

LEAD INDUSTRIES ASSOCIATION, INC.

292 MADISON AVENUE

NEW YORK, N.Y. 10017

TELEPHONE—AREA CODE 212
OR 9-6630**ANNUAL MEETING OF THE MEMBERS OF THE
LEAD INDUSTRIES ASSOCIATION, INC.****Queen Elizabeth Hotel
Montreal, Canada****April 3-4, 1968**

The annual meeting of the members of the Lead Industries Association, Inc., was held on Wednesday and Thursday, April 3-4, 1968 at the Queen Elizabeth Hotel, Montreal, Canada. Those in attendance are listed in Appendix "A."

(1) BUSINESS SESSION

Business was conducted during the Wednesday sessions, April 3, 1968. President J. R. Englehorn presided with D. M. Borcina as Secretary.

- a. The Secretary reported a quorum was present.
- b. The Secretary presented a copy of the notice of meeting and agenda which had been mailed to each member, as provided in Section 2.04 of the Corporation's By-Laws. The copy was ordered filed with the minutes as Exhibit "A." (Sent to members on March 8, 1968)
- c. The minutes of the previous meeting of April 17-18, 1967 were approved.
- d. Change in By-Laws

The President stated that the Board of Directors at its meeting on April 17, 1967, approved and recommended to the members for their approval a change in Section 3.02 of the Association's By-Laws, increasing the maximum number of Board members from 15 to 21. The Secretary reported that notice of the recommended change was sent to the members on March 8, 1968.



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The Section from the By-Laws, with the recommended changes underscored reads as follows:

"3.02 Number. The number of Directors shall be such number as shall be fixed by the members from time to time at annual or special meetings, but shall not be less than three nor more than twenty-one."

A motion to change the By-Laws as recommended was made, seconded and unanimously carried.

(2) REPORT OF THE TREASURER

The Treasurer reviewed the financial operations of the previous year by the Association and submitted for the members approval the report of the audit of the accounts of the Association as of December 31, 1967 by Peat, Marwick, Mitchell & Co. as per Exhibit "C" attached.

Note: A copy of the audit is being sent only to the official representative of each member company.

(3) REPORT OF THE SECRETARY

The report of the Secretary was presented as per Exhibit "B" attached.

(4) REPORT OF THE EXECUTIVE VICE PRESIDENT

J. L. Kimberley stated that the details of the Association's activities during 1967 had been well covered in the Secretary's remarks and that no further report was required.

(5) REPORT OF NOMINATING COMMITTEE FOR DIRECTORS

In view of the action taken by the membership at this meeting as concerned with the increase from 15 to 21 in the number of Directors of the Lead Industries Association, Inc., the Nominating Committee for Directors, represented by J. S. Smart, Jr., Chairman, and including R. A. Gardiner, Jr. and K. W. Green, recommended to the membership the election of the following slate of 17 members and placed it in nomination:

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(Continued) (5) REPORT OF NOMINATING COMMITTEE FOR DIRECTORS

J. Bers	Bers & Company
Aubrey M. Callis	Federated Metals Div. American Smelting and Refining Co.
D. R. Carter	The Eagle-Picher Industries, Inc.
John R. Englehorn	St. Joseph Lead Co.
Robert Hendricks	Cominco Ltd.
R. J. Hopkins	Broken Hill Associated Smelters Proprietary Ltd.
L. J. Randall	Hecia Mining Co.
John F. Rittenhouse	C & D Batteries
Charles E. Schwab	The Bunker Hill Co.
T. M. Smylie	The Ethyl Corp.
Simon D. Strauss	American Smelting & Refining Co.
W. Allen Taft, Jr.	E. I. du Pont de Nemours & Co.
Ivor Thompson	Cerro Sales Corp.
Herbert M. Weed	Anaconda Company
Henry J. Whitson	National Lead Co.
Jack Wilder	U. S. Smelting Refining & Mining Co.
W. P. Wilke III	Hammond Lead Products, Inc.

There being no further nominations, it was moved, seconded and unanimously carried that nominations be closed and that the Secretary be instructed to cast one ballot for the slate presented by the Nominating Committee.

(6) ADDRESSES AT MEETING

In addition to the business matters the following papers were delivered at the annual meeting and copies are available upon request:

How The Architect Uses Lead.....	E. D. Martin Member, American Institute of Architects LIA Staff
The Outlook for Lead-Acid Batteries..	C. H. Allen Executive Secretary Association of American Battery Manufacturers, Inc.
Lead-Acid Battery Powered Mine Locomotives.....	R. D. Greer Manager of Marketing-Mining Products Jeffrey Manufacturing Co.

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(Continued (6) ADDRESSES AT MEETING)

A Summary of Electric Car

Developments..... C. A. Baker
LIA Staff

Expanding Horizons for Lead....

S. F. Radtke
Executive Vice President and
Director of Research International
Lead Zinc Research Organization, Inc.

Adhesive Bonded Lead Sheets....

J. L. Cotsworth
President
Veneered Metals Inc.

New Uses for Low Melting

Alloys..... R. D. Becker
Manager, Alloy Department
Cerro Copper & Brass Co.

The Economic and Financial

Outlook..... J. J. O'Leary
Chairman of the Board
Lionel D. Edie & Co., Inc.

Health and Safety

Aspects of Lead -

Moderator K. W. Nelson, Director
Department of Hygiene, American
Smelting & Refining Co.Panel MembersD. G. Fowler, Health and Safety
Director, Lead Industries
Association, Inc.C. Thompson, Senior Vice President
Hill and Knowlton, Inc.Supply and Demand Seminar -
Lead and ZincModerator J. R. Englehorn, President
LIA and Vice Pres. Marketing &
Development, St. Joseph Lead Co.Supply R. A. Young, Chairman,
American Zinc Co.Demand S. D. Strauss, Vice Pres.,
American Smelting and Refining Co.

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(Continued (6) ADDRESSES AT MEETING)

Supply and Demand Seminar -
Lead and ZincComments by H. T. Fargey, Vice
President - Sales, Cominco Ltd.J. C. McCaskill,
Deputy Assistant Secretary,
U.S. Dept. of InteriorR. G. Driver, Pres.
Noranda Sales, Corp., Toronto,
Canada(7) ANNOUNCEMENT OF ELECTION OF OFFICERS

It was announced during the morning session, April 4, 1968, that the Board of Directors at its meeting the day before elected the following officers to serve until the next annual meeting:

Aubrey M. Callis - President and Chairman
of the Board
John R. Englehorn - Vice President
G. T. McCullough - Vice President
H. T. Whitson - Vice President
John L. Kimberley - Executive Vice President
David M. Borcina - Secretary and Treasurer
Mrs. D. L. Moore - Assistant Treasurer

(8) FUTURE MEETING DATES

The Secretary reported that arrangements have been and are being made to hold future annual meetings on the following dates and places:

1969 - April 14-15-16 Drake Hotel
Chicago, Ill.

1970 - April 8-9-10 Chase Park Plaza Hotel
St. Louis, Mo.

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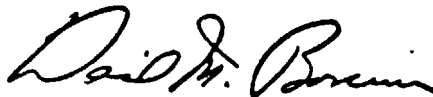
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(9) ADJOURNMENT

In the absence of other matters to come before the meeting,
it thereupon duly adjourned.

Respectfully submitted



David M. Borcina
Secretary

DMB:so

Att:

Appendix "A"
(Listed Attendance)

Exhibit "B"
(Report of the Secretary)

Exhibit "C"
(Report of the Audit as of
12/31/67, sent only to the
official representative of
each member company)

Annual Meeting of the Members of the
Lead Industries Association, Inc.

Queen Elizabeth Hotel
Montreal, Canada
April 3-4, 1968

EXHIBIT "B"

REPORT OF THE SECRETARY

The fact that this is our 40th Annual Meeting suggests a brief review of our very beginnings and early days. Things have sure changed but there has been a lot of stability.

Organized on November 14, 1928, with an Underwriting Fund of \$10,000 subscribed to by 8 companies, the concept was so well received by the industry that within six months, 38 companies had become members. And, within that same period the Underwriters were reimbursed in full.

At least 15 companies have retained their membership through the years with the probability that there are others whose corporate identity has been changed or merged with other members. All of the Underwriting Companies are still members and these are:

American Metal Climax, Inc.
American Smelting & Refining Co.
The Bunker Hill Co.
Cominco, Ltd.
International Smelting & Refining Co.
National Lead Co.
St. Joseph Lead Co.
U.S. Smelting, Refining & Mining Co.

Others who were members from the start are:

The Anaconda Co.
Cerro Sales Corp.
Eagle Picher Industries, Inc.
Federated Metals Div. of A.S. & R.
Hecla Mining Co.
Remington Arms Co. (now du Pont)
Winchester Repeating Arms Co. (now Olin Mathieson)

Something strange happened for which I can find no explanation, Cominco was an Underwriter, was reimbursed, but then was not listed on the membership rolls until a number of years later. Perhaps we were a lot more provincial in those days.

Another, and probably more important growth indicator, is that the current rate of expenditures per month exceeds the total of the annual budgets for the first two years of the Association's existence.

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EXHIBIT "B"

Surprisingly enough, in going through the records, I found that the LIA in 1939-40-41 and part of 1942 had a major consumer advertising campaign on white lead paint with expenditures of around \$225,000 a year. Such magazines as Saturday Evening Post, Colliers, Better Homes & Gardens, American Home and Country Gentlemen were used.

In retrospect, it would appear from a first glance at the figures on white lead consumption that the campaign had very little effect. However, the War came along at the peak of the effort and it was discontinued apparently, not by the choice of the industry, but by Government controls on lead usage.

I like to think, however, that the campaign had some effect on the general population because of a consumer survey made by LIA several years ago. Among the questions asked was "What are some of the uses made of the substance lead." Lead for paints was by far the first choice of the more than 2,100 interviews. Unfortunately, the second largest use given was lead pencils. Perhaps the industry is due for another consumer campaign to educate the man in the street on lead's importance to his well-being.

I know that Jack Kimberley will agree with me if I take a moment to compliment the staff on its continued loyalty, its skill and knowledge of the job all of them are doing and their willingness to take on more and more responsibility.

You have heard from Connel Baker, Don Fowler and Ed Martin. The others are, and I will ask each of them to stand up as I call their names -

Jerry Smith -

whose areas of responsibility are many including ceramics, solder, pigments, and who also serves as my assistant.

Jim Roumas -

LIA's assistant director of Health and Safety who is doing a fine job in a very difficult area.

Milt Emerson -

the newest member of our staff who takes care of our direct mail services, trade shows and movie distribution, among other things.

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EXHIBIT "B"

In 1967, we also had on staff, Jack McAward who served as our advertising manager. Jack left us at the end of the year.

There are, of course, others - accountants, clerks and secretaries who help to make the whole thing click. Their aid and assistance is invaluable.

I have talked about the staff but it is most important to point out that the cooperation all of us get from the members is invaluable. Your financial support is important, of course, but even more important is the advice and counsel freely given to all of us when we meet with you. Your technical assistance when needed, your sound and constructive advice on what's going on in the market place and most important the time and effort your staffs expend for the benefit of the Association and the industry.

LIA's promotional activities during 1967 were at a slightly increased level compared to 1966, with no basic changes in end-product promotion. The Association continued its efforts to expand present markets in building construction, industrial type batteries, power cable, paints, ceramics, solder and terne. Also to find and expand new markets such as lead for sound attenuation, lead piezoelectrics, other lead ceramics, and the organolead compounds currently being developed by ILZRO.

A growing and substantially defensive and educational program being conducted by LIA is the Health and Safety campaign, described in some detail this morning. As was pointed out, there is no evidence, medical or otherwise, that lead in the quantities found in the ambient atmosphere now or in the foreseeable future, is or will be dangerous to public health. Despite this, however, the push to remove lead from gasoline continues as a constant threat with one new and insidious method proposed - to tax leaded gasoline. This approach was recently suggested in Sweden and may very well be picked up elsewhere.

In LIA's promotion and development efforts, we believe we are using every means available. These include:

- Technical service, in person, by telephone and correspondence
- Direct Mail
- Space Advertising
- Exhibits at trade shows
- Speakers at user-related meetings
- Material test programs
- Motion pictures

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EXHIBIT "B"

In conjunction with our normal technical service program, LIA is conducting and expects to expand our development and test programs. The staff is looking particularly in areas where markets are or may be in difficulty because of out-of-date practices and/or improper procedures. Also, in areas where lead is not now used, but, because of its properties, should be considered.

The direct mail program forms the base to which all other efforts are related. Direct mail includes distribution of LEAD magazine, "Lead Abstracts" from London, booklets prepared and designed for specific applications of lead, and technical articles reprinted from the trade press.

LIA's space advertising program is designed to reach as many decision-making people as possible. For example, the industrial battery ads appear in "Business Week" to reach the decision-making company executive, in "Materials Handling Engineering" to reach the man most responsible for the selection of material handling equipment, in "Purchasing Magazine" to reach the Purchasing Agents, and in "Electrified Industry" a national publication adapted in many versions to meet local needs and distributed by electric utility companies to their industrial customers.

LIA's other advertising programs are handled in much the same manner:

<u>Program</u>	<u>Magazine Used</u>
Architecture & Construction	Business Week, Architectural Record, Engineering News Record, Arch. & Engr. News, Roofing-Siding-Insulation.
Sound Attenuation	Business Week, Engr. News Record, Arch. Record, Product Engineering, Machine Design, Materials in Design Engineering, Arch. & Engr. News.
Cable	Factory, Electrified Industry.
Pigments & Chemicals	Engineering News Record, American City, Public Works, Ceramic Industry.
Solder, Terne & Design Engineering	Appliance Manufacturer, Product Engineering, Machine Design, Materials in Design Engr., Metal Products Manufacturing, Product Design & Development.

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EXHIBIT "B"Advertising Programs (Continued)

In all cases the ads are designed to convey the message that lead is a modern and versatile metal. Each ad also points out that further information is available from headquarters and this has been most effective in bringing in thousands of inquiries.

LIA firmly believes in exhibits at trade shows for the opportunity they afford for personal discussions between the staff and the user or potential user of lead. Very frequently, the staff finishes these shows with a better knowledge of where lead is being used, the problems connected with its use and, most importantly, the satisfaction of having been helpful to a consumer with a problem. Trade shows at which LIA had exhibits during 1967 were:

Plant Engineering & Maintenance Show
Design Engineering Show
Construction Specification Institute Exposition
National Plumbing Exposition
Chemical Industries Exposition

LIA's film, "The Lead Matrix," continues to be very popular with the commercial distribution and audiences as follows:

<u>Groups</u>	<u>Showings</u>	<u>Audience</u>
General and Professional	2,500	130,000
Television	109	2,420,000

Late in 1967, the film was modified to edit out all commercial names and references and was accepted by the U.S. Bureau of Mines for its film library; 250 prints were placed in their nationwide distribution system. Distribution began early this year and from the prompt comments of the Bureau, great things can be expected.

LIA also prepared a 2-1/2 minute film from "The Lead Matrix" for incorporation in a 12-1/2 minute film designed specifically for television. Titled, "The Paradox of Lead," it is combined with segments of four other industrial pictures. Completed late last year, there were nine showings in 1967 and in January and February, this year, 11 more.

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EXHIBIT "B"STATISTICS

Early in the year, a committee was appointed by the Board to review LIA's statistics. It was the finding of the Committee that some in the series were duplicated by other agencies or were not sufficiently complete to warrant continuation. Those dropped were:

Form B & C-4 Manufacturers Stock Report
 Form D Estimated Domestic Lead Consumption
 Form EE Domestic Lead Mine Production
 Forms M-1 through M-7 Shipments of: Solder, Bearing Metals,
 Antimonial Lead Products, Type Metal,
 Lead Pipe and Extruded Products,
 Rolled Lead Products and Miscellaneous
 Lead Products.

Others that the Committee recommended be continued and/or modified are the following:

Form A Domestic Pig Lead Sales
 Form B Lead Pigments
 Imports Bulletin - Imports of Lead Products for Consumption.

MEMBERSHIP

At the year-end LIA had 59 company members, a net loss of one during the year. New members are:

K. W. Battery Co.
 Gould National Batteries, Inc.

With the addition of these two battery companies, the Association now includes in its membership all of the major industrial battery manufacturers who account for probably 90 percent of all such batteries produced.

Resignations received and regretfully accepted during the year:

Firestone Tire and Rubber Co.
 Metalead Products, Inc.
 Shattuck Denn Mining Corporation

As was pointed out at the start of this report, only the highlights have been covered. If there are suggestions on promoting lead products not now included in LIA's program, or questions on your Association's activities, we would be pleased to have them. Thank you!

David M. Borcina
 David M. Borcina
 Secretary

DMB:so

LIA21298

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Queen Elizabeth Hotel
Montreal, Canada

EXHIBIT "C"

TREASURER'S REPORT

The Treasurer respectfully submits the attached report of the audit of the accounts of the Lead Industries Association, Inc., as of December 31, 1967 by Peat, Marwick, Mitchell & Co.

As required by the New York Membership Corporations Law, the members of the Lead Industries Association, Inc., are advised that the Association has no real property and that its personal property consists of commercial and savings deposits in the following banks:

Commercial Banks

The Chase Manhattan Bank

Savings Accounts

The Chase Manhattan Bank
The Dime Savings Bank of Brooklyn
Empire City Savings Bank
The Franklin Savings Bank
The Greenwich Savings Bank

The Kings County Savings Bank
Kings Highway Savings Bank
The New York Savings Bank
South Brooklyn Savings Bank

Verified by



Treasurer

Verified by



Assistant Treasurer

DMB:so

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