

LEAD INDUSTRIES ASSOCIATION, INC.

292 MADISON AVENUE

NEW YORK, N. Y. 10017

TELEPHONE - AREA CODE 212

OR 2-9020

Dec. 1, 1965

SUBJECT: I.D.C. RECOMMENDATIONS
ON 1966 BUDGET

To the Board of Directors of the
Lead Industries Association, Inc.:

At a meeting of the Industry Development Committee of L.I.A. yesterday, November 30, 1965, a suggested budget for 1966 was presented as sent to you on November 26, 1965. Only a few changes were made by the Committee and these are summarized here.

On the first page of the budget no change was made in the recommendations for the "Administrative and Technical Service." Under "Publications" the amount for Abstracts was increased from \$12,000 to \$13,000, bringing total publications to \$92,500.

The Committee recommended that total "Space Advertising" expenditures be reduced to \$180,000, approximately equaling the 1965 expenditures for this purpose. The details of this reduction were to be left to the L.I.A. staff. No change was made in the items listed under "Miscellaneous Promotion" and "From Reserves."

Under "Special Programs" it was recommended that the ferrite development work be turned over to ILZRO, and that the public relations program through the firm of Hill & Knowlton, Inc. be increased to \$111,000 on the basis of latest cost estimates of which \$46,000 would be for an immediate program in connection with current air pollution problems and \$65,000 for a long range public relations program to improve the public position of lead. It was further recommended that this special program be handled as a special assessment on all members of the Association figured as a uniform percentage over and above the regular subscriptions.

In an attempt to clarify these changes we have amended the "Recapitulation" and the "Projected Income and Disbursements" as shown on page 2 of our previous memorandum.

LIA01206

December 1, 1965

RECAPITULATION

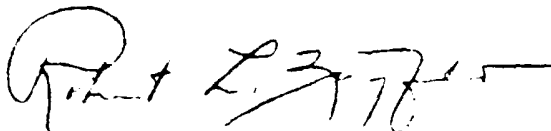
	Approved 1965	Estimated Actual 1965	Suggested 1966
Administrative & Technical Service	\$303,400	\$312,300	\$342,850
Publications	91,500	96,400	92,500
Space Advertising	187,000	179,400	180,000
Miscellaneous Promotion	92,262	83,780	93,650
	674,162	671,880	709,000
From Reserves	37,250	37,250	6,000
	711,412	709,130	715,000
Special Programs	-	-	111,000
	711,412	709,130	826,000

PROJECTED INCOME AND DISBURSEMENTS

Operating Fund, Jan. 1, 1965	\$110,000
Pension Reserve " "	18,000
Motion Picture Reserve "	25,000
	153,000
Income, 1965	648,000
	801,000
Disbursements, 1965	709,000
Pension Reserve, Jan. 1, 1966	6,000
Operating Fund " "	86,000
	92,000
Income, 1966	723,000
	815,000
Disbursements, 1966	715,000
Operating Fund, Jan. 1, 1967	100,000

The foregoing regular budget will require a subscription rate per ton of approximately \$1.06 and a special assessment of somewhere in the neighborhood of 15¢ per ton from those who subscribe to the Industry Development Program, with a proportional increase of about 15% from other members. This compares with the 1965 subscription rates shown on our previous memorandum.

Very truly yours,



Executive Vice President

RLZ:mk

LIA01207