

LEAD INDUSTRIES ASSOCIATION, INC.

292 MADISON AVENUE

NEW YORK, N. Y. 10017

TELEPHONE - AREA CODE 212

OR 9-6020

MEETING OF BOARD OF DIRECTORS LEAD INDUSTRIES ASSOCIATION, INC.

December 7, 1966

By direction of the President, and in accordance with notices of October 28, and November 21, 1966, a meeting of the Board of Directors of the Lead Industries Association, Inc., was held the afternoon of December 7, 1966, in the Association's Board Room, 292 Madison Avenue, New York, N.Y.

PRESENT

John R. Englehorn, Chairman
Aubrey Callis

D. R. Carter
J. A. Costello
E. H. Gautschi (substituting
for R. Hendricks)
John Metcalfe (substituting
for Jack Wilder)
C. E. Schwab
S. D. Strauss
W. J. Veenis (substituting
for F. H. Hurless)
Reuben Viener
Henry J. Whitson

REPRESENTING

St. Joseph Lead Co.
Federated Metals Div., American
Smelting and Refining Co.
The Eagle-Picher Co.
Ethyl Corporation
Cominco Ltd.

U. S. Smelting Refining & Mining Co.

The Bunker Hill Co.
American Smelting and Refining Co.
Anaconda Sales Co.

Hyman Viener & Sons
National Lead Co.

MEMBER GUESTS

Andrew Fletcher
K. W. Green
J. S. Smart, Jr.
T. M. Smylie
W. P. Wilke III

St. Joseph Lead Co.
The Electric Storage Battery Co.
American Smelting and Refining Co.
Ethyl Corporation
Hammond Lead Products, Inc.

L.I.A. STAFF

LIA01399

J. L. Kimberley, Executive Vice President
D. M. Borcina, Secretary-Treasurer
D. G. Fowler, Director, Health and Safety

President Englehorn of the Association presided and Borcina served as Secretary.

(1) CALL TO ORDER

The meeting was called to order at 2:00 P.M.

(2) ATTENDANCE

The presence of eight Directors and three representatives of Directors constituted a quorum for the transaction of business.

The Secretary presented a copy of the notice of meeting which had been mailed to each Director, as provided in Section 4.03 of the Corporation's By-Laws. The copy was ordered filed with the minutes as Appendix "AA" (Sent to Directors on October 18, and November 21, 1966.)

(3) MINUTES OF PREVIOUS MEETING

In the absence of comment, the minutes of the Meeting of the Board of Directors held on March 31, 1966, in St. Louis were ordered approved as circulated.

(4) ACTION TAKEN BY THE PUBLIC RELATIONS COMMITTEE FOR HEALTH AND SAFETY

The Chairman reported that the Public Relations Committee for Health and Safety (Messrs. Englehorn, Drewes and Strauss) had authorized the following expenditures during the year:

- a. Allocated an additional \$10,000 to Hill and Knowlton for staff time and expenses, increasing the total expenditures for the year to \$56,000.
- b. Authorized \$3,500 to Hill and Knowlton to conduct a pilot survey to determine what the public knows and thinks about lead.
- c. Authorized a fee of \$10,000 and retainer of \$5,000 to Felix E. Wormser for serving as the industry's spokesman on Health and Safety activities, including an appearance before the Muskie Committee on Air Pollution, Washington, D.C., June 9, 1966.

(5) CONSOLIDATION OF LEAD INDUSTRIES ASSOCIATION, INC.
AND AMERICAN ZINC INSTITUTE, INC.

The Chairman reminded the meeting that a report covering the consolidation of AZI and LIA had been sent to all Directors with the meeting notice. This proposal carried with it the tacit endorsement of two groups -- consisting of Messrs. Englehorn, Carter, and Strauss for LIA and Schwab, Alexander, Jeffrey, and Young for AZI. This report -- copy attached hereto as Appendix "A" -- (sent to Directors on November 21, 1966) was accepted on motion made, seconded and carried, without negative vote.

The Executive Vice President was requested to submit a progress report on the consolidation during the meeting of the Directors at the Annual Meeting in April, 1967 at Chicago and it was also noted that the joint operations would continue under the general surveillance of the committees named above.

(6) THE BUDGET REVIEW

The Chairman called on the Secretary to review the Budget proposal for 1967.

The Secretary then presented his Budget figures for all operations of the Association as approved by the Industry Development Committee at its meeting on October 31, 1966 as per Appendix "B". (Sent to Directors on November 21, 1966.)

General comments were made on several items in the Budget proposal as follows:

- a. Public Relations Program for Health and Safety -- The Chairman reported that the Public Relations Committee, composed of himself, with Messrs. Drewes and Strauss, had thoroughly reviewed a comprehensive Hill and Knowlton public relations program for \$300,000 and after rejecting certain portions had recommended that \$200,000 be made available for purposes which might become demanding during the year. The Chairman further stated that the Committee had also recommended that any disbursements against this fund be made with the Committee's approval, and subsequently reported to the directors.

b. Advertising --

There were no questions on most items of advertising in the budget proposal. However, in response to a question on the value of that item covering a program in behalf of Industrial Safety Color Coding, the Secretary reported that the program had a twofold purpose, one, to identify lead with safety and two, to increase the market for lead pigmented paints. As to the present market for these pigments, he stated that the reported estimate of 30,000 tons was based on Government statistics and conversations with color manufacturers and that every effort will be made to separate that tonnage used for highway traffic marking paint and other color uses for a further evaluation of this program if the Board so desires.

(7) BUDGET APPROVAL

a. Public Relations Program for Health and Safety.

On motion made, seconded and carried without dissenting vote, the \$200,000 Public Relations Program for Health and Safety was approved with the proviso that disbursements against this fund be made with the approval of the three man Public Relations for Health and Safety Committee.

b. Administrative and Promotion.

On motion made, seconded, and carried without dissenting vote, the Administrative and Promotion budget was approved with the proviso that the item proposed for the Industrial Safety Color Coding Program be deferred until another examination of the possibility by the Board at the Spring meeting.

(8) 1967 ASSESSMENTS

On motion made, seconded, and carried without dissenting vote, the assessment rates indicated in the following tabulation were approved:

Rates Per Ton

<u>Membership</u>	<u>Regular</u>	Health and Safety Public Relations Program	<u>Total</u>
		<u>(30% of Regular Membership)</u>	
Miners	16¢	4.8¢	20.8¢
Manufacturers and Smelters and Refiners	4	1.2	5.2
Assembled Articles	2	.6	2.6
<u>Industry Development</u>	<u>Regular</u>	Health and Safety <u>Public Relations Program</u>	<u>Total</u>
Sale of Pig Lead in U.S.	91¢	28¢	\$1.19

(9) REPORT ON MEMBERS

New Member The Secretary reported the election by letter ballot of the Board of Directors of the General Battery and Ceramic Corp., Box 1262, Reading, Pa., 19603.

Resignations

The resignation of Metalead Products Corporation, Palo Alto, California and the Sunshine Mining Co., Kellogg, Idaho, were presented. Sunshine Mining Co. had reported to the LIA on November 25, 1966 that they had submitted a letter of resignation in September, 1965, and through an apparent misunderstanding had been kept on the membership rolls. Since that time they have been billed quarterly with the result that our books show an outstanding assessment of \$380.00 against the company.

The Secretary also reported that Knapp Mills, Inc., New York, N.Y. had entered into bankruptcy proceedings with an outstanding assessment of \$172.50.

On motion made, seconded, and carried without dissenting vote the resignation of the Sunshine Mining Co. was accepted with regret and the outstanding subscriptions of the Sunshine Mining Co. and Knapp Mills, Inc. were cancelled.

The Secretary reported that the Metalead Products Corporation's reason for resigning their membership was expressed in their letter of December 5, 1966, as follows: "We feel that in this way, we may demonstrate to you our protest as to your absence from the Tariff Commission hearings on Lead Pigments of September 26, 1966."

After some discussion, the Executive Vice President was requested to inform the Metalead Products Corporation that, because of the diverse interest of its membership, tariff considerations or other controversial issues, both public and private, on lead or any of its products was outside the scope of the Association's activities. Note: the letter has been written; the matter is in abeyance.

(10) FUNDS FOR TESTING FOR LEAD IN AMBIENT AIR
IN PENNSYLVANIA

The Chairman reported that the Industry Development Committee in meeting of October 31, 1966, had recommended that the Association might reasonably provide funds for testing of the atmosphere for lead at several lead plant boundaries in Pennsylvania in order that reliable data might be at hand. It was the consensus of that meeting, however, that the question of whether the tests should be undertaken was for decision of the Board.

The Chairman pointed out that the Pennsylvania members of the Association were meeting on December 9, 1966, to discuss the entire situation surrounding that state's pending plan to establish specific ambient air impurity contents.

After some discussion it was agreed that every assistance should be offered to the members with plants in Pennsylvania and that the Public Relations for Health and Safety Committee were empowered to act on the decisions that may be reached at the meeting of the Pennsylvania group on December 9, 1966.

(11) ANNUAL MEETING DATES

The following announcements concerning Annual Meetings were made as of interest -- no action needed:

1967 -- April 17, 18 and 19 -- Drake Hotel, Chicago --
LIA preceding

*1968 -- April 3, 4 and 5 -- Queen Elizabeth Hotel, Montreal --
LIA preceding

1969 -- April 14, 15 and 16 -- Drake Hotel, Chicago --
LIA preceding

1970 -- April 8, 9 and 10 -- either a new 600-room hotel now
building or the Chase Park Plaza,
St. Louis --
AZI preceding

LIA 01404

- * Original arrangements for the 1968 meeting in Montreal were made for the "Chateau Champlain," a new hotel. The dates were to have been May 8, 9 and 10. As construction of the hotel proceeded, it became apparent that the "Chateau Champlain" would not be large enough for the group involved. With the Assistance of Cominco, the "Queen Elizabeth" arrangements were promptly established.

(12) APPOINTMENT OF AUDITORS

Haskins and Sells, who have audited the LIA books for some years, were approved for audit of the 1966 accounts.

(13) GROUP INSURANCE

The notice of the meeting had included a statement giving the present group insurance plans and costs, and also figures proposing a more liberal program in part occasioned by legislation which now makes it illegal to differentiate (in such program) between men and women. The present and proposed plans are attached hereto as Appendix "C" (sent to Directors on November 21, 1966).

After some discussion the proposed plan was accepted, with the recommendation that it be further liberalized to the extent of permitting employees to purchase (at their own expense) insurance in addition to that offered, in an amount which would build the total policy to a point where it could equal two years' salary.

(14) PENSION PLAN

The present vesting of full LIA pension rights comes to the individual at age 55 with 10 years or more of service. At the March 30, 1966 meeting of the AZI Board, but not discussed at the LIA Board meeting, a proposal that vesting be complete after 10 years, at age 40, had been rejected by the AZI Directors. It was the consensus of the meeting that a compromise arrangement on vesting, perhaps more liberal than age 55 and 10 years service, but more restrictive than 10 years service and age 40, was in order but that the various companies concerned should be polled in order to arrive at an industry average for guidance. This is to be done in advance of the Spring meeting.

(15) BUREAU OF MINES DISTRIBUTION OF LIA's
FILM " THE LEAD MATRIX."

The Secretary reported that discussions had been held with the U.S. Bureau of Mines to include the film in their Educational Film Library. However, a recent comment from the Bureau of Mines indicated their continued interest in the film but only if changes and an entirely new narration were made. He therefore recommended that LIA discontinue its attempt to have the film incorporated in the U.S.B.M. 1967 program. There was no adverse comment on this recommendation.

(16) INTERNATIONAL LEAD AND ZINC STUDY GROUP REPORT,
"LEAD AND ZINC -- FACTORS AFFECTING CONSUMPTION"

This report from the International Lead and Zinc Study Group, substantially created by the Lead Development Association of London with much American assistance, is now available. It was announced to the meeting that 100 copies would be purchased by LIA, with one copy sent to each supporting company and with a few additional copies available at \$5.00 per copy, the established price.

(17) ADJOURNMENT

In the absence of any other business to come before the meeting, it thereupon duly adjourned at 3:45 P.M.

Respectfully submitted,



David M. Borcina, Secretary

APPROVED: _____

DMB:so

John R. Englehorn, President

LEAD INDUSTRIES ASSOCIATION, INC.

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APPENDIX B

Board of Directors Meeting December 7, 1966

The Industry Development Committee at its meeting on October 31, 1966, recommended the following 1967 budget and rates per ton for membership and industry development.

Included in the following tabulations are the 1966 approved budget and estimated expenditures, 1967 projected income and disbursements and comparative rates per ton:

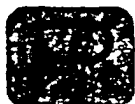
	<u>Approved 1966</u>	<u>Estimated Expenditures 1966</u>	<u>Recommended Expenditures 1967</u>
Administrative and Technical Service	\$349,100	\$345,150	\$323,150
Advertising, Publications and Promotion	293,900	286,900	354,200
Motion Picture Distribution	15,000	15,000	16,000
Health and Safety Information Program	31,500	31,500)	
Health and Safety Public Relations Program	111,000	67,000)	200,000
Miscellaneous, including Contingencies	26,150	3,950	27,150
	<u>\$826,650</u>	<u>\$749,500</u>	<u>\$920,500</u>

Projected Income and Disbursements

Operating Fund, Jan. 1, 1966	\$ 105,000
Income, 1966	819,000
	<u>\$ 924,000</u>
Expenditures, 1966	749,500
Operating Fund, Jan. 1, 1967	<u>\$ 174,500</u>
Income, 1967	846,000
	<u>\$1,020,500</u>
Expenditures, 1967	920,500
Operating Fund, Jan. 1, 1968	<u>\$ 100,000</u>

LIA01407

N 726.01



Look Ahead with Lead

APPENDIX B

Board of Directors Meeting
December 7, 1966

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Rates Per Ton

Membership Subscriptions

	<u>1966</u> <u>Approved</u>			<u>1967</u> <u>Recommended</u>		
	Health & Safety Public Relations Program (15% of Membership)			Health & Safety Public Relations Program (30% of Membership)		
	<u>Member- ship</u>		<u>Total</u>	<u>Member- ship</u>		<u>Total</u>
Miners	16¢	2.4¢	18.4¢	16¢	4.8¢	20.8¢
Mfrs., Smelt. & Ref.	4	.6	4.6	4	1.2	5.2
Assembled Articles	2	.3	2.3	2	.6	2.6
Estimated Receipts	\$100,600	\$15,100	\$115,700	\$101,000	\$31,000	\$132,000

Industry Development

	<u>1966</u> <u>Approved</u>			<u>1967</u> <u>Recommended</u>		
	Health & Safety Public Relations Program			Health & Safety Public Relations Program		
	<u>Industry Development</u>		<u>Total</u>	<u>Industry Development</u>		<u>Total</u>
Sale of Pig Lead in U.S.	\$1.10	\$.15	\$1.25	\$.91	\$.28	\$1.19
Estimated Receipts	\$615,800	\$81,500	\$697,300	\$546,000	\$168,000	\$714,000

Details of each of the 1967 programs recommended by the Industry Development Committee are attached.

LIA01408

EXHIBIT "A"

Industry Development Committee
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Administrative and Technical Service

	Approved <u>1966</u>	Recommended <u>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	1,700	700 ✓
Office Services	7,000	7,000 ✓
Miscellaneous	2,500	2,000 ✓
Insurance	2,000	2,000 ✓
	<u>\$349,100</u>	<u>\$323,150</u>

LIA01409

N 726.02

EXHIBIT "A"

Industry Development Committee
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RECOMMENDED PROMOTIONAL BUDGET-1967SUMMARY

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

<u>Continuing Programs</u>	<u>Approved 1966</u>	<u>Recommended 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, Terme and Design Engineering	29,000	35,600
Advertising Space Production and Miscellaneous	24,000	25,000
 <u>New Programs</u>		
Industrial Safety Color Coding	-	42,500
 <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	\$354,200

LIA01410

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.

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.

LIA01413

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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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.

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.

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Industrial Safety Color Coding Program (Continued)

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>
\$37,500 —	\$5,000 —	\$42,500

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

LIA01416

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

LIA01417

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

LIAC1418

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

EXHIBIT "A"

Industry Development Committee
Meeting Minutes
October 31, 1966

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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.

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

	<u>Distribution Costs</u>	<u>Prints Purchased</u>	<u>Total</u>
1967	\$16,000		\$16,000
1966	7,000	8,000	15,000

LIAC1419

EXHIBIT "A"

Industry Development Committee
Meeting Minutes

October 31, 1966

-13-

RECOMMENDED MISCELLANEOUS BUDGET-1967SUMMARY

	<u>Approved 1966</u>	<u>Suggested 1967</u>
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.

MiscellaneousMonograph

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.

LIA01420

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.

Corrosion Handbook (Continued)

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

1967	\$5,000
1966	5,000

Annual Review

Unfortunately it was not possible to publish the statistical summary report entitled "Annual Review - Lead" in 1966. We do however propose to publish it in 1967.

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

1967	\$1,000
1966	1,000

Apprentice Contest

For a number of years we have been supplying lead pipe, sheet and calking lead for the use of contestants in the International Plumbers' Apprenticeship Contest sponsored by the Plumbers' Union and the employers. The contest is held each year 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.

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

1967	\$1,500
1966	1,500

National Shooting Sports Foundation

We recommend the continuance of our membership in this organization. It is our only activity in support of the ammunition industry. The cost:

1967	\$650
1966	650

Steel Structure Painting Council

We recommend the continuance of our membership in this organization.

1967	\$1,000
1966	1,000

Contingencies

LIA01421

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

1967	General	\$ 5,000
	I.L.Z.R.O.	10,000

Home Life Insurance Company, New York

APPENDIX "C"

AMERICAN ZINC INSTITUTE
LEAD INDUSTRIES ASSOCIATION, INC.

Proposed
L.I.A.
BOARD OF DIRECTORS MEETING
December 7, 1966

INTERNATIONAL LEAD ZINC
RESEARCH ORGANIZATION, INC.

PROPOSED PLAN OF BENEFITS:

All Employees Earning Annually:

1. \$10,000 or Less
2. More than \$10,000

<u>Life and AD&D</u>	<u>Major Medical</u>
1. One times annual earnings raised to the next \$1,000	\$10,000
2. One and one-half times annual earnings raised to the next \$1,000	\$10,000
Maximum Benefit	\$40,000

Each organization would purchase the employee's Life, AD&D, and Major Medical.

The employee would pay for his dependent's Major Medical.

	<u>Cost Breakdown</u>		
	<u>Organization Share</u>	<u>Employee Share</u>	<u>Total</u>
American Zinc Inst.	\$ 267.77	\$ 25.41	\$ 293.18
Lead Industries	\$ 242.19	\$ 20.79	\$ 262.98
I. L. Z. R. O.	\$ 248.59	\$ 6.93	\$ 255.52
TOTAL	\$ 758.55	\$ 53.13	\$ 811.68



"THE HOME OF PLANNED ESTATES"

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Present

Home Life Insurance Company, New York

APPENDIX "C"

L.I.A.

BOARD OF DIRECTORS MEETING

December 7, 1966

AMERICAN ZINC INSTITUTE

LEAD INDUSTRIES ASSOCIATION, INC.

INTERNATIONAL LEAD ZINC
RESEARCH ORGANIZATION, INC.

PRESENT PLAN OF BENEFITS:

Male Employees Earning Annually:

	<u>Life and AD&D</u>		<u>Major Medical</u>
	<u>Basic</u>	<u>Optional</u>	
1. \$10,000 or More	\$3,000	\$12,000	\$10,000
2. \$5,000 to \$10,000	\$3,000	\$ 7,000	\$10,000
3. Female employees earning over \$4,000	\$3,000	\$ 2,000	\$10,000
4. All Other Employees	\$3,000	—	\$10,000

Each organization purchases the Basic Life, AD&D, Major Medical and the excess of \$.60 per \$1,000 of the optional Life and AD&D. The employee pays \$.60 per \$1,000 of the optional insurance and the cost of dependents Major Medical.

COST BREAKDOWN

	<u>Organization Share</u>	<u>Employee Share</u>	<u>Total</u>
American Zinc Inst.	\$108.03	\$ 94.41	\$202.44
Lead Industries	\$ 90.05	\$ 63.99	\$154.04
I. L. Z. R. O.	\$ 83.83	\$ 53.73	\$137.56
TOTAL	\$281.91	\$212.13	\$494.04



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