Lacquer Association approval was obtained from the Food and Drug Administration to drop front panel poison labels from lead-containing paint. We were able to satisfy the F.D.A. that lead paints are not poisons under the Federal Hazardous Substances Labeling Act.

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8. Lead Toxicity in Man. Our Health and Safety Director met with representatives of the Ethyl Corp. and duPont at the Kettering Laboratory to hear Dr. Kuhn's proposal for a study of lead toxicity in man as it relates to air pollution. Such a study has not been done before and the results should be of great help to our industry when California or other governmental bodies attempt to set ambient air standards for lead.

9. Study of Particulate Lead in Air. With other members of the industry the technical organization of a study of lead in the atmosphere was discussed with Stanford Research Institute. SRI is preparing a proposal for an industry financed study designed to clear up some of the confusion and fill some information gaps now existing on amounts, size and composition of particulate lead in air. This has an important bearing on toxicity of lead in air.

10. Meetings. Our Health and Safety Director attended a number of meetings including the Governor's Conference on Occupational Safety at New York, National Health Forum at Cleveland, President's Conference on Occupational Safety at Washington and the Society of Automotive Engineers at Detroit.

INDUSTRY DEVELOPMENT-GENERAL

11. "Lead." The first 1962 issue of this publication was prepared and was mailed in March to more than 50,000 people.

12. Advertising. The first ad in our new industrial management campaign was prepared, appeared in the March issue of "Factory," and will again appear in April. It is devoted to battery powered lift trucks. Our campaign of bi-monthly insertions in "Machine Design," "Product Engineering," and "Materials in Design Engineering" continued.

13. Exhibits. New exhibits were planned and built for the Design Engineering Show and the American Institute of Architects Show to be held in May.

14. New Developments in Lead. The annual review article on this subject for "Industrial and Engineering Chemistry" was prepared for publication in the April issue under the title of "New Uses for Lead."

15. Inquiries. A new system for checking the number, source and subject of inquiries received has been established. It is felt that this will put us in a much better position to evaluate our advertising and publicity accurately and to analyze the degree of interest in various lead applications. At the same time our mailing lists of over 50,000 names were checked for duplication and waste, and controls established better to avoid this in the future.

INDUSTRY DEVELOPMENT-METAL PRODUCTS

16. Lead Roofing Article. In cooperation with the N. Y. Times editors, an article on the new lead roof of New York's Soldiers and Sailors Monument was prepared and appeared in the January 7 issue of the "Times."

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17. Sound Proof Room. L.I.A. constructed a new work room for its micrographing, addressing and mailing department in the middle of its secretarial area. Since the equipment in this room is noisy and space was limited, the partitions were made of the standard U.S. Gypsum Vamgha wall with 4-lb sheet lead laminated under one face. The room, now in operation, is giving excellent results even though the partitions are only 2-1/4 in. thick.

18. Lead Roof. Another inspection of a test section of a lead roof on the M.I.T. auditorium in the company of M.I.T. engineers resulted in a decision to proceed with covering the entire roof with lead. The work has started and will involve about 60 tons of sheet lead when finished.

19. Advertising. The latest ads on metal products to appear in "Progressive Architecture" and "Engineering News-Record" dealt with lead-asbestos anti-vibration pads in New York's Hotel City. A new ad on lead roofs featuring the Washington Cathedral was prepared for appearance in April and May.

20. Anti-Vibration Pads. An interim report, pending the results of further work, was prepared from data developed by Lessells and Associates under contract with ERP and printed in limited quantity. Because of anomalies in the preliminary data and need for further verification, it was distributed only to members and to a few engineers with immediate design problems involving lead-asbestos anti-vibration pads.

21. Marina City. A recent visit to the architect for Chicago's much-heralded Marina City revealed that he has followed L.I.A.'s recommendations completely for a 3-lb. hard lead roof on the ultra-modern theater to be built in connection with that project.

INDUSTRY DEVELOPMENT-CABLE SHEATHING

22. Advertising Campaign. In order to lay a sound ground work for this new campaign L.I.A. staff and advertising agency personnel met with engineering and advertising personnel of three large cable manufacturers. Points to emphasize in the advertising were developed and a general approach prescribed. Subsequently the first three ads were prepared, approved by this group, and will appear in "Electrical World" in April, May and June, and again in September, October and November.

INDUSTRY DEVELOPMENT-PIGMENTS

23. Advertising. The first two ads in the new campaign on lead pigments in the form of "Pigments News Letters" were prepared and the first appeared in "American Paint Journal" in March. This and the second of the series will also appear in "Official Digest" and "Paints and Varnish Production" in April and May.

24. Yellow Traffic Paint. In company of a representative of Allied Chemical Corp., which has a mutual interest with the lead industry in promoting yellow lead chromate traffic marking paint, a visit was made to the Vision Conservation Institute as a result of press reports that that organization had found by test that yellow was much more visible than white.

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25. Leaded Aluminum Paints. The first shot in a program to interest paint manufacturers in adding lead pigments to improve aluminum paints for finish coats on bridges and similar structures was a press release by L.I.A. calling attention to the possibilities and favorable results of preliminary work already done. In this program we are working closely with Reynolds Metals Co. which has agreed to parallel our own testing, publicity and advertising with similar work on their part.

26. Meeting. A meeting of the Pigments Technical Committee was held at which the foregoing program was outlined, several sections for a "Lead Pigments Manual" were presented and material for the new advertising program was reviewed.

INDUSTRY DEVELOPMENT-CERAMICS

27. Advertising. Two ads in our ceramic campaign appeared during the quarter in three ceramic publications and one metal working publication. In addition the ad on porcelain enameled steel guard rails appeared twice in "Engineering News-Record."

28. Supplement. With the help of several leading frit manufacturers a draft of a new supplement to "Lead in the Ceramic Industries" has been prepared. It should be in final form ready for publication soon.

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Robert L. Ziegler
Executive Vice President