

Lead Industries Association, Inc.
Queen Elizabeth Hotel
Montreal, Canada
April 3-4, 1968

E X H I B I T "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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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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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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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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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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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
Secretary

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