

LEAD INDUSTRIES ASSOCIATION, INC.

288 MADISON AVENUE

NEW YORK, N. Y. 10017

TELEPHONE - AREA CODE 212

OR 6-0222

October 17, 1966

SUBJECT: Budget data for 1966 and
Proposals for 1967

To the Industry Development Committee of
the Lead Industries Association, Inc.

We are attaching the following budget data covering all activities of L.I.A.
for 1966 and proposals for 1967:

1. Approved and estimated expenditures, 1966
2. Proposed 1967 budget

The proposed 1967 budget is being presented in a somewhat different form
than heretofore. Each market is now presented as an individual budget item with
all its associated activities included. For example, publications, space ad-
vertising, Sweet's catalog files, etc., for the Architectural and Construction
field are included as one item rather than under separate headings as previously
presented.

The following table gives the subscription rates per ton for both the member-
ship and industry development for the last seven years, as well as figures on
receipts and disbursements.

Rates per ton for Subscriptions

Year	Mining	Manuf. Assem- Smelt. & blast	Refin. Articles	Pig Lead	Subscrip- tions	Other Misc.	Approved Receipts	Expendi- tures	Cash on Hand	
									Year End	Genl. & I.D.
					Sales	Received	Budget		Funds	
1960	20¢	5¢	2¢	42¢	\$371,983	\$3,618	\$374,450	\$332,944	\$154,385	
1961	12	3	1¢	52	340,545	4,460	369,350	319,624	179,766	
1962	16	4	2	65	471,560	4,560	461,000	412,133	243,853	
1963	16	4	2	54	391,248	6,000	483,125	459,477	181,765	
1964	16	4	2	80	515,169	6,033	622,700	567,754	135,213	
1965	16	4	2	1.05	643,345	5,371	699,162	685,139	98,790	
1966	16	4	2	1.10	(716,300)					
Special										
S. & H. (1% of Subscription)					15	(96,600)				
Fund						812,900	6,000	826,650	734,500	189,500

Of the receipts for 1966 approximately \$100,000 came from assessments paid
by the regular memberships. An additional \$15,000 was received from the special
Safety and Hygiene subscription from all members. The balance of receipts, approx-
imately \$700,000 were subscribed by the sellers of pig lead in the United States.

Look Ahead with Lead

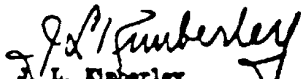
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The estimated rates per ton required to meet the budget proposal for 1967 will be found on page 3 of the attached.

Very truly yours,


David M. Barcina
Secretary-Treasurer

Approved:


J. L. Kimberley
Executive Vice President

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Approved and Estimated Expenditures-1966

	Approved 1966	Estimated Actual 1966
<u>Administrative & Technical Service</u>		
Robert L. Ziegfeld-Memorial	\$ 16,250	\$ 16,250
Salaries and Payroll Taxes	215,000	215,000
Furniture and Fixtures	2,000	2,000
Rent	20,000	20,000
Travel	35,000	36,000
Meetings and Committee Luncheons	4,000	1,000
Printing and Office Supplies	6,000	6,000
Postage and Express	8,000	7,000
Telephone and Telegrams	5,000	5,000
Temporary Office Help	500	1,000
Legal and Consulting Fees	2,500	3,500
Accounting and Auditing	1,200	1,000
Annual Statistical Review	650	600
Books and Periodicals	1,300	1,300
Pension Premiums	19,000	17,600
Technical Association Memberships	1,700	1,700
Office Services	7,000	7,000
Miscellaneous	2,000	1,000
Insurance	2,000	2,200
	<u>\$349,100</u>	<u>\$345,150</u>
<u>Publications</u>		
"Lead"	35,000	36,000
Abstracts	13,000	11,000
Reprints	5,000	7,000
Construction and Architectural Flyers	3,000	-
Ceramic Supplements	2,000	-
Sweet's Catalog Files	13,000	-
Battery	3,000	-
Monograph	3,000	-
Annual Review	1,000	-
Roofing Handbook	1,500	2,000
Corrosion Handbook	5,000	-
Mailing List Conversion	8,000	7,000
	<u>92,500</u>	<u>64,000</u>
<u>Space Advertising</u>		
Batteries	33,000	33,600
Architecture & Construction	30,000	31,700
Noise Control	28,000	29,500
Solder	10,300	10,400
Cable	8,600	9,500
Ceramics	14,000	14,200
Pigments	17,500	19,000
Terne Plate	8,300	8,300
Design	6,700	6,700
Production	22,000	18,000
Miscellaneous	2,000	-
	<u>\$180,400</u>	<u>\$180,900</u>

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Approved and Estimated Expenditures-1966 (Continued)

<u>Miscellaneous Promotion</u>	<u>Approved 1966</u>	<u>Estimated Actual 1966</u>
Health and Safety Information	\$ 31,900	\$ 31,900
Conventions and Exhibits	17,000	17,000
Test Programs	4,000	-
Apprentice Contest	1,500	1,300
Seminars	4,000	-
National Shooting Sports Foundation	650	650
Illustration and Publicity	5,000	5,000
Motion Picture Distribution	15,000	15,000
Contingencies	15,000	2,000
	<u>\$ 93,650</u>	<u>\$ 72,450</u>

Special Program

Public Relations for Health & Safety Program	\$111,000	\$ 52,000
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Recapitulation

	<u>Approved 1966</u>	<u>Estimated Actual 1966</u>
Administrative & Technical Services	\$349,100	\$345,150
Publications	92,500	84,000
Space Advertising	180,400	180,900
Miscellaneous Promotion	93,650	72,450
Special Program	111,000	52,000
	<u>\$826,650</u>	<u>\$734,500</u>

Projected Income and Disbursements

Operating Fund, Jan.1, 1966	\$105,000
Income, 1966	819,000
	<u>\$924,000</u>
Disbursements, 1966	734,500
Operating Fund, Jan.1, 1967	<u>\$189,500</u>

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PROPOSED 1967 BUDGET

SUMMARY OF ALL PROGRAMS

The summary of all proposed 1967 programs is given below. A summary and details of each of the proposed programs listed is attached with the exception of the Public Relations Program and the Health and Safety Information Program.

It is proposed that these two programs be combined in 1967 and a proposal totaling \$300,500 has been submitted by Hill and Knowlton, public relations counselors, for review by the Public Relations for Safety and Hygiene Committee Appointed by the L.I.A. Board of Directors. It is expected that their recommendations will be available at the Industry Development Committee meeting on October 31, 1966.

	<u>Approved 1966</u>	<u>Proposed 1967</u>
Administrative and Technical Service	\$349,100	\$323,190
Advertising, Publications and Promotion	293,900	399,200
Motion Picture Distribution	15,000	25,000
Health and Safety Information Program	31,500)	
Health and Safety Public Relations Program	111,000)	300,500
Miscellaneous, including Contingencies	26,150	27,150
	<u>\$826,650</u>	<u>\$1,075,000</u>

1967 Projected Income and Disbursements

From Reserve	\$ 89,500
Membership Subscriptions	115,000
Pig Lead Sellers	870,500
Total Receipts	<u>\$1,075,000</u>
Disbursements	<u>\$1,075,000</u>

Note: It is assumed that membership subscription will remain the same in 1967 as in 1966 though some consideration should be given to increasing the membership rates.

Estimated 1967 rate per ton for pig lead sellers based on 600,000 tons is \$1.45 per ton.

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Administrative and Technical Service

	<u>Approved 1966</u>	<u>Proposed 1967</u>
Robert L. Ziegfeld-Memorial	\$ 16,250	\$ -
Salaries and Payroll Taxes	215,000	200,000
Furniture & Fixtures	2,000	2,000
Rent	20,000	20,000
Travel	35,000	45,000
Meetings and Committee Luncheons	4,000	3,000
Printing and Office Supplies	6,000	6,000
Postage and Express (Office)	8,000	7,000
Telephone and Telegrams	5,000	5,000
Legal and Consulting Fees	2,500	2,500
Accounting and Auditing	1,200	1,000
Annual Statistical Review	650	650
Books and Periodicals	1,300	1,300
Pension Premiums	19,000	18,000
Technical Assn. Memberships	700	700
Office Services	7,000	7,000
Miscellaneous	2,000	2,000
Insurance	2,000	2,000
	<u>\$349,100</u>	<u>\$323,150</u>

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PROPOSED PROMOTIONAL BUDGET-1967

SUMMARY

(A discussion of each of the proposed programs is attached)

<u>Continuing Programs</u>	<u>Approved 1966</u>	<u>Proposed 1967</u>
Architectural and Construction	\$ 71,800	\$ 82,000
Cable	8,600	12,100
Industrial Batteries	36,000	39,800
Pigments and Chemicals	33,500	24,200
Solder, Terms and Design Engineering	29,000	35,600
Advertising Space Production and Miscellaneous	24,000	25,000
<u>New Programs</u>		
Engineering Collages	---	15,000
Industrial Safety Color Coding	---	72,500
<u>General Supporting Programs</u>		
LEAD Magazine	35,000	37,000
Conventions and Exhibits	17,000	19,000
Lead Abstracts	13,000	12,000
Reprints	5,000	10,000
Test Programs	4,000	10,000
Illustrations and Publicity	5,000	5,000
Seminars	4,000	---
Mailing List Conversion	8,000	---
	\$293,900	\$399,200

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ADVERTISING, PUBLICATIONS AND PROMOTION

Architectural and Construction

Continued growth in commercial, industrial and institutional building construction is expected in 1967 and it is in these types of construction where lead is most likely to be used over other competitive materials. It is for this reason that we have concentrated our efforts in these areas in the past and it is our recommendation that we continue to do so in 1967 at a moderately higher level than in 1966.

Major emphasis on lead for sound attenuation will be continued with minor emphasis on a variety of other lead applications such as waterproof membranes for pools and planters, roofing, flashing, leaded porcelain enamel, and calking for other than plumbing purposes. The promotion of all these applications for lead in the construction field can be threaded together into one continuing program emphasizing that "lead helps build better." We expect that such a program can identify lead with the most progressive architects and builders.

As in the past we plan on continuing our Roofing and Flashing, Sound Attenuation and Waterproofing catalogs in Sweet's Architectural File and the first two in Sweet's Industrial Construction File.

As an adjunct to these activities we suggest a direct mail campaign using a series of "Architectural Construction Bulletins," each of which would cover a specific application of lead. We would plan for two or three such bulletins in 1967.

Our recommendations for 1967 along with the comparative 1966 approved budget follows:

	<u>Space Advertising</u>	<u>Sweet's Catalog Files</u>	<u>Roofing Handbook</u>	<u>Arch. & Constr. Bulletins</u>	<u>Total</u>
1967	\$67,400 *	\$9,600	\$ -	\$5,000	\$82,000
1966	58,000	9,300	1,500	3,000	71,800

* Increase mainly attributable to
magazine space rate increases

Cable Program

This market and program has remained fairly static over the last few years with the major efforts being directed to the electric utilities through our space advertising in "Electrical World." We recommend a change in emphasis directing our promotional efforts to the specifier and user of cable in "in-plant" construction.

The purpose would be to establish in the minds of these engineers the advantages of lead sheathing for in-plant power, communications, signal and alarm cable, stressing particularly that where 100 per cent reliability is desired lead sheathed cables should be used.

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Cable Program (Continued)

On this latter point it has been established in discussions with power and communications cable users that when 100 per cent reliability is the criterion, lead sheathing is used. A case in point is the east-west, north-south underground intercontinental communications network being placed in operation by the Western Electric Co., all of which is lead-sheathed.

Our recommendation for 1967 along with the comparative 1966 approved budget follows:

	<u>1966</u>	<u>1967</u>
Space Advertising	\$8,600	\$12,100

Industrial Battery Program

By all criteria, this has been a most productive program. We recommend that it be continued at approximately the same level in 1967.

From the very beginning of this program we have endeavored to get the cooperation of the industrial battery manufacturers, the electric truck manufacturers and the utility companies and in this we have been most successful. Jointly and individually these groups have considerably expanded their own promotional efforts.

For example, utility companies have been sponsoring trade shows in their areas at which the truck and battery companies exhibit their products to the utility's industrial customers. This year there were 8 such shows and in 1965 there were 6. In addition, we have participated in 12 seminars conducted by the utilities for their industrial salesmen.

Insofar as the truck manufacturers are concerned, one measure of their promotional efforts was the number of pages of advertising they used in "Business Week" when we started our campaign four years ago and what they are using now. The comparison is 9-2/3 pages in 1962, 37-2/3 pages in 1965 and indications are that it will be over 40 pages in 1966.

We must admit that not all of this increase is in electric trucks but as activity in electric trucks increased, so did our competitors. A complete survey of the 1965 ads revealed 20-2/3 pages of electrics and 17 pages for our competition. Even more interesting is the electric truck groups' acknowledgement that our campaign has meant increased business.

Of more direct importance to the battery manufacturer and the lead industry is the growth indicated by the actual number of tons of lead consumed

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Industrial Battery Program (Continued)

in industrial type batteries for the years 1960 through 1965. These figures are as follows:

<u>Year</u>	<u>In Short Tons</u>
1960	34,394
1961	31,610
1962	37,896
1963	40,164
1964	46,914
1965	51,226

Our recommendation for 1967 along with the comparative 1966 approved budget follows:

	<u>Space Advertising</u>	<u>Battery Publications</u>	<u>Total</u>
1967	\$36,800	\$3,000	\$39,800
1966	33,000	3,000	36,000

Pigment and Chemicals

We recommend the continued promotion of lead-pigmented metal protective paints and chrome yellow traffic marking paint at the same level in 1967 as in 1966. We further propose a moderate reduction in the ceramic industry space advertising program.

We feel this metal protective paint program has materially assisted in maintaining lead's reputation as the accepted leader for use in corrosion-inhibitive paints, particularly in the industrial area, where L.I.A.'s advertising has been concentrated.

In the promotion of chrome yellow traffic marking paint, we will continue to stress the requirement of the U. S. Bureau of Public Roads that such paints be used in specific areas on interstate highways. We will also direct our efforts towards promoting wider use of yellow marking paints by state, city and local authorities and in the private sector, such as for parking lots, industrial complexes and airports.

As for the ceramic program, a reduction at this time seems warranted inasmuch as we feel the basic job of establishing lead as one more working tool for the ceramist has been highly successful. We therefore recommend that our space advertising be reduced by half in the ceramic field and that we continue to issue supplements to "Lead in the Ceramic Industries" at the same level.

A major portion of the expense of the ceramic program in 1966 was the use of 4-color ads on porcelain enameled aluminum which appeared in the architectural magazines. We recommend its continuance and have included it in our Architectural and Construction budget for 1967.

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Pigment and Chemicals (Continued)

Our recommendation for 1967 along with the comparative 1966 approved budget follows:

	<u>Space Advertising</u>	<u>Ceramic Supplements</u>	<u>Total</u>
1967	\$22,200	\$2,000	\$24,200
1966	31,500	2,000	33,500

Solder, Terne and Design Engineering Program

The basic concept that has been followed in the promotion of solder, terne and a host of other lead uses, is the development of new markets. It is for this reason that practically all of our efforts in the past have been aimed at the design engineer and we recommend the same approach for 1967 at an increased level.

The promotion of solder and terne metal will continue as an important effort. We will place a minor emphasis on a host of other design materials including piezoelectrics, ceramic permanent magnets, and batteries for portable home appliances. Other new and unusual applications of lead and lead products will, as developed or made known to us, also be exploited in this program.

This promotional approach to solder is based on the knowledge that the conventional outlets for solder, that is, automobile applications, cans and the electronic industry, appear to be adequately covered by the solder manufacturers. The same can be said for terne metal whose major market, automotive gasoline tanks, is being adequately covered by the manufacturers of terne. However, with the possible exception of solder for the electronics industry, all of these conventional uses of solder and terne are vulnerable indeed to economic or technological change. For example, the continued effort on aluminum automobile radiators and the growing use of aluminum cans could and has affected solder consumption.

In the case of terne, major automobile companies are field testing plastic gasoline tanks and if they prove successful, this would be a serious blow to the terne market.

In view of these developments we feel that the search for new markets in this area is of prime importance.

Our recommendation for 1967 along with the comparative 1966 approved budget follows:

	<u>Space Advertising (Solder, Terne & Design.)</u>	<u>Sweet's Catalog File</u>	<u>Total</u>
1967	\$31,900	\$3,700	\$35,600
1966	25,300	3,700	29,000

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Engineering College Program

Our promotional programs have traditionally been directed to the user and potential user of lead and its products.

One audience which has hitherto been ignored in our promotional programs is the college engineering student. Yet it is evident that this audience is critically related to our various promotional programs. It is not unusual for us to be confronted by an engineering student at some of our exhibits at technical meetings whose only knowledge of lead is that it was used by the ancient Romans and is highly poisonous.

These budding customers for lead and its products will graduate from sophisticated and highly theoretical courses of study. The practical aspects of engineering -- materials of construction, methods of manufacture, etc. -- are more and more submerged under advanced mathematical analysis, "systems engineering" and the like.

It would be the point of our advertising campaign to produce readable, self-explanatory topic ads on subjects like soldering, corrosion protection, lead in ceramics, etc. These would outline the place of lead and the primary "reasons why" in each field.

The campaign would be instituted in the student publications of 30 accredited engineering schools. They would reach an audience of about 150,000, including 8,000 faculty and 25,000 alumni. Among the colleges to be covered would be the U. S. service academies, Carnegie Tech., Purdue, M.I.T., Cal. Tech., Yale, Princeton, Harvard, Dartmouth, Columbia, just to name a few of the many universities that represent a prime target of our educative efforts.

Our recommended budget in 1967 for such a program is as follows:

<u>Space Advertising</u>	<u>Total</u>
\$15,000	\$15,000

Industrial Safety Color Coding Program

It is no secret that lead is being assailed as a potential or real danger in air and water pollution. This new program therefore is suggested as a means of stressing the positive aspects of lead use in protecting people. It does, at the same time, have a very important economic advantage to the lead industry in that it could help to increase the market for lead pigmented paints.

The American Standards Association has published a Standard for Safety Color Coding, Z 53.1-1953, which designates numerous areas within industrial complexes that should be color coded. This Standard lists chrome yellow, chrome orange, and chrome green (all pigments containing more than 75 per cent lead) as the recognized pigments which "set the material standards found to pass this specification." In addition to the A.S.A., this Safety Color Code is sponsored by the National Safety Council. Other organizations represented in adoption of the Code (and the standard colors referred to above) are: American Society of Safety Engineers and the Association of Casualty and Surety Companies; Accident Prevention Department.

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Industrial Safety Color Coding Program (Continued)

Our objective in this program would be first to make sure plant management and safety personnel are aware that the Code exists, and to encourage its widespread adoption and thus the consequent use of lead pigmented paints.

Besides having the appeal of having official agencies backing the Standard itself, our ads might suggest some of the additional benefits that would accrue from the adoption of the Safety Color Code, for instance, reduced insurance rates and improved employee morale.

As an adjunct to this campaign and to further augment its effectiveness, we also recommend publication of a four-color fact booklet that would outline in detail the "Safety Color Code" concept and perhaps list some paint formulations, or, more desirably, a list of sources for the lead pigmented paints featured in the Standard.

The present market for these lead color pigments is estimated at 30,000 tons of lead.

Our recommended 1967 budget for this program is as follows:

<u>Space Advertising</u>	<u>Booklet</u>	<u>Total</u>
\$67,517	\$5,000	\$72,517

Space Advertising Production Costs and Miscellaneous

The 1967 proposed space advertising program will only slightly increase production costs.

Our recommendation for 1967 along with comparative 1966 approved budget follows:

1967	\$25,000
1966	24,000

General Supporting Programs

Included in this classification are those programs which support and implement all of our other promotional activities.

Lead

We recommend the continuance of our highly effective quarterly publication "Lead" which is now being circulated to 57,000 individual readers. Our total print order is currently at 71,000 with 9,500 copies being sold at cost to members and distributed by them. The growth in individual circulation has continued from year to year and has increased approximately 11,000 names in the last two and one half years.

Our recommendation for 1967 along with the comparative 1966 approved budget is as follows:

1967	\$37,000
1966	35,000

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General Supporting Programs (Continued)

Conventions and Exhibits

Results from our participation in various trade shows have been very good. This judgment is based on the increasing number of visitors to our exhibits who are seeing lead's applications for the first time and even more important the number who come in with specific questions on how and where lead may be useful to them. The trade shows in which we will participate in 1967 follows:

Plant Engineering and Maintenance Show
Design Engineering Show
Construction Specifications Institute Exposition
National Plumbing Exposition
Chemical Industries Exposition

Our present background exhibit has had very rough usage over the last five years and approximately 35 shows and a new one is badly needed. We anticipate that the cost of a new background will probably be about \$3,000.00.

Our recommendation for 1967 along with the comparative 1966 approved budget follows:

1967 (Incl. new exhibit)	\$19,000
1966	17,000

Lead Abstracts

The Lead Abstracts, a monthly publication prepared by the Lead Development Association, London, England, with our financial cooperation, has proved very useful to us from both a scientific and public relations viewpoint. We are currently distributing 1,900 copies in the United States.

Our recommendation for 1967 along with the comparative 1966 approved budget is as follows:

1967	\$12,000
1966	13,000

Reprints

Reprints of articles on lead and its uses prepared by us or others and appearing in the trade press are a most useful and economical promotional tool. In 1967, we plan on a much more concentrated effort by members of the staff in preparing articles for use by the trade press and having such articles reprinted.

Our recommendation for 1967 along with the comparative 1966 approved budget follows:

1967	\$10,000
1966	5,000

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General Supporting Programs (Continued)

Test Programs

No new test programs were instituted in 1966. However, one test program instituted in 1965 with the cooperation of the National Lead Company laboratories, John F. Abernathy & Co. and ourselves is continuing. The test incorporates an entirely new concept developed by ourselves and the other cooperating companies in a method of installing long expanses of exposed sheet lead for a pool lining. The test section has now been exposed to the weather for over 18 months with completely satisfactory results.

As a result, the architectural firm who asked us to make the test has now specified a 6-lb. sheet lead lining for a 120 x 800 ft. pool to be installed in Albany, N.Y. This test was conducted at a dollar cost to us of just over \$1,000 and no further expenditures are likely.

We are currently attempting and initial contacts have been made to conduct a test program on battery-powered buses with the cooperation of the Dayton City Transit Co., the Dayton Power & Light Co., the Electric Storage Battery Co., General Electric Co. and ourselves. Though the amount of our financial participation in this program cannot be determined at this time, some provision in our 1967 budget should be made.

Our recommendation for 1967 along with the comparative 1966 approved budget follows:

1967	\$10,000
1966	4,000

Illustrations and Publicity

Included in this item are the various charges for photographs, drawings and illustrations used in our various publications and in the advertising program.

Our recommendation for 1967 along with the comparative 1966 approved budget follows:

1967	\$5,000
1966	5,000

Seminars

No seminars were held in 1966. Several subjects for such seminars to be held in 1967 have been discussed but no concrete proposal can yet be made. In our opinion such meetings can be very useful and we will continue to investigate the various possibilities open to us.

Our recommendation for 1967 along with the comparative 1966 approved budget follows:

1967	\$ 0
1966	4,000

Mailing List Conversion

We have completed the conversion of our mailing list to the U.S. Mail "zip" code system and no further funding is required.

1967	\$ 0
1966	8,000

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Motion Picture Distribution

L.I.A.'s motion picture, "The Lead Matrix," has been very popular in its first year of distribution. Based on 7 months actual bookings, the year's total of showings in the "General Distribution" area will be about 2,800 with an estimated audience of 145,000. Television showings will number about 90 with an estimated audience of 2,000,000. The results of professional audience showings cannot be properly gauged because promotion of the film to this specific group did not begin until August.

It is proposed that in 1967 a much greater effort be made to increase distribution and in effect audiences while the film is still new. There are two courses open, one is to expand our effort with the present film distributor and the other is to work with the U.S. Bureau of Mines in an effort to have them accept the film for inclusion in their film library. A report on this possibility should be available at the Industry Development Committee meeting.

One advantage of working with a private organization is that their fee is based on distribution and they make a concerted effort through direct mail to promote the L.I.A. film.

A cost comparison of the proposed 1967 film distribution and the approved 1966 budget follows:

		<u>Distribution Costs</u>	<u>Prints Purchased</u>	<u>Total</u>
1967	Private Distributor or	\$16,000	\$5,500	\$21,500
	U. S. Bureau of Mines	7,000*	17,000	24,000
1966		7,000	8,000	15,000

- * In the event the U.S. Bureau of Mines proposal is acceptable, it is recommended that the 1966 effort with the private film distributor be continued.

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PROPOSED MISCELLANEOUS BUDGET-1967

SUMMARY

	Approved 1966	Suggested 1967
Monograph	\$3,000	\$3,000
Corrosion Handbook	5,000	5,000
Annual Review	1,000	1,000
Apprentice Contest	1,500	1,500
National Shooting Sports Foundation	650	650
Steel Structures Painting Council	(a)	1,000
Contingencies	15,000	15,000
	\$26,150	\$27,150

(a) Included in "Administrative and Technical Service" budget.

Miscellaneous

Monograph

In discussions with Reinhold Publishing Co., they have informed us that the American Chemical Society is no longer sponsoring publication of the "Monograph" series. As a result they would not be interested in such a publication.

They have however, expressed an interest in publishing a book on lead with the maximum number of pages at around 400. We believe that much of the text that had been prepared for the monograph could be used with some editing. We therefore propose that we proceed in the publication of such a book and have made arrangements with an eminent authority to serve as editor starting in the spring of 1967.

Our recommendation for 1967 along with comparative 1966 approved budget follows:

1967	\$3,000
1966	3,000

Corrosion Handbook

In 1966 funds were budgeted for the publication of a "Corrosion Handbook" to be based on information generated by an ILZRO research project. It was also agreed that the cost of publishing an English version be shared by the Lead Development Assn., London, and the Australian Lead Development Assn., Melbourne.

Unfortunately the final report of the research has not yet been received by us and it would appear that there is little likelihood that it can be published this year. We therefore feel that funds should again be set aside in 1967 for this purpose.