LEAD INDUSTRIES ASSOCIATION, INC.
292 MADISON AVENUE
NEW YORK, N.Y. 10017

TELEPHONE—AREA CODE 212
OR 9-6020

SUBJECT TO REVISION

INDUSTRY DEVELOPMENT COMMITTEE MEETING MINUTES

New York, N.Y. November 3, 1967

A meeting of the Industry Development Committee of the Lead Industries Association, Inc. was held in the Board room of the offices of the Association on Friday, November 3, 1967.

PRESENT	REPRESENTING
J. S. Smart, Jr. Chairman	American Smelting & Refining Co.
W. J. Veenis	Anaconda Sales Co.
L. L. Taylor	Asarco Mexicana, S.A
G. A. Larson	The Bunker Hill Co.
R. J. Hopkins	The Broken Hill Associated Smelters Pty. Ltd. (Austral Development Ltd.)
G. P Sorell	Cerro Sales Corp.
H. M. Lewis	Cominco Ltd.
M. Bonynge	St. Joseph Lead Co.
G. Levyns	Societe Miniere & Metallurgique de Penarroya (International Selling Co.)
V. E. Dorman	Tsumeb Corp. Ltd. (Ametalco Inc.)
D. J. Herts	U. S. Smelting Refining & Mining Co.

GUESTS

W. Zeek	The Broken Hill Associated Smelters Pty. Ltd. (C. Tennant Sons & Co. Inc.)
P. V. Higgins	Edward H. Weiss & Company

STAFF

J. L. Kimberley, Executive Vice President
D. M. Borcina, Secretary-Treasurer
C. A. Baker
M. R. Emerson
D. G. Fowler
J. M. McAward
J. C. Roumas
J. F. Smith

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The Chairman called the meeting to order at 9:30 A.M.
The Secretary reported that a quorum was present.

1968 BUDGET

The Executive Vice President stated that the proposed 1968 budget as sent to members on October 11, 1967, had his full approval and that the Secretary would present the details to the Committee.

The Secretary reported that the proposed budget for 1968 totaled $836,905 and then reviewed the various parts of the budget in detail.

He stated that the Association would end the year 1967 with an operating fund of approximately $333,000, thus providing $233,000 for 1968 operations. He pointed out however that about $125,000 of this excess resulted from a special assessment in 1967 from all members for the Health and Safety Public Relations Program. He then requested the Committee's opinion as to whether or not these funds should be allocated to the General fund or kept as a reserve for future Health and Safety Public Relations expenditures. He stated that because of this question two plans for assessments for 1968 were submitted in the budget proposal sent to members on October 11, 1967.

He also pointed out that in calculating the 1968 projected income the necessary rates per ton for Industry Development were based on 600,000 tons of pig lead sold in the U.S. which may be a little high based on preliminary figures received.

HEALTH AND SAFETY PUBLIC RELATIONS PROGRAM RESERVE

After some discussion it was the decision of the Committee to recommend to the Board of Directors that the unexpended funds of the Health and Safety Public Relations program be set up as a reserve at the end of 1967 and that 1968 expenditures be made against this reserve.

1968 BUDGET AND RATES PER TON

On the basis of the committee's recommendation with respect to the Health and Safety funds, the Secretary reported on the projected 1968 income and disbursements as follows:

	Regular	Health and Safety
Estimated Balance, Jan. 1, 1968	$208,537	$125,000
Membership Assessments	105,000	
Pig Lead Sales	518,368	
Health and Safety Service Fee (ILZRO)	20,000	
Interest Earned on Savings	8,000	
Miscellaneous	2,000	
Total Available	$861,905	$125,000
Estimated Expenditures, 1968	761,905	75,000
Operating Fund Balance Dec. 31, 1968	$100,000	$ 50,000

He then stated that the proposed income and disbursements for 1968 would not require any special assessment for Health and Safety, thus membership assessments would revert to the basic rate and that the Industry Development funds would require approximately 90 cents per ton of pig lead sold in the U.S.

A motion was then made, seconded and unanimously carried to recommend the adoption of the proposed 1968 budget and rates per ton as follows:

	Recommended 1968 Budget *
Administrative and Technical Services	$335,255
Advertising, Publications and Related Promotions	323,800
Motion Picture Distribution	18,000
Health & Safety Public Relations Program	75,000
Miscellaneous, Including Contingencies	24,850
New Project Proposals	60,000
	$836,905

* Details attached as Exhibit "A"

Membership	Rates per Ton
Mining	16¢
Manufacturing and Smelting & Refining	4
Assembled Articles	2
Industry Development	
Pig Lead Sales in U.S.	90¢

BATTERY POWERED BUS PROJECT

The Secretary stated that since his report of this activity presented under "Test Programs" (Page 11 of attached Exhibit "A") a meeting had been held with the Edison Electric Institute. He reported that they expressed a decided interest and would probably participate financially. A preliminary breakdown of a possible financial participation of all cooperating groups (which is now in the discussion stage) was presented as follows:

City Transit Co. of Dayton, Ohio	$ 27,000
The Flxible Co.	50,000
Lead Industries Association	50,000
Westinghouse Electric Corp.	50,000
Edison Electric Institute	210,000
	$ 387,000
U.S. Housing & Urban Development Agency	773,000
	$1,160,000

At a question, the Secretary stated that no funds need be allocated at this time but requested an expression of opinion as to whether or not this project should be pushed.

A motion was then made, seconded and unanimously carried that the Association continue their efforts in the development of a battery-powered bus.

THE AUTOMOBILE & AIR POLLUTION

The Secretary referred to a report with the above title issued in October, 1967, by the U.S. Department of Commerce. He stated that among other things, it recommends that "The Federal Government should immediately establish standards for the lead content in gasoline which will prevent any further increase in the total quantity of lead emitted to the atmosphere."

The Chairman requested the Secretary to get sufficient copies of the report and to attach them to the minutes of the meeting. (Acknowledgement of LIA's order for these reports has been received from the Government Printing Office indicating that there will be a delay in shipment because LIA's order "is one of several thousands received today." They will be sent to the Committee as soon as received.)

NEW USES FOR LEAD

The Chairman stated that every effort should be made by industry representatives and more particularly, LIA staff members, in searching for and developing new uses for lead.

There being no further business, the meeting adjourned at 12:00 noon.

David M. Borcina
Secretary, Treasurer

DMB:so
Att: Exhibit "A"

EXHIBIT "A"
Industry Development
Committee Meeting - Nov. 3, 1967

Table I

A - Gross Budget, Income, Expenditures - Balances 1960-1967

	Approved Budget	Income			Expenditures	Operating Reserves Year-end
		Assessments	Other	Total		
1960	$374,450	$371,963	$ 3,818	$375,781	$332,944	$154,385
1961	369,350	340,545	4,460	345,005	319,624	179,766
1962	461,000	471,560	4,660	476,220	412,133	243,853
1963	483,125	391,248	6,141	397,389	459,477	181,765
1964	622,700	515,169	6,033	521,202	567,754	135,213
1965	699,162	643,345	5,371	648,716	685,139	98,790
1966	826,650	812,896	12,899	825,795	739,739	184,846
1967	913,700	878,530	14,900	893,430	744,739(est.)	333,537(est.)

Of income, the special assessment for Health and Safety accounted for $96,657 in 1966 and $206,097 in 1967.

B - Rates in ¢/ton

	Membership						Industry Development	
	Mining		Manufacturing & Smelt. & Refin.		Assembled Articles		Pig Lead Sales	
	Regular	Health & Safety	Regular	Health & Safety	Regular	Health & Safety	Regular	Health & Safety
1960	20¢		5¢		2½¢		$.42	
1961	12		3		1½		.52	
1962	16		4		2		.65	
1963	16		4		2		.54	
1964	16		4		2		.80	
1965	16		4		2		1.05	
1966	16	2.4¢	4	.6¢	2	.3¢	1.10	15¢
1967	16	4.8	4	1.2	2	.6	.91	28

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Table II - 1967 Income and Disbursements

Operating Fund, January 1, 1967	$ 184,846
Income 1967:	
Memberships	104,856
Industry Development	567,577
Health & Safety Public Relations	
Memberships	31,457
Industry Development	174,640
Health & Safety Service Fee (ILZRO)	6,000
Miscellaneous	8,900
	$1,078,276
Estimated Expenditures, 1967	744,739
Operating Fund, January 1, 1968 (est.)	$ 333,537 (a)

(a) Includes $125,000 unspent funds of the Health and Safety Public Relations Program.

Table III - Approved and Recommended Expenditures - 1967 - 1968

A - Administrative & Technical Service	Approved 1967	Estimated Actual 1967	Recommended 1968
1) Salaries	$200,000	$205,200	$205,515
2) Payroll Taxes		6,500	7,500
3) Pension Premiums	18,000	18,774	18,000
4) Business & Group Insurance	2,000	3,500	3,500
5) Rent	20,000	19,440	19,440
6) Travel & Expenses	45,000	37,000	45,000
7) Annual & Committee Meetings	3,000	3,000	3,000
8) Professional Fees	3,500	4,175	4,000
9) Annual Statistical Review	650	650	-0-
10) Printing & Office Supplies	6,000	5,500	6,000
11) Telephone & Telegrams	5,000	5,500	5,400
12) Postage & Express	7,000	5,000	5,500
13) Subscriptions-Periodicals	1,300	650	700
14) Furniture & Fixtures	2,000	2,000	1,000
15) Office Services	7,000	7,000	8,000
16) Temporary Office Help	---	1,500	
17) Technical Association Dues	700	700	700
18) Miscellaneous	2,000	1,500	2,000
Total Administrative	$323,150	$327,389	$335,255
B - Advertising, Publications & Related Promotions - Continuing Programs			
1) Architectural & Construction	$ 82,000	$ 82,800	$ 87,600
2) Cable	12,100	12,100	14,300
3) Industrial Batteries	39,800	37,400	50,000
4) Pigments and Chemicals	24,200	24,200	26,000
5) Solder, Terne & Design Engineering	35,600	35,600	37,900
6) Scientific American (no discussion)	5,700	5,700	-0-
7) Advertising Space Production & Miscellaneous	25,000	19,000	25,000
8) "Lead" Magazine	37,000	32,500	37,000
9) Conventions and Exhibits	19,000	17,000	16,000
10) Lead Abstracts	12,000	12,000	14,000
11) Reprints of Technical Articles	10,000	11,000	10,000
12) Test Programs	10,000	1,000	3,000
13) Illustrations & Photography	5,000	2,500	3,000
	$317,400	$292,800	$329,800

Table III

B - (Continued)

	Approved 1967	Estimated Actual 1967	Recommended 1968
14) Motion Picture Distribution			
a General	$ 16,000	$ 12,000	$ 16,000
b. Bureau of Mines	30,000	30,000	2,000
	$ 46,000	$ 42,000	$ 18,000
15) Health & Safety Public Relations Program	200,000	75,000	75,000
Miscellaneous and Contingencies			
16) Lead Book (Monograph)	$ 3,000	$ -0-	$ 3,000
17) Corrosion Handbook	5,000	-0-	5,000
18) Annual Review	1,000	1,000	1,000
19) Apprentice Contest	1,500	1,200	1,200
20) National Shooting Sports Foundation	650	650	650
21) Steel Structures Painting Council	1,000	1,000	1,000
22) Contingencies			
a) General	5,000	3,000	3,000
b) ILZRO	10,000	1,400	10,000
	$ 27,150	$ 7,350	$ 24,850
New Project Proposals			
23) External Public Relations			$ 35,000
24) Industrial Batteries - Utility Salesmen's Education (see discussion of Industrial Batteries - Item B 3 above)			25,000
			$ 60,000
Total Ads, Publications, H & S, Misc. & New Projects	$590,550	$417,150	$501,450

Table III (Continued)

C - Summary 1967

	Approved 1967	Estimated Actual 1967	Recommended 1968
Administrative & Technical Service	$323,150	$327,589	$335,255
Advertising, Publications & Related Promotions	317,400	292,800	323,800
Motion Picture Distribution	46,000	42,000	18,000
Health & Safety Public Relations Program	200,000	75,000	75,000
Misc. including Contingencies	27,150	7,350	24,350
New Project Proposals 1968			60,000
	$913,700 (a)	$744,739	$836,905

(a) In addition, $42,500 for an Industrial Color Coding program was approved by the IDC 10/31/66 subject to review. However, the Board of Directors at its meeting in April, 1967, cancelled this expenditure. The amount was subsequently raised and held.

Recommended 1968 Budget - Program Details

ARCHITECTURAL AND CONSTRUCTION - Table III B-1)

Sound attenuation will continue to receive major attention with 1968 promising to be a year of wide acceptance for lead.

Promotional activities in conjunction with the manufacturers of light weight sheet lead and LIA's "How to" booklet on plenum barriers, which has been widely distributed, have already resulted in a number of successful applications with many more expected. In our opinion, as lead for plenum barriers becomes more acceptable to architects and engineers, other applications such as leaded doors and partitions may well develop to commercial use.

Efforts aimed at roofing and reflecting pool linings have produced some interesting applications that have considerable promise. One of these is the Center for Performing Arts, Marina City, Chicago, completely sheathed in lead, both roof and sidewalls. Another is a reflecting pool lining at Albany, N.Y. (using special installation procedures with a lead alloy not previously used for this purpose) that has been successfully tested. The architects involved have included lead in their specifications in what will be the largest pool in the world, 420 by 800 feet. Now under test, as a result of LIA effort, for the same architects is a new method of installing sheet lead roofs without conventional expansion joints.

The proper assessment of results forthcoming from activities in this field is difficult. It can be said however, judging by inquiries received from the construction trades, that there is considerable interest in our product. Unfortunately these inquiries cannot all be followed individually to determine if sales resulted. In a number of instances however where LIA has worked with architects (at their invitation) the end result has been generally favorable.

The only statistic available as a measure, is sheet lead consumption which has remained fairly constant over the past 5 years, though all indications are for a lessening demand from the chemical construction field.

Other areas that are and will be actively promoted include leaded porcelain enamels, lead x-ray applications and lead in plumbing. In connection with the latter (plumbing), a fairly severe decline has taken place in the last three years in the consumption of calking lead, currently at 63,000 tons. Several years ago LIA had a small campaign but it was discontinued. Neoprene is the competition and ILZRO is apparently developing some corrosion data, adverse to neoprene that could be most useful. If these research results can be exploited during 1968, a small campaign could be plugged into this overall architectural and construction program without changing the money requested.

Continuance of LIA roofing and Flashing, Sound Attenuation and Waterproofing catalogs in Sweet's Architectural File, with the first two also in Sweet's Industrial Construction File is recommended.

In Addition to these activities it is planned to continue the direct mail campaign with Architectural and Construction Bulletins, the first of which, entitled

Architectural and Construction (Continued)

"Acoustical Plenum Barriers and How to Install Them," was published and distributed early in 1967.

The present market for all metallic lead products used in the construction industry is over 110,000 tons.

Recommendation for 1968 along with comparable 1967 budget follows:

	Space Advertising	Sweet's Catalog Files	Arch. & Constr. Bulletins	Total
1968	$73,000	$9,600	$5,000	$87,600
1967	67,400	9,600	5,000	82,000

CABLE - Table III B-2)

This market, remaining fairly static from 1962 to 1964 showed a better than 15 per cent increase in 1965 and 1966. The trend is continuing in 1967, based on the first six months figures.

LIA efforts in this area have been directed to electric utilities and engineers and its advertisements stress the 100 per cent reliability of lead sheathing. This will be continued with more effort.

The present market for lead in cable sheathing is 66,000 tons.

Recommendation for 1968 along with the comparable 1967 budget follows.

	1967	1968
Space Advertising	$12,100	$14,300

INDUSTRIAL BATTERIES PROGRAM - Table III B-3) and B-24)

This market continues to be one promising major growth, with the past 5 years showing steady increases in consumption from 38,000 tons in 1962 to 59,000 tons in 1966. The end seems nowhere in sight provided major promotional efforts are continued.

It is felt that LIA's efforts should be directed along two paths, the first a continuation of present programs, increased space advertising, direct mail and field effort with industrial battery and electric truck manufacturers. Also, with the utility companies in developing trade shows conducted for their industrial customers. The increase in space advertising is suggested so that LIA's efforts can be broadened into areas of potential that have not yet been touched. There is no great effort being expended in these new areas by the truck and battery companies themselves.

The second path of activity is one requested of LIA by a number of important electric utility companies. Namely, the education of more than 1,500 industrial salesmen in the advantages of battery-powered vehicles. These salesmen sell electricity and, as the utilities point out, such is difficult until someone first sells

Industrial Batteries Program (Continued)

a product, a process or a vehicle that uses electricity. Hence, an important utility interest in industrial lead-acid battery power.

This educational approach to utility salesmen has to now been on a hit or miss basis with the LIA staff conducting such programs as have been arranged - about 12 during 1967. A much more detailed program is now proposed. The first step would be the creation of the tools necessary for the conduct of educational seminars. Among these are a 12-1/2 minute sound color motion picture depicting the advantages of lead-acid battery power and the wide range and types of vehicles currently available. Actual on-the-job sequences are to be included. Also planned is the preparation of additional literature to be incorporated into an expanded "Power Sales Handbook" for each of the power salesmen. The present "Power Sales Handbook" is simply sent to the utility for distribution to its men.

LIA has been assured of the cooperation of the industrial battery manufacturers, a major portion of the electric truck manufacturers, several major utilities and probably most importantly the tentative approval of the Educational, Promotional and Sales Committee of the Edison Electric Institute.

It is likely that the educational program would be continuous for at least three years with the first year mostly devoted to preparation, and the second and third to seminars, each with the aid of an LIA staff member. It is expected that budget needs for years two and three would not exceed those for 1968.

Recommendation for both of these activities in 1968 are as follows:

Promotion

	Space Advertising	Battery Publications	1968 Total
1968	$47,000	$3,000	$50,000
1967	36,800	3,000	

Educational

	Film	Literature	Miscellaneous	
1968	$18,000	$5,000	$2,000	$25,000
			Total	$75,000

PIGMENTS AND CHEMICALS - Table III B-4)

Continuation of promotional efforts in behalf of lead pigments and lead chemicals is recommended.

In the field of paint pigments LIA has to now concentrated on metal protective paints and chrome yellow traffic marking paint. Not only are the conventional products,

Pigments and Chemicals (Continued)

red lead and lead chromate, included in LIA's programs but a whole new family of compounds (the best known of which is basic lead silico-chromate) will be actively promoted.

Architects, construction and highway engineers, and public officials, responsible for paint selection and their application, are being made aware of lead's widespread virtues, acceptance and use in protecting steel structures from corrosion as well as in its use as the standard traffic marking device. Such is being accomplished through the use of a wide range of subject matter in advertisements placed in magazines concentrating on these audiences.

In the field of ceramics, this program was cut to the minimum during 1967 because it was felt that the basic job of establishing lead as another working tool for the ceramist had been accomplished. We suggest however that supplements to the LIA book "Lead in the Ceramic Industries" be continued.

The present market for the lead pigments in those paints being promoted by LIA probably account for well over 40,000 tons and in ceramics well over 25,000 tons annually.

Recommendation for1968 along with the comparable 1967 budget follows:

	Space Advertising	Ceramic Supplements	Total
1968	$24,000	$2,000	$26,000
1967	22,200	2,000	24,200

SOLDER, TERNE AND DESIGN ENGINEERING PROGRAM - Table III B-5)

The basic intent of LIA efforts in these fields continues to be one of finding and developing new markets for old products such as solder and terne, and developing markets for new lead containing products. The latter includes such developments as lead piezoelectrics and lead telluride, as well as batteries for portable tools and appliances, among others. ILZRO findings can also be incorporated as they are made available.

With this approach in mind we have, in the past, concentrated practically all efforts in these areas in reaching the design engineer and recommend that this be continued. A major effort will continue with solder and terne with a lesser effort on a host of other products.

The 1966 consumption figures for Solder was 79,000 tons, the use having shown a steady year by year increase from 1962 when it was 67,000 tons. Lead for Terne has shown a similar trend from 3,700 tons in 1962 to 5,100 tons in 1966.

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Recommendation for 1968 along with the comparable 1967 budget follows:

	Space Advertising	Sweets' Catalog File	Total
1968	$34,200	$3,700	$37,900
1967	31,900	3,700	35,600

ADVERTISING SPACE PRODUCTION COSTS AND MISCELLANEOUS - Table III B-7)

The total number of ads to be prepared with the proposed space advertising program will be approximately the same as in 1967. However, greater use of two-color ads will increase production costs. The 1967 budgeted figure, $25,000 included costs in connection with the Safety Color Coding Program which was cancelled.

Recommendation for 1968 along with the comparable 1967 budget follows:

1968	$25,000
1967	25,000

GENERAL SUPPORTING PROGRAMS

The following programs support and implement all of LIA's promotional efforts and are a major part of the total activities.

"LEAD" - Table III B-8)

In our opinion, "Lead" is one of the most effective promotional efforts of the Association. Published quarterly it is currently being circulated to 57,000 individual readers in the United States. The total print order is 74,000 with 9,800 copies sold at cost to members and distributed by them. In addition 2,700 copies are supplied LDA and ALDA.

At the end of 1966 the mailing list was converted to a computer system which failed to operate properly. As a result, only three issues of "Lead" are scheduled for 1967. In 1968, four issues are planned.

Recommendation for 1968 along with comparable 1967 budget follows:

1968	$37,000
1967	37,000

CONVENTIONS AND EXHIBITS - Table III B-9)

The continuation of LIA's participation in industry trade shows is highly recommended. One of many advantages presented by such exhibits is the opportunity to discuss personally with hundreds of people "How,"Where" and "Why" lead can be used in their specific fields.

Exhibits in 1968 are planned for the following:

Design Engineering Show
Plant Engineering & Maintenance Show
Construction Specification Institute Exposition
National Plumbing Exposition
American Institute of Architects Meeting

Conventions and Exhibits (Continued)

The reduction in funds for 1968 is due to the fact that the 1967 budget provided $3,000 for the construction of a new exhibit background which will be reused.

Recommendation for 1968 along with the comparable 1967 approved budget follows:

1968	$16,000
1967	19,000

LEAD ABSTRACTS - Table III B-10)

Lead Abstracts, a monthly publication prepared by the Lead Development Association, London, England, with our financial cooperation, has proved very useful. Roughly 1,000 copies per month are currently distributed in the United States.

The higher cost results from an increased charge from LDA.

Recommendation for 1968 along with the comparable 1967 approved budget follows:

1968	$14,000
1967	12,000

REPRINTS OF TECHNICAL ARTICLES - Table III B-11)

Throughout the year articles on lead and its uses prepared by the LIA staff and others appear in the trade press. These become very useful and economical promotional tools when reprinted and distributed as a direct mail piece using existing and appropriate mailing lists.

Recommendation for 1968 along with the comparable 1967 budget follows:

1968	$10,000
1967	10,000

TEST PROGRAMS - Table III B-12)

Sheet Lead Roofing and Pool Linings - One new test program was instituted in 1967, in cooperation with the National Lead Co. Laboratories, John F. Abernethy Co., and LIA. This involves a test installation of a new method of installing sheet lead roofs without the need for conventional expansion joints. It has been on exposure for less than 6 months, too short a time to develop any information. As previously reported, an experimental reflecting pool lining has now been on exposure for 30 months with most satisfactory results. A paper is being prepared on the pool test.

Battery Powered Bus - As reported last year efforts were then underway to conduct a cooperative test program on battery-powered buses. LIA efforts are continuing with C & D Battery Co., (specializing in industrial batteries). Westinghouse Electric Co. and Dayton City Transit Co. A group met at the Westinghouse plant in East Pittsburgh as recently as August 23, 1967.

Battery Powered Bus (Continued)

At E. Pittsburgh, Westinghouse stated unequivocally that a battery-powered bus can be made and that the motors and necessary solid state controls are available. They strongly recommended, however, that the project be taken to the Federal Housing and Urban Development Agency (H.U.D.) They believe the project will end with a total cost from 1 to 3 million dollars.

According to Westinghouse, H.U.D. could and probably would finance two-thirds of such a project. Under the Law however, H.U.D. must deal only with a local government or its agencies. A City would qualify with private organizations supplying equipment, labor and/or funds.

Through the Dayton City Transit Co. and the Dayton Power and Light Co. the City of Dayton has been approached and is in tentative agreement. The Edison Electric Institute is expected to cooperate and a meeting with them will have been held on October 11, 1967.

It would not be practical for the Association to estimate at this time the ultimate extent of LIA's financial participation in this project. It is intended however to keep the Association's financial participation at a minimum if in fact any funding should prove necessary.

In any event, if the project is acceptable to H.U.D., project funds would not be needed until fiscal year 1968-69. No funding is suggested until a more concrete proposal can be placed before the committee.

Recommendation for 1968 along with the comparable 1967 budget follows:

1968	$ 3,000 (lead roof)
1967	10,000

ILLUSTRATIONS AND PHOTOGRAPHY - Table III B-13)

Included in this item are the various charges for photographs, drawings and illustrations needed for various promotional activities.

Recommendation for 1968 along with the comparable 1967 budget follows:

1968	$3,000
1967	5,000

MOTION PICTURE DISTRIBUTION - Table III B-14)

Distribution of LIA's film, "The Lead Matrix" continues very satisfactorily. A summery of the film showings follows:

Motion Picture Distribution (Continued)

	General (a)		Professional (b)		TV		Grand Total	
	Bookings	Audience	Bookings	Audience	Bookings	Audience	Bookings	Audience
1967 (8 mos.)	1,330	69,500	279	16,147	68	2,002,382	1,677	2,088,029

(a) Includes industrial & Commercial firms, Civic, Church, Community & Social groups, Colleges, Universities and High Schools.

(b) Includes Professional Societies, Educational, Medical and Agricultural groups.

In addition, the film distributor has incorporated 2½ minute segments of our film in two 12½ minute "TV Calvacade" presentations. Because of production problems only one of these is ready for distribution and the second is in preparation. There was no cost to us for the preparation of the film but a total charge of $3,500 per "Calvacade" for 200 telecasts each was to be made. Only part of this will be expended this year.

LIA's Board of Directors in April, approved the modifications needed on "The Lead Matrix" to meet the requirements of the U.S. Bureau of Mines. Also approved was the creation of 250 prints of the adapted film for distribution through the Bureau's educational film library. A sum of $30,000 was approved for this work, which will be completed in 1968.

Recommendation for 1968 along with the comparable 1967 budget follows:

	1967	1968
Private distribution	$16,000	$16,000
U.S. Bureau of Mines	30,000	2,000
	$46,000	$18,000

HEALTH AND SAFETY PUBLIC RELATIONS PROGRAM - Table III B-15

With respect to the problems of lead as a hazard in the atmosphere the situation in 1967 demanded more direct confrontation with legislative and public health officials rather than with scare articles appearing in the public press, which had diminished somewhat.

Hill & Knowlton, Inc. continued throughout 1967 as LIA public relations counselor on Health and Safety and was most helpful. Their assistance was invaluable in the preparation of the World Health Organization paper presented by Drs. Hoover & Goldwater at the American Public Health Association meeting.

Health and Safety Public Relations Program (Continued)

This paper proved beyond a doubt that blood lead levels in New Guinea natives was not any different from those of residents of urban areas in the U.S. Also, Hill & Knowlton was heavily involved in the preparation of LIA's Facts Bulletin. "Lead in the Atmosphere now being reviewed.

Hill & Knowlton attended with LIA staff public hearings on limiting lead in the atmosphere in Pennsylvania and Montana. Both these states have adopted regulations limiting lead to 5 micrograms per cubic meter of air averaged over 30 days. Montana, however, had advocated 1 microgram per cubic meter averaged over 24 hours which was changed following industry representations to the State Health Board. Congressional hearings conducted by the Daddario Committee of the House were also attended.

Hill & Knowlton routinely monitors press, radio, TV and world literature and reports to LIA. They also act as liaison between the lead industry and editors of trade and public papers in an effort to forestall incorrect or improper references to lead.

As an adjunct to these public relations activities, LIA publishes and carefully distributes 550 copies of abstracts of the World's medical literature on lead prepared by Kettering The gross cost of this activity is $12,000 with L.D.A. contributing $1,000 and ILZRO $2,500.

Recommendation for 1968 along with the comparable 1967 budget follows:

1968	$ 75,000
1967	200,000

LEAD BOOK (Monograph) - Table III B-16

Arrangements have been made with Reinhold Publishing Co. to publish a Monograph on lead to contain no more than 400 pages. Dr. A. J. Phillips is editing the material available from an earlier start.

Recommendation for 1968 along with the comparable 1967 budget follows:

1968	$3,000
1967	3,000

CORROSION HANDBOOK - Table III B-17)

In 1966 and 1967 funds were budgeted for the publication of a "Corrosion Hand-Book" to be based on information generated by Battelle through ILZRO. Cost of publishing an English version was to be shared by LDA, London and ALDA, Melbourne.

The final report was received early this year but because of a number of questions relative to its content there is little likelihood that it can be published this year. Funds should again be set aside in 1968.

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Recommendation for 1968 along with the comparable 1967 budget follows:

1968	$5,000
1967	5,000

ANNUAL REVIEW - Table III B-18)

Provision was made in the 1967 budget to publish a statistical summary report entitled "Annual Review - Lead in 1966" but circumstances prevented its preparation. LIA feels however that such a publication would be most useful and will publish a report for the year 1967.

Recommendation for 1968 along with the comparable 1967 budget follows:

1968	$1,000
1967	1,000

APPRENTICE CONTEST - Table III B-19

For a number of years LIA has supplied pipe, sheet and calking lead for the use of contestants in the International Plumbers' Apprenticeship Contest sponsored by the Plumbers' Union and the employers at Purdue University. Lead work is still a major part of the plumbing apprentices practical training program and this is one method of encouraging its continuance.

Recommendation for 1968 along with the comparable 1967 budget follows:

1968	$1,200
1967	1,500

NATIONAL SHOOTING SPORTS FOUNDATION - Table III B-20

Recommend the continuance of membership in this organization. It is LIA's only activity in support of the ammunition industry. The cost:

1968	$650
1967	650

STEEL STRUCTURES PAINTING COUNCIL - Table III B-21)

Recommend the continuance of membership in this organization.

1968	$1,000
1967	1,000

CONTINGENCIES - Table III B-22)

Recommend a contingency fund for 1967 at the same level as the previous year for unforeseen needs and publication of completed ILZRO projects.

1968	General	$ 3,000
	ILZRO	10,000
1967	General	5,000
	ILZRO	10,000

EXTERNAL PUBLIC RELATIONS - Table III B-23)

The increased demand on LIA's technical staff, the number of projects to be covered and publicized, the editorial requirements of "Lead" magazine indicate the need to employ an outside agency to develop specific technical articles for use by the trade press. Such articles would be prepared by the agency's staff after consultation with LIA.

This is a very effective and economical means of securing editorial treatment of lead and its uses in a wide range of publications. It is proposed that the full time of one man in the agency chosen be assigned this task. The agency would also place the articles in the proper publications and maintain close contact with editors of trade publications on behalf of lead.

Recommended 1968 budget for this new activity is as follows:

1968 $35,000

DMB:so