

LEAD INDUSTRIES ASSOCIATION, INC.

282 MADISON AVENUE

NEW YORK, N. Y. 10017

TELEPHONE - AREA CODE 212

OR 2-6026

April 6, 1964

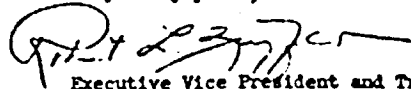
SUBJECT: REPORT OF ASSOCIATION
ACTIVITIES - 1963

To Members of the Lead Industries Association, Inc.:

Enclosed are:

1. Report of the Executive Vice President and Secretary for the year 1963.
2. Report of the Treasurer for the year 1963.
3. Current list of members.

Very truly yours,



Executive Vice President and Treasurer



Secretary and Assistant Treasurer

RLZ:mk
Enc.

Look Ahead with Lead

REPORT OF THE
EXECUTIVE VICE PRESIDENT AND SECRETARY
1961

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Encouraged by the apparent success of the gradually expanding L.I.A. promotional and technical service programs over the last few years, your Board of Directors and Industry Development Committee have wisely carried this expansion still further in 1964.

Last year promotional efforts were largely directed at lead used in industrial batteries, architecture and construction, noise and vibration control, cable sheathing, ceramics, pigments, and miscellaneous design engineering. This year solder, calking lead and terne plate are being added. Some important applications like automotive batteries and anti-knock compounds are not included among them, because those applications were selected for promotion which offer the greatest opportunity for expansion through industry effort. Nevertheless other activities, like health and safety work, are extremely helpful to some of the uses not being promoted. A large new health and safety educational program is being initiated in 1964.

Since an outline of the Association's entire 1964 program will be presented at the annual meeting and will be made available to all members in printed form at that time, this report is devoted only to 1963 activities. Also since the Executive Vice President has reported in considerable detail to all members at the conclusion of each quarter of 1963, this report will deal so far as possible with a summation of activities and particularly results.

NEW PUBLICATIONS

In 1963 the following new publications were issued by the Association and were given bulk mailings to appropriate lists in the approximate quantities indicated:

<u>Subject</u>	<u>Pages</u>	<u>Quantity</u>
Lead (4 issues)	12	200,000
Pools and Planters	8	13,000
Power with No Strings Attached	12	8,000
Ceramic Supplement-Glazed Brick	4	8,000
Lead Sheathing for Power Cable	24	15,000
Preprints of Sweet's Design Catalog	8	8,000
" " " Roofing & Flashing Catalog	4	12,000
" " " Sound & Vibration Catalog	4	12,000
Total		276,000

Additional copies of all of these have also been distributed on inquiries and at trade shows.

REPRINTS

A number of articles and papers appearing in the trade press and presented at technical meetings were reprinted. Some were mailed widely, others merely used in answering inquiries. They included:

<u>Publication</u>	<u>Subject</u>	<u>Quantity Distributed in Bulk Mailings</u>
The Engineering Journal (Canada)	Anti-vibration pads	12,000
Institute of Electrical & Electronics Engineers	Transformer Noise Reduction	2,000
*Engineering & Mining Journal	Review & Forecast	
Glass Technology	Bibliography-Lead in Glass	
Journal-American Ceramic Society	Lead in Ceramics	
*Machine Design	Solder	
	Total Bulk Mailings	14,000

*Prepared by members of the L.I.A. staff

ADVERTISING

To summarize the coverage of space advertising used by the Association in trade and business magazines last year the total circulation was over 900,000 compared with about 425,000 in 1962. Taking into account the number of insertions in each publication this resulted in about 6,750,000 individual advertising messages in 1963 compared with 3,750,000 in 1962. A detailed list of publications follows:

<u>Publication</u>	<u>Pages</u>	<u>Circulation</u>	<u>Subject</u>
American Ceramic Society Bulletin	6	8,996	Ceramics
American Metal Market	1	13,324	Association Services
American Paint Journal	7(2)	4,495	Pigments
Business Week	7(2/3)	412,174	Batteries
Ceramic Age	6	7,316	Ceramics
Ceramic Industry	6	5,016	"
Electrical World	10	29,685	Cable, Sound Proofing
Engineering News Record	13	87,006	Paints, Pools, Anti-Vibration
Factory	8	71,698	Batteries, Sound Proofing
Machine Design	6	62,538	Properties & Uses
Material Handling Engineering	6	48,509	Batteries
Materials in Design Engineering	6	30,466	Properties & Uses
Metal Products Manufacturing	6	15,626	Ceramics, Terne Plate
Official Digest	7(2)	6,705	Pigments
Product Engineering	7	56,407	Properties & Uses
Progressive Architecture	6	42,296	Pools, Anti-Vibration
Roofing, Siding, Insulation	6	11,247	Roofing & Flashing
Total		913,504	

TRADE SHOWS AND CONTESTS

In 1963 the Association had display booths at four national trade shows as follows:

Design Engineering
American Institute of Architects
Plumbing Contractors Show
Chemical Show

We have found these shows of considerable value in making personal contact with large numbers in certain industries. Another advantage lies in the opportunity they provide our own staff to gain first-hand knowledge of the thinking and needs of our potential customers.

In addition L.I.A. supplied a judge of lead work and an instructor for a refresher course for teachers, as well as prizes for the best lead workers and lead materials, at the annual Plumbers' Apprentice Contest at Purdue University.

PUBLICITY, PAPERS AND LECTURES

In addition to several articles already mentioned, the staff either prepared or supplied material for several other published articles. They included one on the lead roof at the Soldiers and Sailors Monument in "American Roofer," an article on corrosion in "Materials in Design Engineering," the introduction to the lead section of the "A.B.M.S. Year Book," and one on lead pigments for the "American Paint Journal Convention Daily."

Likewise staff members presented their annual lecture on lead to graduate students at the Newark College of Engineering, a paper was prepared for presentation at the 1964 annual meeting of the Metallurgical Society of A.I.M.E., and a paper delivered before the Pittsburgh section of the National Association of Corrosion Engineers.

INQUIRIES

While we realize that the number and nature of inquiries received by the Association are influenced by many things and are not in themselves a conclusive measure of the effectiveness of the promotional efforts heretofore described, nevertheless the large increase in 1963 over 1962 is both significant and gratifying.

The following table shows total inquiries received and handled by the L.I.A. staff, broken down by sources, in the full year 1963 as compared with 11 months of 1962 (an exact comparison is not possible because our records were insufficiently complete until after the beginning of 1962.) The heading "Technical" means inquiries that require special handling such as by special letters, phone calls or visits.

Source	1963			1962*		
	General	Technical	Total	General	Technical	Total
Magazines	3,096	335	3,431	2,020	196	2,216
Press Releases	2,341	-	2,341	1,816	-	1,816
"Lead"	1,884	273	2,157	1,048	172	1,220
Exhibits	815	***	815	796	***	796
Telephone	-	1,141	1,141	-	496**	496
Other	974	232	1,206	735	128	863
Total	9,110	1,981	11,091	6,415	992	7,407

*11 months

** 6 months

*** No record kept, but will be in future

Based on a 250-day working year this means a total of 44 inquiries per day in 1963 against 32 per day in 1962. This includes 8 technical inquiries per day in 1963 and 4 per day in 1962.

LITERATURE DISTRIBUTION

Literature and publications distributed through inquiries (bulk mailings are listed elsewhere) totaled 56,892 copies in the full year 1963 compared with 33,704 copies in 11 months of the previous year. A breakdown by subjects follows:

<u>Subject</u>	<u>1963</u>	<u>1962*</u>
Alloys	94	45
Batteries	19,089	4,064
Bearings	254	357
Cable	1,333	8
Ceramics	2,284	1,217
Corrosion	4,386	2,601
Miscellaneous	5,230	5,565
Paint	1,198	1,475
Plumbing	2,916	3,602
Pools	4,736	-
Radiation	1,905	845
Roofing & Flashing	2,465	4,124
Soldering	483	-
Sound Attenuation	5,685	5,625
Vibration	4,834	4,176
Total	56,892	33,704

*11 months

Naturally the subjects emphasized in our advertising and publicity and the new literature available from year to year have a strong influence on the subject breakdown, but we believe the foregoing is highly informative as to the breadth of interest in lead products.

TECHNICAL SERVICE AND STAFF

At the base of all Association activities is the staff, which provides technical service to lead users and prospective users, handles technical inquiries, gathers technical data in the field which is used to produce literature, advertising, and trade show exhibits which they man, prepares articles for the trade press and otherwise serves industry on technical committees, by presentation of papers and the like. This staff underwent no change in 1963, although addition of another engineer has been approved for 1964. The following list of the 1963 technical staff describes the general functions of each, but it must be remembered that in such a small organization there is considerable overlapping of responsibilities and activities:

Robert L. Ziegfeld, executive vice president and treasurer
Chief administrative and financial officer.

David M. Borcina, secretary and assistant treasurer
Assistant chief administrative and financial officer with direct supervision of advertising and technical service, statistical and economic work.

Don G. Fowler, director of health and safety
Responsible for all matters relating to lead toxicology,
including its effect on the public as well as on sales.
Also on part-time loan to I.L.Z.R.O. to supervise research
projects in lead toxicology and related fields.

Bruce Fader, manager, technical services
General supervision of all publications and technical service
with special responsibilities in noise and vibration control
and batteries.

Edwin D. Martin, A.I.A., manager, architectural services
Responsible for promotion and technical service on all
lead products used in architecture and construction,
including plumbing.

Jerome F. Smith, technical service
Primarily responsible for promotion and technical service
in ceramics, pigments and solder, and for exhibits at
trade shows.

Robert D. Travis, technical service
Primarily responsible for promotion and technical service
on cable, chemical construction and radiation shielding,
as well as production of most printed material.

As stated the duties of each are not always clearly defined and
generally embrace much more than these few words can describe.

Two retirements in early 1964 of valuable and faithful employees
should be recorded here. Miss Helene Marbach, secretary to Mr. Borcina
and formerly to Mr. Ziegfeld, is retiring March 31 after nearly 31 years
of service to the Association. Mrs. Alice Mayer, office manager and
accountant, is retiring on April 30 after nearly 34 years of service.
Their dependability, tireless effort and intelligent performance of their
duties will be sorely missed.

To give a better idea of the coordination of technical service,
direct mail and space advertising, publicity, trade shows and other
functions, brief descriptions of some of the Association's specific
programs and activities follow:

HEALTH AND SAFETY

Increasing concern with air pollution from automobile exhausts
and with childhood poisonings for paint among public health officials
and others is constantly placing more emphasis and importance on this
phase of L.I.A. work. We have accomplished much to avoid irresponsible
actions on the part of public health authorities and other government
agencies through the personal contacts of our Health and Safety Director.
This has involved extensive travel and attendance at and an active part
in meetings of many public health organizations and committees in the
states and cities throughout the country. Last year L.I.A. bore one-third
of the expense of a lead poisoning symposium at the Kettering Laboratories
in Cincinnati and took part in the program which presented the latest

authentic information by experts in this field to public health authorities and representatives of industry. The entire proceedings were published in the A.M.A. Archives of Environmental Health and reprinted. Work to establish the safety of lead-glazed pottery was continued to avoid unnecessary and harmful legislation. Meetings were attended with representatives of the automobile industry in connection with the safe handling of lead primers. Two research projects were initiated by I.L.Z.R.O. at Stanford Research and at Kettering dealing with air pollution and the effects of lead on exposed human subjects. L.I.A.'s Health and Safety Director was loaned to supervise these projects throughout the year.

It became apparent that it was impossible to handle all the ramifications of the health and safety work through the personal contacts of our Director. Therefore, a broader educational program to reach the thousands of people most directly concerned was worked out with L.I.A.'s Health and Safety Committee and approved by the I.D.C. and Board. It is being initiated in 1964. The Health and Safety Committee, which is advisory to the Director and other committees on health and safety matters, met twice in 1963.

It is safe to say that the past health and safety activities of L.I.A. have commanded great respect from all people concerned with lead toxicology and established L.I.A. as a source of helpful, authentic and unbiased information on the subject. No broader program, such as that planned, could hope for success were it not for that fact.

MOTIVE POWER BATTERIES

A new program to increase the use of battery-powered industrial trucks and personnel carriers, and thus use more lead in this type of battery, was initiated in 1963. The cooperation of industrial truck and battery manufacturers was obtained through personal appearance of L.I.A. staff members at the annual meeting of the Industrial Truck Association early in the year, at which time our program of space advertising and literature was described. Shortly thereafter similar cooperation from electric utility companies was sought through a personal letter to top management and sales management in several hundred of these companies, enclosing ad preprints and copies of available literature. While a year is much too short a time to evaluate the success of such a campaign, we believe that results to date definitely established the fact that we were successful in enlisting the active and monetary support of these people, thus multiplying the value of our dollars invested substantially.

For example, 50 public utility companies purchased from us at cost approximately 6,000 preprints of our ads on this subject and 8,000 copies of the pertinent literature for distribution by mail or their own salesmen to industrial customers in their territories. In addition the truck and battery manufacturers bought 7,000 ad preprints and 14,000 copies of the literature, for a total of 13,000 ads and 22,000 booklets. Also a number of the utilities put on promotions of their own for electric trucks. One gave a buffet dinner and presented an electric truck "rodeo" to nearly 800 of their industrial customers. Another devoted an entire issue of its monthly house organ to the subject. A third used several of our ads in their own local newspaper advertising space.

Our own advertising resulted in 477 inquiries, all of which have been circulated to electric truck and battery manufacturers for follow-up by their sales engineers and distributors.

ARCHITECTURE AND CONSTRUCTION

Our efforts in this field, we believe, have created a much greater awareness among architects and engineers of the useful things lead can do for them in contemporary building. Several lead applications have emerged with strong growth possibilities. Reflecting pools, fountains and planters are a good example. Architects are turning more and more to these decorative details to relieve the stark lines of modern architecture, but today most of them are over useful space like garages and basements, and must be absolutely water-proof. Membrane water-proofing with impregnated paper has proved unsatisfactory in several cases but is cheap. Lead-coated copper is expensive and is hard to work, as is copper. Lead is ideal but its value must be sold and education as to correct installation is needed. We have been advertising these, both in trade papers, in a booklet and by personal selling for several years. The response has been more than gratifying. Often these pools will use as much as 60 or 70 tons of lead for a large one. Outstanding installations have been or are being made in such projects as the Time-Life Building, New York; Blue Cross, St. Louis; Hall of Science, New York World's Fair; Cobo Hall, Detroit; American Power and Light, Canton; U.N. Library, New York; Aviation and Space Building, Washington; and Constitution Plaza, Hartford.

These alone account for several hundred tons of sheet lead and there are many smaller ones and others unknown to us. The interest of architects and engineers is indicated by the fact that two ads in "Engineering News-Record" and three in "Progressive Architecture" last year drew 1,142 inquiries. In addition to a bulk mailing to architects of 13,000 copies of our booklet "Pools and Planters," 4,736 were distributed on request, at trade shows and otherwise.

NOISE AND VIBRATION CONTROL

Anti-vibration pad installations are likewise showing gratifying growth. From isolated installations along New York's Park Ave. a few years ago, they have recently been installed along many New York subways and specified for a building in which the only disturbance will be heavy street traffic. For the first time they have been used in Boston, El Paso, New Jersey and now Chicago. As air rights over railroads are being used more and more for buildings, the need for the pads is growing. Promoting these pads on a case history basis is definitely paying off.

The market for pads under machinery has only been scratched. More experimental installations and more experience with different kinds of machinery is needed to broaden this field. In practice they have performed satisfactorily under printing presses, cooling towers and transformers.

With comparatively little publicity lead for sound barriers is also growing. Leaded vinyls have certainly found a place commercially and a number of successful sheet lead installations have been made experimentally. This should also prove a profitable field eventually if properly promoted with sufficient engineering data.

CABLE SHEATHING

This program was started in 1962 as a strictly advertising program to keep lead cable sheathing before electrical engineers in view of the

advertising of competitive materials. It was undertaken at the suggestion of some leading cable users who felt that lead was unnecessarily neglected by default simply because many engineers and particularly younger engineers were never reminded of its usefulness. No great number of inquiries could be expected from this kind of advertising and, in fact, L.I.A. had no literature on the subject for distribution until late in 1963.

At that time a new 24-page booklet on "Lead Sheathing for Power Cable" was issued after a year of preparation and was mailed to 15,000 engineers who might be interested. Press releases describing the book were also issued and as a result a surprising and pleasing 1,300 additional copies have been sent out on request.

In 1963 for the first time in some years the tonnage of lead used for cable sheathing increased rather than declined. It would be foolhardy to credit this reversal of trend to our program except in some very minor way. However, it does indicate that substitution for lead has gone as far as it can go, perhaps even farther than it should have, and that a sustained effort on our part may contribute importantly in the future to steady growth with population increases and to a recovery of some of the oversold market where substitutes have not done all that was expected of them.

CERAMICS

In our opinion this long established program of L.I.A. continues to show marked success. In 1963 lead used in ceramics domestically increased some 9 percent over 1962 despite continued increase of lead oxide imports from Mexico, much of which was consumed by the domestic ceramic industry. Lead is more of a topic of conversation, articles and technical papers in ceramic circles today than almost any other subject. Its use is growing in porcelain on aluminum and in several electronic applications with tremendous potentialities for the future. Some day the technical problems that are delaying the wider use of very low temperature leaded porcelains for steel will be surmounted. Such an exotic use as lead zirconate-titanate as a piezoelectric ceramic material is already consuming nearly 1,000 tons of lead a year or some 3 or 4 percent of all lead going into ceramics. The Ceramics Technical Committee has contributed greatly of ideas and technical knowledge to this program and we attribute a major part of the growing interest in lead in ceramics to this well rounded program of technical service, advertising, literature and research. Nearly 500 inquiries were generated by our ceramic advertising in 1963 and nearly 2,300 copies of literature distributed as a result of inquiries in addition to those sent out in bulk mailings. Lists of all inquiries are circulated periodically to members selling to the ceramic industry for their own follow-up if desired.

PIGMENTS

Our promotion of lead pigments embraces established lead compounds like red lead, newer lead pigments developed by members, and other new ones coming from I.L.Z.R.O. research. Advertising has been directed towards specifiers, paint manufacturers, and, in the case of new industrial finishes, to design engineers as well. The nature of the advertising has been determined largely on the recommendation of the Pigments Technical

Committee and all inquiries referred to them. The number of inquiries received has not been large, a little over 150. However, a surprising percentage of these, about 25 percent, are of the kind that show sufficient interest to require special handling and treatment. In the view of our Committee the results have been satisfactory because of this. In other words, the nature and source of the inquiries are considered more important than the volume. In addition nearly 1,200 pieces of lead pigment literature have been distributed on request, including almost 1,000 copies of "Pigments Technical Letter No. 15," latest in this series. In the case of metal protective lead pigments, red lead continues to hold its own statistically while never lead pigments are picking up additional markets. Lead chromates are showing substantial gains.

DESIGN ENGINEERING

We have continued our well-established advertising program in the design engineering field, supported by an important display at the "Design Engineering Show," to keep the properties of lead before such engineers and to acquaint them with new applications and developments. This program resulted in over 1,000 inquiries last year of which 130 required special attention. We consider that this program is doing a good job of keeping lead in the picture in the design of new products and in establishing lead as a modern material of design.

MISCELLANEOUS

Information Bulletins. Seven of these Bulletins were sent to members during the course of the year.

Statistics. The usual monthly statistical services and Annual Statistical Review were provided to members. Arrangements were made for a new monthly service on imports of manufactured lead products to start with January, 1964, and to provide background information for the last five years.

Annual Meeting. The Annual Meeting was held at the Drake Hotel, Chicago, and judging by comments received, was highly successful from both business and social angles.

Office Space. With further expansion of L.I.A., A.Z.I. and I.L.Z.R.O. necessary, arrangements were made for leasing the 19th floor in our present building as well as the 14th floor now occupied. The 19th floor contains about half as much floor space as the 14th and will be completely occupied by I.L.Z.R.O. L.I.A. and A.Z.I. will share the 14th floor about equally and a large conference room will be restored there.

European Lead Development Committee. The Executive Vice President of L.I.A. attended a meeting of this group in Madrid in the interest of better coordination of information and promotional activities of L.I.A. and its counterparts in European countries.

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-Pension Fund

The Bowery Savings Bank
East River Savings Bank

Emigrant Industrial Savings Bank
Harlem Savings Bank

Savings Accounts-LIA Funds

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

Savings Accounts-Research Funds

The American Irving Savings Bank
Broadway Savings Bank
The Bronx Savings Bank
Bushwick Savings Bank
The Chase Manhattan Bank
City Savings Bank
The Dime Savings Bank of Williamsburgh

Dollar Savings Bank
East Brooklyn Savings Bank
East New York Savings Bank
The Greater New York Savings Bank
The Green Point Savings Bank
West Side Savings Bank
Williamsburgh Savings Bank

Verified by [Signature]
President

Verified by [Signature]
Treasurer

Annual Report
for the Year 1963

The Treasurer respectfully submits the report of the audit of the accounts of the Association as of December 31, 1963 by Maskins & Sells, as follows:

• • • • •

MASKINS & SELLS
Certified Public Accountants

Two Broadway
New York 10004

March 11, 1964

ACCOUNTANTS' OPINION

Lead Industries Association, Inc.:

We have examined the balance sheet of Lead Industries Association, Inc. as of December 31, 1963 and the related statement of income, expenses, and reserves and the supplemental schedules of cost of publications, advertising and promotions, and research projects for the year then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion, the accompanying balance sheet and statement of income, expenses, and reserves and supplemental schedules present fairly the financial position of the Association at December 31, 1963 and the results of its operations for the year then ended, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

Maskins & Sells

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LEAD INDUSTRIES ASSOCIATION, INC. BALANCE SHEET, DECEMBER 31, 1963

A S S E T S

CASH:	
Operating funds (including savings bank deposits, \$293,561.30).....	\$397,899.36
Employees Pension Plan Fund (savings bank deposits).....	29,923.01
Total cash.....	\$427,822.37
ACCOUNTS RECEIVABLE.....	272.00
ADVANCES FOR TRAVEL EXPENSES.....	2,223.00
AIR TRAVEL DEPOSIT.....	425.00
TOTAL.....	\$430,694.37

LIABILITIES AND RESERVES

ACCOUNTS PAYABLE.....	\$ 8,003.50
MEMBERSHIP ASSESSMENT RECEIVED IN ADVANCE.....	54,000.00
RESERVES:	
General Fund.....	\$181,765.39
International Lead Zinc Research Organization Fund.....	157,002.51
Employees Pension Plan Fund.....	29,923.01
Total reserves.....	368,690.87
TOTAL.....	\$430,694.37

See Notes to Financial Statements.

LEAD INDUSTRIES ASSOCIATION, INC.

STATEMENT OF INCOME, EXPENSES, AND RESERVES
FOR THE YEAR ENDED DECEMBER 31, 1963

	TOTAL	GENERAL FUND	INTERNATIONAL LEAD ZINC RESEARCH ORGANIZATION FUND	EMPLOYEES PENSION PLAN FUND
INCOME:				
Membership assessments.....	\$799,868.75	\$391,247.75	\$408,621.00	\$ 15,940.69
Transfers between funds.....		(15,940.69)		3,977.52
Interest on savings bank deposits.....	14,110.22	4,359.82	5,781.30	
Miscellaneous (including sales of publications).....	1,783.56	1,783.56		
Total income.....	815,770.53	381,450.02	814,402.30	19,918.21
EXPENSES:				
Salaries and payroll taxes.....	274,500.43	158,211.26	66,289.17	
Rent and light.....	19,041.17	14,181.17	4,860.00	
Office supplies and services.....	11,669.88	1,790.91	9,878.97	
Travel.....	34,826.88	20,193.96	14,632.92	
Association dues.....	1,765.87	1,546.25	219.62	
Entertainment and luncheons.....	5,897.05	4,256.07	1,640.98	
Meetings (net of fees, \$4,347.50).....	2,904.13	2,904.13		
Telephone and telegraph.....	6,855.58	3,583.13	3,272.45	
Books and subscriptions.....	1,909.10	1,163.62	745.48	
Business insurance.....	957.07	762.31	194.76	
Group life insurance.....	1,466.98	1,118.96	348.02	
Printing.....	451.14	451.14		
Mailing.....	6,775.20	4,504.89	2,268.21	
Test program.....	8,577.08	4,577.08		
Legal, accounting, and consultation fees.....	7,515.62	2,518.47	4,997.15	
Pension plan costs (research program employees).....	5,000.00		5,000.00	
Architectural services.....	250.00		250.00	
Furniture and fixtures.....	3,423.00	1,992.85	1,430.15	
Abstracting service.....	8,088.74	8,088.74		
Product development and contingencies.....	948.61	948.61		
Miscellaneous.....	6,123.71	5,700.88	922.83	
Cost of publications, net (see Schedule A).....	59,959.11	59,959.11		
Advertising and promotions (see Schedule B).....	145,590.75	145,590.75		
Research projects (see Schedule C).....	351,459.29		351,459.29	
Expenses - net.....	911,955.99	843,536.39	862,619.60	
EXCESS OF INCOME OVER EXPENSES FOR THE YEAR.....	(16,185.46)	(62,086.37)	(54,017.30)	19,918.21
RESERVES, JANUARY 1, 1963.....	602,703.33	243,851.72	211,019.81	147,831.80
	506,517.87	181,765.35	157,002.51	167,750.81
DEDUCT - Deposit paid on deposit administration group annuity contract.....	137,827.00			137,827.00
RESERVES, DECEMBER 31, 1963.....	\$368,690.87	\$181,765.35	\$157,002.51	\$ 29,923.81

() Denotes red figure.

See Notes to Financial Statements.

LEAD INDUSTRIES ASSOCIATION, INC.
SUPPLEMENTAL SCHEDULES FOR THE YEAR ENDED DECEMBER 31, 1963

COST OF PUBLICATIONS, NET

SCHEDULE A

"Lead".....	\$ 31,163.16
Construction & Architectural Flyers.....	5,972.05
Reprints.....	8,539.07
Supplements to "Lead in the Ceramic Industries".....	1,129.12
Sweet's Catalogs.....	12,215.69
Cable Handbook.....	3,815.00
Motive Power Batteries Booklet.....	1,125.02
TOTAL.....	\$ 59,959.11

ADVERTISING AND PROMOTIONS

SCHEDULE B

Advertising space:	
Batteries.....	\$ 38,453.51
Construction.....	13,064.09
Design.....	18,258.28
Ceramics.....	10,130.22
Vibration control.....	7,303.66
Sound.....	8,215.18
Cable.....	6,369.84
Pigments.....	8,442.92
Institutional.....	535.73
Total.....	107,173.23
Advertising production.....	24,454.37
Conventions and exhibits.....	10,543.62
Apprentice contest.....	1,229.30
Miscellaneous.....	2,164.13
TOTAL.....	\$145,590.78

RESEARCH PROJECTS

SCHEDULE C

Vibration Attenuation - Goodfriend & Associates.....	\$ 3,605.58
Lead Alloys - I. I. T.	792.55
Lead Powder Metallurgy - U. of British Columbia.....	7,730.37
Reinforced Lead - I. I. T.	17,575.73
Sound Attenuation - Goodfriend & Associates.....	13,734.97
Lead Coated Steel "Air Stock" - U. of British Columbia.....	3,333.10
Joining Lead to Lead - ASAP.....	3,221.31
Lead Powder Metallurgy etc. - ASAP.....	14,544.59
Lead Metallurgical Fellowship - Queensland U.	8,032.34
Metallic Lead as a Lubricant - Ethyl.....	3,705.81
Pumping Applications of Lead - W. A. Montgomery.....	1,975.04
Further Development of the D M Process - Broken Hill.....	6,764.73
Ceramic Fellowships.....	30,330.00
Lead Organic Compounds - Organisch T.M.O.....	31,205.34
Organized Chemistry - Quartermaster, U. S. Army.....	11,642.69
Pigments for Water Soluble Vehicles - Eagle - Picher.....	11,345.90
Air Drying Water Reducible Paints - Eagle - Picher.....	5,359.81
Variation of Atmospheric Lead Concentration - Stanford.....	28,152.97
Lead Compounds as Lubricants - Ethyl.....	29,660.63
Lead in Plastics - DeBell & Richardson.....	1,744.81
High Speed Plating of Lead - Graham, Savage & Associates.....	40,601.53
Corrosion Research Council.....	500.00
Chemical Reduction Plating - Elcon.....	2,000.00
Abstracting Service.....	7,577.87
Lightweight Lead Sheet Roofing System.....	14.70
Ceramic Coating for Cementitious & Metallic Surfaces - I. I. T.	15,849.81
Litharge Glycerine Cement - Farley Research.....	1,252.56
Improving Textile Materials, etc. - U. S. Dept. of Agriculture.....	15,000.00
Lead Concentration in an Ambient Atmosphere - Battelle.....	25,000.00
Testing Organolead & Compounds - Worcester Foundation.....	5,000.00
Lead Anodes in Water Purification - Water Pollution.....	5,000.00
Corrosion of Lead Alloys - Clerys.....	2,764.33
TOTAL.....	\$351,459.29

LEAD INDUSTRIES ASSOCIATION, INC.NOTES TO FINANCIAL STATEMENTS

1. Expenditures for furniture, fixtures, and equipment are not capitalized, but are charged to expense at the time of purchase.

2. During 1963, the Association changed from an informal plan of funding the Employees Pension Plan Fund by actuarially determined deposits in savings banks to an approved insured plan by entering into a non-contributory participating deposit administration group annuity contract with Bankers Life Company effective from January 1, 1963. The Contractholder's Fund balance at January 1, 1964 of \$141,153.12, as reported by Bankers Life Company, consisted of the original deposit of \$137,427.00 made in 1963 (out of funds transferred from the Pension Plan Fund's savings bank deposits) and additions for interest and a dividend of \$2,328.12 and \$998.00, respectively.

The aggregate balance of \$29,923.01 remaining in the Pension Fund's savings bank deposits is earmarked for increased costs in subsequent years resulting primarily from revisions to the Plan for basing credits on the average salary for the final 120 months of employment, and for increasing the past service credit from 1 per cent to 1-1/2 per cent.

3. The General Fund includes \$25,000.00 reserve for a motion picture on lead.

4. Administrative expenses in the International Lead Zinc Research Organization Fund are paid, for the most part, to American Zinc Institute which handles the accounting for the program.

5. Membership assessments in the General Fund include \$80,580.75 of general membership subscriptions.

April, 1964

MEMBERS OF THE LEAD INDUSTRIES ASSOCIATION, INC.

○ Allied Smelting Corp. - Alpha Metals, Inc. - American Metal Climax, Inc. - American Smelting & Refining Co. - American Zinc, Lead & Smelting Co. - The Anaconda Co. - The G. A. Avril Co., - Lead Products Div.	5116 W. Lincoln Ave. Box 34, Bergen Station 1270 Ave. of the Americas 120 Broadway Paul Brown Bldg. 25 Broadway P.O. Box 12050	Milwaukee 14, Wis. 53214 Jersey City, N.J. 07304 New York, N.Y. 10020 New York, N.Y. 10005 St. Louis, Mo. 63101 New York, N.Y. 10004 Cincinnati, Ohio 45212
- Bers & Co., Inc. *Broken Hill Associated Smelters - Proprietary Ltd. *Broken Hill South, Ltd. - The Bunker Hill Co.	Ashland & Lewis Sts. 95 Collins St., Box 1291 K Box 194 C, GPO Box 29	Philadelphia, Pa. 19124 Melbourne Cl, Australia Melbourne, Australia Kellogg, Idaho 83837
- Cambridge Smelting Co. - Cerro Sales Corp. - Circle Wire & Cable Co. *Compania Minera Asarco, S.A. *The Consolidated Mining and - Smelting Co. of Canada Ltd.	100 Pacific St. 300 Park Ave. 5500 Maspeth Ave. Apartado 38 Bis Box 1510 Station "B" 630 Dorchester Blvd. W.	Cambridge, Mass. New York, N.Y. 10022 Maspeth, L.I., N.Y. Mexico 1, D. F. Montreal 2, Canada
- Day Mines, Inc. - Delco-Remy Div., - General Motors Corp. ○ Dickson Weatherproof Nail Co. - Dixie Lead Co. - E.I. du Pont de Nemours & Co.	 2401 Columbus Ave. Box 590 Box 8625	Wallace, Idaho 83873 Anderson, Ind. 46011 Evanston, Ill. 60204 Dallas, Texas Wilmington, Del. 19898
- The Eagle-Picher Co. - The Electric Storage Battery Co. - Ethyl Corp. - Evans Lead Div., National Lead Co.	American Bldg. Box 8109 100 Park Ave. Box 1467	Cincinnati, Ohio 45201 Philadelphia, Pa. 19101 New York, N.Y. 10017 Charleston, W. Va. 25325
- Federated Metals Div., American - Smelting & Refining Co. - Aaron Ferer and Sons Co. *The Firestone Tire & Rubber Co.	120 Broadway 101-19 S. 8th St. Box F, Firestone Pk.	New York, N.Y. 10005 Omaha, Neb. 68102 Akron, Ohio 44317
- Gardiner Metal Co. - Goldsmith Bros. Div. of National - Lead Co.	4820 S. Campbell Ave. 111 N. Wabash Ave.	Chicago, Ill. 60632 Chicago, Ill. 60102
- Hammond Lead Products, Inc. - Hecla Mining Co.	5231 Hohman Ave.	Hammond, Ind. Wallace, Idaho 83873
- International Smelting & Refining - Co. (Anaconda Sales Co., Agents)	25 Broadway	New York, N.Y. 10004
Knapp Mills, Inc.	23-15 Borden Ave.	Long Is. City 1, N.Y.
○ Lead Products Co. Inc. - Lucky Friday Silver-Lead Mines Co.	Box 1341	Houston, Texas 77001 Wallace, Idaho 83873

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John R. MacGregor Lead Co. Metalead Products Corp. Metals Disintegrating Co. Murdock Lead Co.	4520 W. 15 St. 2901 Park Blvd. Box 290 Box 5298	Chicago, Ill. 60622 Palo Alto, Calif. Elizabeth, N.J. Dallas 22, Texas
National Lead Co. Newmont Mining Corp. *North Broken Hill, Ltd.	111 Broadway 300 Park Ave. Box 1903R, GPO	New York, N.Y. 10006 New York, N.Y. 10022 Melbourne, Australia
The L. R. Oatey Company Olin Mathieson Chemical Corp.	4700 W. 160th St.	Cleveland, Ohio 44135 East Alton, Ill.
Pend Oreille Mines & Metals Co. Phelps Dodge Copper Products Corp.	Old Natl. Bk. Bldg. 300 Park Ave.	Spokane, Wash. 99208 New York, N.Y. 10022
Revere Copper & Brass Inc., Foil Division Revere Smelting & Refining Corp.	196 Diamond St. 387 Avenue P	Brooklyn, N.Y. 11222 Newark, N.J. 07105
St. Joseph Lead Co. Shattuck Denn Mining Corp. *Societe Miniere et Metallurgique de Penarroya Sunshine Mining Co.	250 Park Ave. 320 Park Ave. 12 Place Vendome West 300 Mission Ave.	New York, N.Y. 10017 New York, N.Y. 10022 Paris 1, France Spokane, Wash. 99201
United States Smelting Refining and Mining Co.	P.O. Box 2137	Boston, Mass. 02106
The Victory White Metal Co. Hyman Wiener & Sons Vulcan Lead Products Co.	6100 Roland Ave. P.O. Box 573 1545 W. Pierce St.	Cleveland, Ohio 44127 Richmond, Va. 23205 Milwaukee, Wis. 53204
Western Lead Products Co. Willard Lead Products Co.	P.O. Box 2291 101 E. Griffith St.	City of Industry, Calif. Charlotte, N.C. 28203
*The Zinc Corp. Ltd.	Box 384 D, GPO	Melbourne, Australia

*Associate Member