

LEAD INDUSTRIES ASSOCIATION, INC.

892 MADISON AVENUE

NEW YORK, N. Y. 10017

TELEPHONE - AREA CODE 212
ON 8-2222SUBJECT TO REVISIONINDUSTRY DEVELOPMENT COMMITTEE MEETING MINUTES

New York, N. Y.

October 31, 1966

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 Monday, October 31, 1966

PRESENT

J. S. Smart, Jr. Chairman
W. J. Veenis
G. A. Larson
R. J. Hopkins

H. M. Lewis
M. Bonyngs
F. de Montmorin

V. E. Dorman

D. J. Herts

REPRESENTING

American Smelting & Refining Co
Anaconda Sales Co.
The Bunker Hill Co.
The Broken Hill Associated Smelters
Pty. Ltd. (Austral Development
Ltd.)

Cominco Ltd
St. Joseph Lead Co.
Societe Miniere & Metallurgique de
Penarroya (International Selling
Co.)

Trusub Corp. Ltd.
(Ametalco Inc.)

U. S. Smelting Refining & Mining Co.

GUESTS

F. J. Callahan
S. F. Radtke

American Metal Climax Co.
ILZRO

STAFF

J. L. Kimberley, Executive Vice President
D. M. Borcina, Secretary-Treasurer
C. A. Baker
B. Fader
D. G. Fowler



Look Ahead with Lead

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J. M. McHward
E. D. Martin
J. F. Smith
R. B. Travis
R. I. Walley

The Chairman called the meeting to order at 9:45 A.M.
The Secretary reported that a quorum was present.
The minutes of the meeting of March 29, 1966 were approved.

FUNDS APPROVED FOR ADHESIVE BOOKLET

The Secretary exhibited the layout and manuscript for a booklet on adhesive bonding of lead based on the ILZRO project LM-44. The committee was asked to approve the use of \$2,000 from the Contingency Fund of the 1966 budget for the publication of this booklet. It was moved, seconded, and unanimously carried that such a transfer of funds be made and the booklet be printed.

1967 BUDGET APPROVED

The Secretary then presented the proposed 1967 budget as sent to members on October 17, 1966. He explained that implementation of all suggested 1967 activities would result in an assessment of \$1.45 per ton, but that the budget had been revised and, as submitted in revised form, would entail an assessment of less than \$1.25 per ton. He then noted the revision and the Committee considered the revised budget in detail.

With respect to the Health and Safety Public Relations Program the Executive Vice President stated that the proposed size of this program had been reduced from \$300,500 to \$200,000, and that this action was taken as a result of a recommendation made by the three man (Messrs. Englehorn, Drewes, Strauss) Public Relations Committee for Health and Safety at its meeting early this month.

A motion was then made, seconded and unanimously carried to recommend the adoption of the revised 1967 budget as follows:

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Administrative and Technical Services	\$323,150
Advertising, Publications and Promotion	354,200
Motion Picture Distribution	16,000
Health and Safety Public Relations Program	200,000
Miscellaneous, Including Contingencies	<u>27,150</u>
	\$920,500

Details of the recommended budget are attached as Exhibit "A".

1967 RATES PER TON

The Secretary suggested that consideration might be given to increasing the financial participation of the general membership in the Health and Safety Public Relations program. He stated that preliminary discussions with some members had indicated their acceptance of an increase from 15 per cent of membership subscription (as for 1966) to 30 per cent in 1967.

He also estimated that the Association would end the year with an operating fund of \$174,500, thus providing \$74,500 for 1967 operations.

On the basis of the suggested increase in General Membership Subscriptions and the use of the year-end surplus he reported that 1967 subscription rates would be as follows:

MEMBERSHIP SUBSCRIPTION

RATES PER TON

	Membership	Health & Safety Public Relations Program (30% of Membership)	Total
Miners			
Manufacturers,	160	4.80	20.80
Smelters & Refiners	4	1.2	5.2
Assembled Articles	2	.6	2.6
Estimated Receipts	\$100,000	\$30,000	\$130,000

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INDUSTRY DEVELOPMENTRATES PER TON

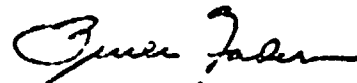
	<u>Industry Development</u>	<u>Health & Safety Public Relations Program</u>	<u>Total</u>
Sale of Pig Lead in the U. S.	91¢	28¢	\$1.19
Estimated Receipts	\$546,000	\$168,000	\$714,000

A motion was then made, seconded and unanimously approved to recommend to the Board of Directors that the suggested subscription rates for 1967 be approved.

AIR POLLUTION TEST PROGRAM

The Health and Safety Director informed the committee that air pollution legislation was pending in the Commonwealth of Pennsylvania and that whatever legislation was adopted there would probably become a model law for other states. He proposed that the Association undertake testing of the atmosphere at several lead plant boundaries in the state so that reliable data would be at hand to supply to the legislators. It was the consensus of the meeting that the Association might rightfully provide funds for such testing but it was specifically clear that the question of whether the tests should be undertaken was for decision by the Board of Directors.

There being no further business, the meeting was adjourned at 12:30 P.M.



Bruce Fader
(Secretary to the Committee)

BF:cmd

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RECOMMENDED 1967 BUDGETSUMMARY OF ALL PROGRAMS

The summary of all recommended 1967 programs is given below. A summary and details of each of the programs listed is attached with the exception of the Public Relations Program and the Health and Safety which is reported in the minutes of the meeting.

	<u>Approved 1966</u>	<u>Proposed 1967</u>
Administrative and Technical Service	\$349,100	\$323,150
Advertising, Publications and Promotion	293,900	354,200
Motion Picture Distribution	15,000	16,000
Health and Safety Information Program	31,300)	
Health and Safety Public Relations Program	111,000)	200,000
Miscellaneous, including Contingencies	26,150	27,150
	<u>\$826,650</u>	<u>\$920,500</u>

1967 Projected Income and Disbursements

From Reserve	\$ 74,500
Membership Subscriptions	130,000
Pig Lead Sellers	<u>716,000</u>
Total Receipts	\$920,500
Disbursements	\$920,500

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Administrative and Technical Service

	Approved 1966	Recommended 1967
Robert L. Ziegfeld-Memorial	\$ 16,290	\$ -
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
	\$349,100	\$323,150

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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	33,900	24,200
Solder, Terms and Design Engineering	29,000	35,600
Advertising Space Production and Miscellaneous	24,000	25,000
 <u>New Programs</u>		
Industrial Safety Color Coding	-	42,900
 <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

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ADVERTISING, PUBLICATIONS AND PROMOTIONArchitectural 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 caulking 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.

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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 electric 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.

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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	31,900	2,000	33,900

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

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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

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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

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

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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

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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	1,300	1,300
National Shooting Sports Foundation	650	650
Steel Structures Painting Council	(a)	1,000
Contingencies	15,000	15,000
	<u>\$26,150</u>	<u>\$27,150</u>

(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.

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.

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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

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
1966		15,000