

LEAD INDUSTRIES ASSOCIATION, INC.

292 MADISON AVENUE

NEW YORK, N. Y. 10017

TELEPHONE - AREA CODE 818

OR 9-0000

April 12, 1965

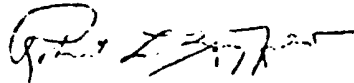
SUBJECT: REPORT OF ASSOCIATION
ACTIVITIES - 1964

To Members of the Lead Industries Association, Inc.:

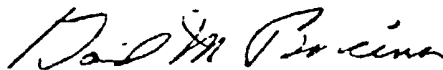
Enclosed are:

1. Report of the Executive Vice President and Secretary for the year 1964.
2. Report of the Treasurer for the year 1964.
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
1964

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GENERAL REMARKS

Good progress was made in practically all lines of L.I.A. activity in 1964. Existing activities were reviewed and strengthened and several new activities added, resulting in the most formidable over-all program in the Association's history. Tangible results can be noted statistically in many directions, and users and potential users of lead are thinking and talking more and more about applications of this metal as reflected in the heavy load of inquiries received for information and assistance.

Aside from promotional and technical service activities that embrace the whole broad field of lead usage, like the magazine LEAD and certain trade show exhibits, major emphasis continued to be placed on storage batteries for packaged power other than automotive SLI batteries, architectural uses including noise and vibration control, waterproofing and roofing, paint pigments, ceramics, cable sheathing and various applications in design engineering. New programs were initiated in the interest of caking lead, solder andterne plate. Health and safety activities were greatly expanded to include an aggressive public information program to strike at serious problems raised by misinformation in many areas.

Following is a detailed discussion of the Association's more important activities and some statistics relating to these activities and results being obtained.

TECHNICAL SERVICE AND STAFF

No changes were made in the staff listed in the 1963 annual report nor in their general duties. However, two important additions were made to the staff. In August, Connel A. Baker joined the staff with the fundamental responsibility of promoting battery power through public utility companies and other lead products, like cable sheathing to utilities. His background included some 25 years experience in electric utility work. John M. McAvard was also added to the staff at the end of the year as advertising manager due to the growth of our advertising over the years. He was formerly with our advertising agency, O.S. Tyson & Co., and had handled our account for them for the past three or four years. With these additions we feel that we have a capable, well rounded staff to handle the greatly diversified problems with which they have to wrestle.

HEALTH AND SAFETY

To support the individual efforts of our Health and Safety Director in educating key medical and government people on the true facts about lead toxicology, a greatly expanded information program was initiated in 1964. It includes a series of FACTS booklets on lead toxicology in various areas such as industry, childhood, air pollution, etc. The first of these, FACTS ABOUT LEAD AND INDUSTRIAL HYGIENE, was prepared and circulated early in 1965 to about 8,000 industrial hygienists, industrial doctors, people concerned with air pollution, and local, state and federal medical authorities. The response to this publication has been more than gratifying, with nearly 2,000 additional copies distributed on request in the first few weeks. Others in the series will be issued this year.

Arrangements were also completed and a format established for quarterly publication of the Kettering Abstracts on Lead Toxicology. These will be sent to a controlled and limited list of nearly 400 people who are vitally interested in the subject.

Much of the Health and Safety Director's time in 1964 was devoted to matters relating to possible adverse legislation or regulations in such fields as air pollution, pottery glazes and in member and consumer plants. A 3-week trip to Europe to exchange ideas and experiences with European lead users and authorities was included. It is a certainty that no part of this industry's program is more important to the future successful marketing of lead and its products than the health and safety activities.

BATTERIES

Our campaign to promote battery powered industrial trucks, personnel carriers and other battery powered devices completed its second year in 1964 with gusto. The public utility industry is really lining up enthusiastically behind it. Several more utility promotions occurred in 1964, resulting from our advertising and field work and a number more are planned for 1965. Thousands more of our battery truck cost calculator and our new booklet, PICTURE BOOK OF POWER BATTERIES, and thousands of reprints of our ads were bought and distributed by power companies. The Edison Electric Institute has had our program presented to it and will have a second presentation shortly. In fact, E.E.I. recognized one utility company's promotion effort for battery powered trucks, which we sparked (no pun intended), with one of its top awards. No accurate statistics are available to gauge the success of this program, but the enthusiasm of the electric utility industry and the actual sales made through its individual promotional efforts indicate that the lead industry is getting more than full value for the dollars it is spending on this program.

ARCHITECTURAL

Except for sound and vibration control which are covered separately in the next section, our major promotional efforts in architectural applications of lead have been on sheet lead as a membrane waterproofing and roofing. Use for waterproofing pools, fountains and planters continues to increase both in quantity and size of jobs, we believe largely as a result of advertising and personal sales effort on the part of L.I.A. We prepared a new 8-page waterproofing catalog for Sweet's Architectural File which was preprinted and sent to a large list of architects and contractors. The trend to larger and larger pools (one is now on the drawing boards some 800 ft. long requiring about 350 tons of lead) has created installation problems to avoid expansion and contraction failures that we have had to work out with architects and contractors. Certainly membrane waterproofing has contributed its share to the rather substantial increase enjoyed by the sheet lead market in 1964 over 1963.

To broaden the use of lead for roofing architects and contractors must be educated to proper methods and costs. Towards this end L.I.A. has been running educational advertising and completed the text and drawings for a handbook on lead roofing and flashing. This has been printed and mailed since the first of 1965.

NOISE AND VIBRATION CONTROL

In 1964 we continued our limited case-history advertising of lead for these purposes. Preparation of a booklet to contain all favorable technical data on soundproofing was started. Some practical applications have been developed and will doubtless grow, particularly as light sheet lead becomes more economically available.

Anti-vibration pads for building foundations continue to offer a slowly growing market despite a lack of reliable data on need and effectiveness. For machinery a lack of good engineering data has delayed progress and made it a trial and error proposition. A new booklet on anti-vibration pads is slated for publication in 1965.

CABLE SHEATHING

This modest advertising program to keep engineers aware of the merits of lead cable sheathing continued throughout the year. Our 24-page booklet on the subject is also still available on inquiry. Consumption of lead for this purpose seems to have stabilized and has fluctuated only between narrow limits in the last three years.

CERAMICS

In 1964 the use of lead in all forms of ceramics showed another substantial increase of nearly 10 percent. The major established applications continue to hold their own and grow with the industry generally. Porcelain enameled aluminum is a relatively new product which seems about ready for a major break-through now that early problems presented by any new product have been worked out. Another application that appears ready for spectacular development is in permanent ceramic magnets. Major automobile companies are showing great interest in these for small electric motors and at least one shows a strong preference for high lead content in their magnets. This one company, if it proceeds as planned, could be using nearly 1,000 tons of lead a year for this purpose in the near future. Our advertising and personal technical service are devoted to both the new and old applications.

PIGMENTS

Our promotion of lead pigments was concentrated on metal protective lead paints, both new and old, and on yellow traffic marking paint. Advertising was directed to users, specifiers and manufacturers and traffic marking paint was advertised for the first time. Available information indicates growth in all of these markets with some threatened new competition from sulfur for the lead chromate traffic paint.

SOLDER

The market for this important lead consuming product is concentrated in three industries - automobile, cans and electronics. However, the loss or serious impairment of any of these would have a drastic effect on the use of lead in solder. Consequently a new program was initiated in 1964 to bring the merits of solder as a means of joining metal and the new automated methods being used to the attention of designers and fabricators to broaden the base of solder usage and to meet the competition of other

methods of joining such as adhesives. The interest in this program, as measured by inquiries, has been far greater than anticipated although it has only completed one year.

TERNE METAL

Two major steel producers recently made heavy capital investments in new continuous terne plating lines. This led to an investigation of the market which appeared to be expanding with little or no sales effort and it was felt that with some push this relatively old and small use of lead could be substantially enlarged. Working with these steel companies A.S.T.M. specifications for terne plate were modernized to facilitate marketing, one of them was prevailed upon to prepare and print a sales brochure which had never before been available, and L.I.A. started a modest advertising and publicity campaign to metal fabricators and designers. A surprising number of inquiries were received, serviced, and passed on to the steel companies for further follow up. A number of uses for terne plate were discovered which had not been generally known previously.

PLUMBING

Development and marketing of new mechanical joints for cast iron pipe have struck directly at one of lead's big markets, calking lead. Recognizing this, L.I.A. requested I.L.Z.R.O. to make a quick study of the relative merits of the various joints and started a new advertising campaign to plumbers and plumbing officials to forestall the use of the new joints until more was known about relative performance. Some results of the early I.L.Z.R.O. tests were also used in the advertising, the research contractor reported in person to the annual meeting of the American Society of Sanitary Engineering, and the talk was rewritten for publication in a leading plumbing magazine. This program is continuing from both the research and promotional angles but stiff competition is being met from suppliers of the mechanical joints and materials used in them, like Alabama Pipe and du Pont.

AMMUNITION

This has been a substantial and growing market for lead over the years despite such obstacles as the availability of less land on which to hunt, agitation for more legislation to control firearms, and lead poisoning in ducks. However, the firearms and ammunition industries are supporting a well conceived and active program to overcome all but the last of these obstacles. Rather than duplicate this work, L.I.A. last year started to make a modest contribution to the work of the National Shooting Sports Foundation which is spearheading the program. Through our Health and Safety Program a watch is being kept on lead poisoning in ducks, which could lead to prohibition of lead shot for duck shooting.

DESIGN ENGINEERING

Our campaign to interest design engineers in the many varied characteristics and applications of lead and its products continues to elicit great interest both through advertising in design magazines, exhibits like that at the Design Engineering Show and personal contact. We believe it has been highly successful in making engineers think in terms of lead as a

modern metal to solve modern design problems. This crosses the whole field of lead products, old and new.

MISCELLANEOUS

Information Bulletins. Seven of these were sent to members at intervals throughout 1964.

Statistics. The regular monthly statistical services for members were maintained and the Annual Statistical Review issued.

European Lead Development Committee. The Executive Vice President of L.I.A. attended a meeting of this group in Berlin in the interest of better coordination of information and promotional ideas.

Lead Abstracts. These monthly publications issued by the Lead Development Association, London, and partly financed by L.I.A., were distributed by L.I.A. to approximately 1,400 people in the U.S. This list is being gradually expanded.

Organolead Chemistry. This book, prepared by T.N.O. in Holland under a research contract with I.L.Z.R.O., was distributed by L.I.A. to a special list of about 500 people in the U.S.

Research Digest. This semi-annual report of all I.L.Z.R.O. research projects relating to lead is now being circulated in the U.S. by L.I.A.

NEW PUBLICATIONS

In 1964 the Association issued or distributed the following new publications which were sent to appropriate mailing lists in the quantities indicated:

<u>Subject</u>	<u>Pages</u>	<u>Quantity</u>
Lead (4 issues)	12	220,000
Lead Abstracts (12 issues)	varies	14,000
Picture Book of Power Batteries	12	8,000
Ceramic Supplement-Phase Diagrams	2	7,000
Ceramic Supplement-Use of Lead in Solder Glasses	4	7,000
Reprint of Sweet's Waterproofing with Sheet Lead	8	13,000
Organolead Chemistry	112	500
Total		269,500

Additional copies of all of these have also been distributed as a result of inquiries and at trade shows.

REPRINTS

A number of articles on lead's usage appearing in the trade press were reprinted. Some were distributed in bulk to our various mailing lists and others used to answer inquiries. They included:

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Subject	Publication	Quantity Distributed in Bulk Mailings
Importance of Lead in Glass Crystallization Characteristics of Lead Molybdate in Low Temperature Enamels	"The Glass Industry"	-
*Lead - 1963	"American Ceramic Society Bulletin"	8,000
Lead Alloy Anodes for Cathodic Protection in Various Electrolytes	"Engineering & Mining Journal"	-
*How to Stop Noise	"Materials Protection"	11,000
Big Bridge Job in Philly	"American City"	12,000
Cleaning Radioactive Parts	"American Painting Contractor"	8,000
Industrial Lead Poisoning	"American Machinist"	-
*Lead in Modern Chemical Construction	"Industrial Hygiene and Toxicology"	-
*Lead-Lined Polygraph Room	"Encyclopedia of Chemical Process Equipment"	1,600
Will Calked Lead Joints Withstand High Temperature	"Law and Order"	-
Total	"Plumbing-Heating-Cooling Business"	-
		40,600

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

ADVERTISING

The total circulation of the space advertising in trade and business magazines in 1964 was over 1,100,000 compared to just over 913,000 in 1963. Based on the number of advertisements appearing in each publication this resulted in 10,500,000 individual advertising messages in 1964 compared to 6,750,000 in 1963. A detailed list of the publications used in 1964 and their circulation follows:

Publication	Pages	Circulation	Subject
American Ceramic Society Bulletin	6	9,107	Ceramics
American City	6	31,458	Paint, Calking Lead
American Painting Contractor	4	35,423	Paint
American Paint Journal	8	4,726	Paint
Business Week	12(2A)	433,826	Batteries, Pools, Anti-Vibration
Ceramic Age	6	8,136	Ceramics
Ceramic Industry	6	5,414	Ceramics
Electrical World	7	29,707	Cable, Batteries
Engineering News-Record	13	87,852	Anti-vibration, Sound, Paint, Pools, Roofing, Lead Wool
Factory	6	71,252	Anti-vibration, Batteries, Cable, Sound
Machine Design	7(2/3)	68,215	Properties and Uses
Material Handling Engineering	6	51,427	Batteries
Materials in Design Engineering	7(2/3)	33,566	Properties and Uses
Metal Products Manufacturing	6	17,125	Ceramics, Terne, Solder
Official Digest	8	4,000	Paint
Plumbing-Heating-Cooling Business	6	29,701	Calking Lead

Product Design & Development	7(2/9)	68,989	Solder
Product Engineering	6	73,058	Properties and Uses
Progressive Architecture	6	46,553	Anti-vibration, Roofing,
			Pools, Sound
Roofing-Siding-Insulation	6	11,730	Roofing
Total		1,120,565	

TRADE SHOWS AND CONTESTS

In 1964 the Association had display booths at four national trade shows as follows:

American Institute of Architects
Construction Specification Institute
Design Engineers
Plumbing Contractors

The Association has long felt that these shows have considerable value in providing a means of personal contact with users and potential users of lead. At the same time, the L.I.A. staff is provided with the opportunity of gaining first-hand knowledge of the needs and requirements of major segments of certain industries.

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

PUBLICITY, PAPERS AND LECTURES

In addition to the articles already mentioned, the staff either prepared or supplied material for several other published articles. They included:

<u>Title</u>	<u>Magazine</u>
How to Make Low Temperature Enamels Work	"Ceramic Industry"
Versatility and Ubiquity of Lead Pigments	"American Paint Journal"
Lead in Solder Glass	"The Glass Industry"
Lead Situation and Market Development	"American Metal Market"
	Special Lead-Zinc Issue
Introduction to Lead Section	"Year Book-American Bureau of Metal Statistics"

Likewise staff members presented their annual lecture on lead to graduate students at the Newark College of Engineering, a paper was presented at the annual meeting of the Metallurgical Society of A.I.M.E. and a paper on noise and vibration control at the Detroit meeting of the Society of Automotive Engineers.

INQUIRIES

While the total number of inquiries received by the Association declined slightly in 1964, the number of technical inquiries increased substantially, an indication we believe of the growing acceptance of the kind and type of advertising and promotion being offered.

The following table shows total inquiries received and handled by the L.I.A. staff, broken down by sources, in 1964 and 1963. The heading "Technical" means inquiries that require special handling such as by letters, phone calls or visits.

Source	1964			1963		
	General	Technical	Total	General	Technical	Total
Magazines	2,813	196	3,009	3,096	335	3,431
Press Releases	1,262		1,262	2,341		2,341
"Lead"	2,014	217	2,231	1,884	273	2,157
Exhibits	1,222		1,222	815		815
Telephone	(a)	1,307	1,307	(a)	1,141	1,141
Personal Contact	(a)	408	408			(b)
Other	839	217	1,056	974	232	1,206
	8,150	2,345	10,495	9,110	1,981	11,091

(a) Included in other categories

(b) No record kept

Based on a 250-day working year this means a total of 42 inquiries per day in 1964 against 44 per day in 1963. This includes 9 technical inquiries per day in 1964 and 8 per day in 1963.

LITERATURE DISTRIBUTION

Literature and publication distributed through inquiries (L.I.A.'s own bulk mailings are listed elsewhere) totaled 63,638 copies in 1964 compared to 56,892 copies in 1963. As frequently happens one enquirer may write requesting a dozen or several hundred copies of L.I.A. literature for his own distribution or a single enquirer may get four or five pieces of literature pertaining to his particular problem. It is for these reasons that the quantity of literature distributed far exceeds the number of inquiries.

Our advertising and publicity and the new literature available from year to year have a strong influence on the subject and quantity distributed, but even more important is the wide breadth of interest in lead products expressed by the following breakdown:

Subject	1964	1963
Alloys	135	94
Batteries	21,782	19,089
Bearings	158	254
Cable	894	1,333
Ceramics	3,635	2,284
Corrosion	3,150	4,386
Paint	1,378	1,198
Plumbing	3,585	2,916
Pools & Planters	1,181	4,776
Radiation	2,021	1,905
Roofing & Flashing	3,468	2,465
Solder	1,671	483
Sound Attenuation	9,853	5,685
Vibration Control	5,687	4,834
Miscellaneous	5,040	5,190
	63,638	56,892

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

Sam. D. Strauss
President

Verified by

R. L. E. 3-7-6
Treasurer

Annual Report
for the Year 1964

The Treasurer respectfully submits the report of the audit of the accounts of the Association as of December 31, 1964 by Maskins & Sells, as follows:

MASKINS & SELLS
Certified Public Accountants

Two Broadway
New York 10004

March 18, 1965

ACCOUNTANTS' OPINION

Lead Industries Association, Inc.:

We have examined the balance sheet of Lead Industries Association, Inc., as of December 31, 1964 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, 1964 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

LEAD INDUSTRIES ASSOCIATION, INC. Balance Sheet, December 31, 1964

A S S E T S

CASH:	
Operating funds (including savings bank deposits, \$255,390.92).....	\$377,897.37
Employees Pension Plan Fund (savings bank deposits).....	18,229.51
Total cash.....	\$396,126.88
ACCOUNTS RECEIVABLE.....	725.00
ADVANCES FOR TRAVEL EXPENSES.....	2,625.00
AIR TRAVEL DEPOSIT.....	425.00
PREPAID ADVERTISING.....	1,538.88
TOTAL.....	\$401,440.76

LIABILITIES AND RESERVES

ACCOUNTS PAYABLE.....	\$ 12,950.14
MEMBERSHIP ASSESSMENT RECEIVED IN ADVANCE.....	77,717.75
RESERVES:	
General Fund.....	\$135,213.75
International Lead Zinc Research Organization Fund.....	157,379.61
Employees Pension Plan Fund.....	18,229.51
Total reserves.....	310,822.87
TOTAL.....	\$401,440.76

See Notes to Financial Statements.

LIA23322

LEAD INDUSTRIES ASSOCIATION, INC.
STATEMENT OF INCOME, EXPENSES, AND RESERVES
FOR THE YEAR ENDED DECEMBER 31, 1964

	TOTAL	GENERAL FUND	INTERNATIONAL LEAD ZINC RESEARCH ORGANIZATION FUND	EMPLOYEES PENSION PLAN FUND
INCOME:				
Membership assessments.....	\$1,024,766.00	\$515,169.00	\$509,537.00	\$ 12,000.00
Transfers between funds.....		(12,000.00)		991.50
Interest on savings bank deposits.....	37,691.12	5,727.90	6,001.72	
Miscellaneous (including sales of publications).....	305.90	305.90		
Total income.....	1,037,753.02	509,202.80	\$15,610.72	12,991.50
EXPENSES:				
Salaries and payroll taxes.....	244,589.07	174,829.82	71,759.25	
Rent and light.....	30,884.73	20,464.54	10,420.19	
Office supplies and services.....	17,292.02	4,697.39	12,594.63	
Travel.....	38,048.17	22,736.89	15,311.28	
Association dues.....	2,809.29	2,175.12	234.17	
Entertainment and luncheons.....	6,261.43	6,678.91	1,582.72	
Meetings (net of fees, \$4,954.27).....	3,732.41	2,332.41		
Telephone and telegraph.....	7,817.63	3,837.87	3,979.80	
Books and subscriptions.....	1,980.08	1,206.60	773.48	
Business insurance.....	1,006.76	711.67	295.14	
Group life insurance.....	1,713.28	1,320.78	392.50	
Printing.....	537.06	537.06		
Mailing.....	8,864.04	5,963.17	2,900.87	
Test program.....	1,600.00	1,000.00		
Legal, accounting, and consultation fees.....	9,713.63	2,240.20	7,473.43	
Moving expense.....	1,805.04		1,805.04	
Technical writing.....	4,949.79		4,949.79	
Pension plan costs (research program employees).....	3,084.50		3,084.50	
Architectural services.....	1,555.28		1,555.28	
Furniture and fixtures.....	4,477.37	2,152.69	4,324.68	
Office alterations.....	13,126.66	10,675.40	2,451.26	
Abstracting service.....	8,862.34	6,862.34		
Product development and contingencies.....	475.79	475.79		
Miscellaneous.....	8,603.49	7,486.51	1,116.98	
Cost of publications, net (see Schedule 4).....	66,257.37	66,257.37		
Advertising and promotions (see Schedule 5).....	209,411.46	209,411.46		
Research projects (see Schedule C).....	368,504.61		368,504.61	
Expenses - net.....	1,070,996.02	555,754.40	\$15,741.62	
EXCESS OF INCOME OVER EXPENSES FOR THE YEAR.....	(33,243.00)	(46,551.60)	77.10	12,000.00
RESERVES, JANUARY 1, 1964.....	368,600.87	181,765.35	157,722.51	29,923.01
	335,397.87	135,213.75	157,379.61	42,804.51
DEDUCT - Deposit paid on deposit administration group annuity contract for the year 1964.....	24,575.00			24,575.00
RESERVES, DECEMBER 31, 1964.....	\$ 310,822.87	\$135,213.75	\$157,379.61	\$ 18,229.51

() Denotes red figure.

See Notes to Financial Statements.

LIA23323

LEAD INDUSTRIES ASSOCIATION, INC.

FOR THE YEAR ENDED DECEMBER 31, 1968

COST OF PUBLICATIONS, NET

SCHEDULE A

"Lead".....	\$ 31,309.91
Construction & Architectural Flyers.....	2,381.30
Reprints.....	5,075.50
Supplements to "Lead in the Ceramic Industries".....	1,473.11
Sweet's Catalogs.....	11,944.85
Pooling Handbook.....	3,020.00
Motive Power Batteries Booklet.....	3,550.77
"Organolead Chemistry".....	1,324.90
"Lead Work for Modern Plumbing".....	3,445.14
Lead Symposium.....	948.42
Industrial Truck Booklet.....	1,455.30
TOTAL.....	\$ 66,257.37

ADVERTISING AND PROMOTION

SCHEDULE B

Advertising space:	
Solder.....	\$ 10,096.05
Terraplate.....	7,176.44
Batteries.....	32,707.70
Construction.....	20,518.06
Design.....	5,757.10
Ceramics.....	9,508.65
Vibration control.....	17,766.64
Scand.....	5,541.17
Table.....	8,850.42
Pigments.....	14,841.05
Plumbing.....	6,195.55
TOTAL.....	139,562.39
Advertising production.....	20,633.24
Conventions and exhibits.....	14,895.43
Apprentice contest.....	1,175.54
Health & Safety Information Service.....	19,101.96
Publicity.....	4,493.52
National Shooting Sports Foundation.....	500.00
Miscellaneous.....	2,247.24
TOTAL.....	\$209,811.24

LEAD INDUSTRIES ASSOCIATION, INC.

RESEARCH PROJECTS
FOR THE YEAR ENDING DECEMBER 31, 1968

SCHEDULE C

Vibration Attenuation - Goodfriend & Associates.....	\$ 6,066.81
Lead Powder Metallurgy - U. of British Columbia.....	16,549.00
Reinforced Lead - I. I. T.	1,702.72
Sound Attenuation - Goodfriend & Associates.....	9,310.77
Lead Coated Steel Can Stock - U. of British Columbia.....	1,172.56
Joining Lead to Lead - ASAR.....	6,397.79
Lead Powder Metallurgy etc. - ASAR.....	7,157.29
Lead Metallurgical Fellowship - Queensland U.....	3,945.19
Plumbing Applications of Lead.....	3,100.00
Further Development of the D.W. Process - Broken Hill.....	9,047.50
Ceramic Fellowships.....	19,469.76
Lead Organic Compounds - Organisch F.R.G.	45,460.05
Organolead Chemistry - Quartermaster, U. S. Army.....	9,407.06
Pigments for water Soluble Vehicles - Eagle-Picher.....	13,241.77
Air Drying water Reducible Paints - Eagle-Picher.....	4,271.81
Variation of Atmospheric Lead Concentration - Stanford.....	(110.14)
Lead Compounds As Lubricants - Ethyl.....	32,473.96
High Speed Plating of Lead - Graham, Savage & Associates.....	26,750.79
Corrosion Research Council.....	500.00
Abstracting Service.....	8,016.25
Ceramic Coating for Cementitious & Metallic Surfaces - I. I. T.	14,758.74
Litharge Glycerine Cement - Varsley Research.....	3,754.33
Improving Textile Materials, etc. - U. S. Dept. of Agriculture.....	9,266.00
Lead Concentration in an Ambient Atmosphere - Bellingham.....	45,000.00
Testing Organolead & Compounds - Lancaster Foundation.....	11,279.77
Lead Anodes in water Purification - Water Pollution.....	(374.42)
Lead Composite Cable Sheathing - Dynatech.....	11,543.51
Lead Composite Products in Construction - Ludlow.....	300.00
Properties of Molten Lead & Lead Alloys - Canadian Lead Zinc.....	5,413.75
Corrosion of Lead in Various Media - Battelle.....	16,685.47
Toxicology Screening of New Lead Compounds -	
Ind. Bio-Test.....	1,450.00
Effect of Oxygen on Lead Fatigue Cracking - U. of Melbourne.....	1,017.95
Anti-Fouling Marine Paints - Litter LBS.....	2,548.30
Application of Powder Metallurgy to Lead Acid Batteries -	
Eagle-Picher.....	4,164.76
Lead Coatings for Concrete - Ethyl.....	5,893.77
Support of Naval Research on Lead Acid Batteries -	
Eagle-Picher.....	4,550.05
Joining of Particulate Lead Products - Mud.....	1,332.16
Lead Compounds for Mud Preservation - British Columbia	
Research Council.....	4,972.83
Application of Lead for Acoustical Use in European Building	
Partitions - Technische Universitat.....	2,887.48
TOTAL.....	\$348,406.43

() Denotes red figure.

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. In 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 Makers Life Company effective from January 1, 1963. The Contractholder's fund balance at January 1965 was \$103,200.29.

The aggregate balance of \$18,229.51 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 \$81,625.00 of general membership subscriptions.

April, 1965

MEMBERS OF THE LEAD INDUSTRIES ASSOCIATION, INC.

Allied Smelting Corp.	5115 W. Lincoln Ave.	Milwaukee, Wis. 53214
Alpha Metals, Inc.	Box 34, Bergen Station	Jersey City, N.J. 07304
American Metal Climax, Inc.	1270 Ave. of the Americas	New York, N. Y. 10020
American Smelting & Refining Co.	120 Broadway	New York, N. Y. 10005
American Zinc, Lead & Smelting Co.	Paul Brown Bldg.	St. Louis, Mo. 63101
The Anaconda Co.	25 Broadway	New York, N. Y. 10004
The G. A. Avril Co., Lead Products Div.	P. O. Box 12050	Cincinnati, Ohio 45212
Bers & Co., Inc.	Ashland & Lewis Sts.	Philadelphia, Pa. 19124
*Broken Hill Associated Smelters Proprietary Ltd.	95 Collins St.	Melbourne Cl, Australia
*Broken Hill South, Ltd.	Box 1291 K	Melbourne, Australia
The Bunker Hill Co.	Box 194 C, GPO	Kellogg, Idaho 83837
	Box 29	
Cambridge Smelting Co.	100 Pacific St.	Cambridge, Mass.
Cerro Sales Corp.	300 Park Ave.	New York, New York 10022
Circle Wire & Cable Co.	5500 Maspeth Ave.	Maspeth, L.I., N. Y.
*Compania Minera Asarco, S.A.	Apartado 38 Bis	Mexico 1, D. F.
*The Consolidated Mining and Smelting Co. of Canada Ltd.	Box 1510 Station "B"	Montreal 2, Canada
	630 Dorchester Blvd. W	
Day Mines, Inc.		Wallace, Idaho 83873
Delco Remy Div., General Motors Corp.	2401 Columbus Ave.	Anderson, Ind. 46011
Dickson Weatherproof Nail Co.	Box 590	Evanston, Ill. 60204
Dixie Lead Co.	Box 8625	Dallas, Texas
E.I. du Pont de Nemours & Co.		Wilmington, Del. 19898
The Eagle Picher Co.	American Bldg.	Cincinnati, Ohio 45201
The Electric Storage Battery Co.	Box 8109	Philadelphia, Pa. 19101
Ethyl Corp.	100 Park Avenue	New York, N. Y. 10017
Evans Lead Div., National Lead Company	Box 1467	Charleston, W. Va. 25325
Federated Metals Div., American Smelting & Refining Co.	120 Broadway	New York, N. Y. 10005
Aaron Ferer and Sons Co.	101-19 S. 8th St.	Omaha, Neb. 68102
*The Firestone Tire & Rubber Company	Box F, Firestone Pk.	Akron, Ohio 44317
Gardiner Metal Co.	4820 S. Campbell Ave.	Chicago, Ill. 60632
Goldsmith Bros. Div. of National Lead Co.	111 N. Wabash Ave.	Chicago, Ill. 60102
Hammond Lead Products, Inc.	5231 Hohman Ave.	Hammond, Ind.
Hacila Mining Co.		Wallace, Idaho 83873

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April, 1965

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.	Box 1341	Houston, Texas 77001
Lucky Friday Silver-Lead Mines Co.		Wallace, Idaho 83873
John R. MacGregor Lead Co.	4520 W. 15 St.	Chicago, Ill. 60623
Metalead Products Corp.	2901 Park Blvd.	Palo Alto, Calif.
Metals Disintegrating Co.	Box 290	Elizabeth, N. J.
Murdock Lead Co.	Box 5298	Dallas 22, Texas
National Lead Co.	111 Broadway	New York, N.Y. 10006
Newmont Mining Corp.	300 Park Ave.	New York, N.Y. 10022
*North Broken Hill, Ltd.	Box 1903R, GPO	Melbourne, Australia
The L. R. Catey Company	4700 W. 160th St.	Cleveland, Ohio 44135
Olin Mathieson Chemical Corp.		East Alton, Ill.
Pend Oreille Mines & Metals Co.	Old Natl. Bk. Bldg.	Spokane, Wash. 99208
Phelps Dodge Copper Products Corp.	300 Park Ave.	New York, N.Y. 10022
Revere Copper & Brass, Inc., Foil Division	196 Diamond St.	Brooklyn, N.Y. 11222
Revere Smelting & Refining Corp.	387 Avenue P	Newark, N.J. 07105
St. Joseph Lead Co.	250 Park Ave.	New York, N.Y. 10017
Shattuck Denn Mining Corp.	320 Park Ave.	New York, N.Y. 10022
*Societe Miniere et Metallurgique de Penarroya	12 Place Vendome	Paris 1, France
Sunshine Mining Co.	West 300 Mission Ave.	Spokane, Wash. 99201
Tsumeb Corporation Limited	300 Park Ave.	New York, N.Y. 10022
U.S. Smelt. Ref. & Mining Co.	P. O. Box 2137	Boston, Mass. 02106
The Victory White Metal Co.	6100 Roland Ave.	Cleveland, Ohio 44127
Hyman Viener & Sons	P. O. Box 573	Richmond, Va. 23205
Vulcan Lead Products Co.	1545 W. Pierce St.	Milwaukee, Wis. 53204
Western Lead Products Co.	P.O. Box 2291	City of Industry, Calif.
Willard Lead Products Co.	101 E. Griffith St.	Charlotte, N.C. 28203
*The Zinc Corp. Ltd.	Box 384 D, GPO	Melbourne, Australia

*Associate Member