

LEAD INDUSTRIES ASSOCIATION, INC.

202 MADISON AVENUE

NEW YORK 17, N. Y.

L.I.A. STAFF REPORT - 1963

Robert L. Ziegfeld, executive vice president
and the L.I.A. staff

Robert L. Ziegfeld, executive vice president and treasurer

Last year at this time I asked each of our staff to take you, figuratively, into the office for a few minutes and try to give you a first hand view of what goes on there in a typical day - the problems that arise, how they are met, and what we do for our money. I hope, at least, that you got the impression that we aren't just sitting on our hands, that we are the information and service center for anyone who is using or might use lead.

This year I have asked for a different approach in our staff report to you. I want them to tell you of the broad, planned program to increase the use of lead that we are conducting and of the major responsibility of each in carrying out this program. Not that there isn't a good deal of overlapping in responsibility. There is because of our small size. Also we cannot hope to cover every activity in this short time. They'll do their best, however, to give you members a clear picture of what your money is being spent for.

But before we go to the staff report, I'd like to give you my philosophy of the job we have to do. So, at the risk of being repetitious, I want to read from the introductory remarks in my printed report which has already been mailed to you. If you've already read them, so much the better but please bear with me.

Attached is a somewhat detailed report of the expanded promotional, advertising and technical service activities of the L.I.A. in 1962. It is well-nigh impossible in any such report to give a complete picture of all the diversified activities of the staff. Suffice it to say that it is quite clear that the Association's programs have resulted in a broad new interest in lead in many fields, have established L.I.A. as a technical center of information and help on the use of lead, and in specific areas have contributed to substantially increased applications of lead.

These statements may seem extravagant but we believe they are supported by the facts. The ceramics industries were among the first to receive the benefit of our more aggressive promotional efforts. In the five or six years since these efforts began the consumption of lead in these industries has increased by one-quarter to one-third. Despite the aggressive marketing of other pigments, even by lead manufacturers themselves, shipments of red lead have remained reasonably stable; last year were the highest since 1959. Sheet lead for architectural applications is a growing market, with antivibration pads and waterproofing for pools and planters alone now estimated in the neighborhood of 1,000 tons a year.

Presented at the 35th annual meeting -- Lead Industries Association, Inc., Drake Hotel, Chicago, Illinois, April 29, 1963.

 Look Ahead with Lead

Instead of thinking of new materials first and lead as a last resort, design engineers are asking by the hundreds at the outset what lead can do for them.

We believe that the members and directors of L.I.A., with the capable guidance of the Industry Development Committee and other committees charged with specific responsibilities, have wisely chosen a course of expanded marketing efforts, that if these efforts are sustained lead consumption will take on a new look, and that already substantial results can be traced. We believe that the salvation of the industry, far from lying with the development of new products and markets alone, leans very heavily on aggressive and intelligent marketing of existing products to take advantage of today's conditions.

Look at a few examples. There is nothing new in the use of lead in ceramics, but ceramics are finding new applications every day. Lead must be kept a part of these new applications like porcelain enamelled aluminum and electronic ceramics. The use of lead for waterproofing is ancient, going back to Roman baths, but architects are just beginning to lean heavily toward reflecting pools, fountains and planters to give character to plain and simple buildings. Lead waterproofing must be made standard practice against the competition of membranes and other metals. Anti-vibration pads have been used for nearly a half century, but as consciousness of the bad effects of vibration grows engineers must be made aware of the fact that lead can help them.

Automation in industry is ever increasing. If battery power is to get its share of the huge materials handling market, its advantages must be widely told. Recognition by engineers of the noise problem gives batteries a big selling point, just as it does the use of lead for sound-proofing.

These are just examples. It seems that the opportunities exist to expand our markets substantially and that we have the products to do it. What we need is the ability to recognize these opportunities as they occur and the courage and conviction to tell our story in the right way to the right people at the right time. We believe the industry has made a good start in doing that.

Now for a moment I'd like to switch to my Treasurer's hat and briefly summarize our audited financial statement, also already mailed to you. At the end of 1962 L.I.A. had total assets of \$606,000, of which \$148,000 was in the Employee's Pension Fund and practically all of the rest in operating funds. All of the Pension Plan money was in savings accounts, as well as \$178,000 of the operating funds.

Total reserves at the beginning of 1962 were \$561,000, total income during the year \$815,000, total expenses \$773,000, and total reserves at the year end \$603,000, showing an excess of income over expenses of \$42,000.

This is broken down as follows:

	<u>General Fund</u>	<u>Expanded Research Program</u>	<u>Pension Fund</u>
Reserves at beginning of 1962	\$180,000	\$290,000	\$131,000
Income during 1962	465,000	333,000	17,000
Expenses during 1962	401,000	372,000	none
Reserves end of 1962	244,000	211,000	148,000
Excess of Income over Expenses	64,000	- 39,000	17,000

The unusually large excess of income over expenses in the General Fund was occasioned by delays in producing certain publications for various reasons and is nearly all earmarked for use in 1963. The deficit in the Research Funds was prompted by the desire of the Directors to reduce reserves to a more moderate figure. If there are no questions, we'll proceed to the staff report.