

Report of Informal Meeting of the
Industry Development Committee

October 19, 1964

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Direct Mail Distribution

"Cleaning Radioactive Parts" (American Machinist)	-
"Symposium on Lead" (Archives of Environmental Health)	600

Literature of Other Organizations
Distributed:

"Lead Abstracts" (Lead Development Association)	7,300
"Organo-Lead Compounds" TNO, Utrecht, Holland	500

Direct mail distribution of L.I.A. publications, reprints and other literature will total just over 300,000 individuals and companies. He pointed out that where no direct mail distribution was made, the literature is used to handle inquiries.

Mr. Ziegfeld then asked Mr. Borcina to report on the inquiries received as a direct result of our promotional efforts. Mr. Borcina reported as follows:

INQUIRIES EMANATING FROM ALL SOURCES

(January 1 to September 30, 1964)

	<u>General</u>	<u>Technical</u>	<u>Total</u>
Space Advertising	1,685	153	1,838
Press Releases	1,156	-	1,156
"Lead" Magazine	1,685	169	1,854
Exhibits	1,222	-	1,222
Telephone & Personal Contact	"A" 700	1,280 162	1,280 862
Miscellaneous			
	<u>6,448</u>	<u>1,764</u>	<u>8,212</u>

"A" - No record kept of calls asking simply for literature.

Mr. Borcina pointed out that the "General" inquiries are those asking for literature while the "Technical" inquiries require personal visits or one or more letters handled personally by the staff.

As a result of these inquiries the following literature was distributed:

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LITERATURE DISTRIBUTED

(January 1 to September 30, 1964)

<u>Subject</u>	<u>Copies Distributed</u>	<u>Subject</u>	<u>Copies Distributed</u>
Alloys	125	Pools & Planters	1,040
Batteries	19,706	Radiation	1,598
Bearings	119	Roofing & Flashing	3,059
Cable	813	Solder	1,294
Ceramics	2,530	Sound	6,652
Corrosion	2,635	Anti-Vibration	4,520
Paint	967	Miscellaneous	3,792
Plumbing	2,744		
		TOTAL	51,594

HEALTH AND SAFETY PROGRAM

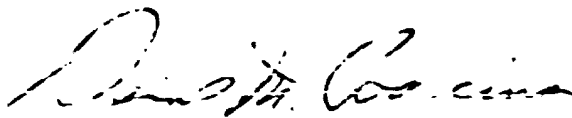
Mr. Ziegfeld then called on Don Fowler to report his activities on the Lead Health and Safety Information program.

Mr. Fowler reported that the details of publication of the Lettering Lead Abstracts had been fairly well solved. The delay was occasioned by the fact that considerable care has been exercised in the proper method of presentation of these data. He also stated that the same care has been the cause for delay in publishing the "Facts About Lead" booklets and the first issue of this will soon be ready. Approximately \$18,000.00 of the \$40,000.00 budgeted will be spent in 1964.

I.L.Z.R.O. PROGRAM FOR 1965

At the request of the chairman, Dr. Radtke reported that the Metallurgical, Chemical and Electrochemical Subcommittee budget meetings had been held and their recommendations totaled approximately \$620,000.00 to which administrative costs would be added. He pointed out however that the proposed 1965 research budget had not yet been approved by the Technical Steering Committee.

The Informal Meeting adjourned at 2:50 P.M.



David M. Borcina
Secretary

DMB:so

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SUMMARY OF 1964 ACTIVITIES
AND 1965 SUGGESTIONS

As decided at the preliminary I.D.C. meeting held on October 19, 1964, we are submitting herewith a summary of activities and budget data discussed verbally and in general terms at that time. This covers all activities of L.I.A., except research, and includes administrative, technical service, direct mail and space advertising, publicity, conventions and exhibits, health and safety and other L.I.A. programs.

The following table gives the subscription rates per ton for both membership and industry development (now combined in a single budget) for the last five years as well as figures on receipts and expenditures. The pension fund is not included.

GENERAL AND INDUSTRY DEVELOPMENT FUNDS

BUDGET RECAPITULATION

Rates per ton for Subscriptions

Year	Rates per ton for Subscriptions				Subscrip- tions Received	Other Misc. Receipts	Approved Budget	Expendi- tures	Cash on Hand Year End Genl. & I.D. Funds
	Mining	Refin.	Articles	Pig Lead Sales					
1960	20¢	5¢	2½¢	42¢	371,963	3,818	374,450	332,944	154,335
1961	12	3	1½	52	340,545	4,460	369,350	319,624	179,766
1962	16	4	2	65	471,560	4,660	461,000	412,133	243,853
1963	16	4	2	54	391,248	6,000	483,125	443,536	181,765
1964 Est.	16	4	2	80	515,331	6,000	622,700	571,400	131,696

At the membership rates listed above for 1964 it can be estimated that between \$85,000 and \$90,000 per year are derived from regular membership subscriptions paid by all members. It can further be estimated that for each 1 cent subscribed on pig lead sales for industry development about \$6,000 will be made available. This information should assist in estimating what rates would be needed to meet any specific budget for 1965.

A further discussion at the meeting is the possibility of a sizeable refund due to the fact that the By-Laws limit any one member's subscription to 25 percent of total subscriptions. Therefore in establishing rates per ton allowance must be made for subscribing the amount of the refund as well as the amount actually to be spent. The estimated refund for 1965 is in the neighborhood of \$50,000. Thus for the budget attached hereto an estimated rate of \$1.00 per ton would be required to maintain reserves at the level set by the Board of Directors, \$100,000.

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L.I.A. COMBINED BUDGET
(Excluding Research)

	Approved 1964	Estimated Actual 1964	Suggested 1965
<u>Administrative & Technical Service</u>			
Salaries	\$190,000	\$176,000	\$203,000
Insurance	3,000	2,000	2,000
Furniture, Fixtures & Equipment	2,000	2,000	2,000
Rent & Light	20,000	22,800	25,000
Travel	22,500	23,000	25,000
Entertainment & Lunches	3,500	4,100	4,000
Meetings	3,000	2,000	3,000
Office Supplies	3,000	5,000	5,000
Mailing & Express	5,000	6,000	6,000
Telephone & Telegraph	3,500	3,600	4,000
Annual Statistical Review	500	500	600
Association Dues	1,200	1,700	1,500
Books & Subscriptions	1,300	1,200	1,300
Transfer to Pension Fund	12,000	12,000	12,000
Test Programs	4,000	1,000	4,000
Legal, Consulting & Auditing Fees	2,000	2,300	3,000
Lead Abstracts	10,000	9,000	11,000
Office Alterations	5,000	11,000	-
Miscellaneous	6,000	7,000	6,000
Total Administrative & Technical Service	297,500	292,200	318,400
<u>Publications</u>			
Lead	32,000	32,000	32,000
Reprints	5,000	5,500	5,000
Construction & Flyers	3,500	2,000	3,500
Ceramic Supplements	2,000	2,000	2,000
Sweet's Catalog	11,500	11,500	13,000
Electric Truck Brochure	4,000	3,500	4,000
Monograph	1,500	-	1,500
Roofing	5,000	5,000	-
Ceramic Phase Diagrams	9,000	-	-
Industrial Truck Cost Calculator	-	1,500	-
Anti-Vibration	-	-	4,000
Lead Work for Modern Plumbing	-	4,000*	-
Yellow Traffic Paint	-	-	3,000
Proceedings, International Conference	-	-	1,500
Hoffman Translation	-	-	1,000
Total Publications	73,500	67,000	70,500

*Anticipated from Contingency Fund

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	Approved 1964	Estimated Actual 1964	Suggested 1965
<u>Space Advertising</u>			
Batteries	\$ 40,800	\$ 37,500	\$ 33,900
Architectural & Construction	19,300	19,600	23,200
Noise Control	7,500	7,900	14,800
Vibration Control	15,200	19,500	16,300
Solder	10,400	9,400	9,700
Cable	8,100	8,100	8,200
Ceramics	8,800	8,800	14,200
Pigments	16,000	16,000	15,400
Plumbing	6,000	6,000	6,200
Turne Plate	7,100	7,400	7,600
Design	6,000	6,000	5,900
Production	24,000	25,000	30,000
Miscellaneous	2,000	2,000	2,000
Total Space Advertising	171,200	173,200	187,000
<u>Miscellaneous Promotion</u>			
Health & Safety Information Service	40,000	18,000	35,000**
Conventions & Exhibits	15,000	15,000	17,000
Apprentice Contest	1,000	1,000	1,000
Seminars	4,000	-	4,000
National Shooting Sports Foundation	500	500	500
Publicity	5,000	4,000	-
Product Development & Contingencies	15,000	500	15,000
Total Miscellaneous Promotion	80,500	39,000	72,500

**To be reduced by any amounts contributed by I.L.Z.R.O. or L.D.A. toward the cost of the proposed Lettering Abstract Service.

RECAPITULATION

Administrative & Technical Service	297,500	292,200	318,400
Publications	73,500	67,000	70,500
Space Advertising	171,200	173,200	187,000
Miscellaneous Promotion	80,500	39,000	72,500
Total Expenditures	622,700	571,400	648,400
	<u>1964</u>	<u>1965</u>	
Balance, beginning of year	\$156,765	\$106,700	
Reserve for Movie	25,000	25,000	
	181,765	131,700	
Receipts	521,331	641,700a	
	703,096	773,400	
Est. Expenditures	571,400	648,400	
Balance, end of year	131,696	125,000	
Reserve for Movie	25,000	25,000	
Net Balance, end of year	106,696	100,000	

a. It is estimated that between \$85,000 and \$90,000 of this will come from regular membership subscriptions and another \$6,000 from interest, sale of literature and other sources.

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The following notes explain in more detail some of the foregoing items.

Administrative and Technical Service. Major changes in this part of the budget are the exclusion in 1965 of any cost of office alterations which were completed in 1964, reflection of slightly higher costs in most items partially due to the larger staff, higher rent due to the larger space now occupied, higher cost of LEAD ABSTRACTS due to larger circulation, and in salaries. A new technical service man and secretary were added in August, 1964, as authorized, their salaries for only five months being reflected in expenditures. They are included for the full year in 1965. Also it is recommended for 1965 that a full time advertising manager be added. The size of our advertising appropriation would now appear to warrant it and it would greatly relieve others on the staff now involved in considerable detail and release them for other productive work. To partly compensate for the extra salary it is suggested that he could handle the publicity formerly handled by our agency at a saving of \$5,000 elsewhere in the budget in 1964 under Miscellaneous Promotion.

LEAD. No changes in this highly successful publication are anticipated unless there be some unexpected increases in cost such as increased paper prices or increased circulation.

Batteries. This program got under full headway in the spring of 1963. A new booklet was issued in 1964. The support of electric utilities was again solicited and the response has been far beyond expectations. They again distributed to their industrial customers thousands of copies of our literature and ads and staged a number of promotions for electric industrial trucks at their own expense. In August a former public utility man was added to our staff and a large amount of his time is devoted to this promotion. This program has made such progress that we recommend continuance on much the same basis as at present, including field work, a new and revised edition of our COST CALCULATOR, and a slightly smaller advertising budget.

Solder. This was a new program in 1964 intended to broaden the use of solder by giving designers a better understanding of solders and soldering methods and what can be accomplished with them. Current established markets like automobiles and cans were not touched. The interest as measured by 620 inquiries in 9 months was far beyond expectation. A staff prepared article on SOLDER AND SOLDERING ALLOYS was reprinted from MACHINE DESIGN and used in answering inquiries. Arrangements have been made for publication of a companion article on soldering methods with particular reference to automation in METAL PRODUCT MANUFACTURING. No change is recommended in this program for 1965 and the article mentioned should be reprinted for use with the earlier reprint in answering inquiries.

Cable. This program has been running for several years. It was designed primarily to remind engineers and particularly young ones that lead is still a very important cable sheathing material. It consists of a modest advertising campaign in ELECTRICAL WORLD and FACTORY and a booklet published in 1963. With substitution for lead sheathes having apparently run its course and some increase in the use of lead, especially for extreme conditions, detectable it would appear wise to continue this program without change in 1965. Over

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800 copies of the booklet were distributed in the first 9 months of 1964.

Pigments. L.I.A. has been promoting lead pigments in one way or another for the last 20 years, patterning the program to meet current needs each year. For 1965 we recommend certain changes in detail but little change in the overall size of the program. We propose to concentrate on the people who buy and specify paint rather than those who make paint, and therefore suggest eliminating all Association advertising in AMERICAN PAINT JOURNAL and OFFICIAL DIGEST. We propose to use, however, as we did in 1964 AMERICAN PAINTING CONTRACTOR and ENGINEERING NEWS RECORD to promote lead metal protective paints like red lead and basic lead silico-chromate. We also propose to continue to promote yellow traffic marking paint containing lead chromate in AMERICAN CITY and intensify this promotion by adding RURAL AND URBAN ROADS. Since the latter paint is perhaps the fastest growing lead paint market today and new applications for it as a warning color are constantly being found, it is also suggested that a complete brochure on uses and formulations be issued. These recommendations have been endorsed by the Pigments Technical Committee.

Ceramics. This highly successful program has been in operation for a number of years and has without doubt contributed to the substantial expansion in the use of lead in ceramics. It can still contribute much more. To do so it is proposed to make some changes in the program and to expand it somewhat. No change is suggested in the intensive field work with enamelers, potters, glass makers and others in the ceramic industries, and supplements to our ceramic manual should continue to be issued. It is suggested, however, that advertising to the ceramic industries be moderately reduced because certain facts as to the need for lead in ceramics have been established to a point where now only a holding action appears necessary. On the other hand it appears that at long last porcelain enameled aluminum is ready for a major break-through. Enamelers have finally been convinced after much experimentation that they can successfully enamel aluminum only by using lead enamels. The alloys, the frits and the methods to produce a good, reliable product are now understood. Both Alcoa and Reynolds have started full color advertising of porcelain enameled aluminum to architects. The Porcelain Enamel Institute has reconstituted its Aluminum Council, in which L.I.A. is active, and has circulated some of our past ads to the Council. It appears time for L.I.A. to promote porcelain enameled aluminum through some full color advertising in PROGRESSIVE ARCHITECTURE. This would add our weight to the over-all effort and create a firmer position for lead in the minds of enamelers. The ads would be designed to sell an attractive, durable finish of a certain type rather than just aluminum, since aluminum people do not care whether they sell uncoated aluminum, baked enameled aluminum, anodized aluminum or porcelain enameled aluminum. We would also plan to merchandise the program through enamelers and the P.E.I. through reprints and by other means such as we are doing in our motive power battery program. The Ceramics Technical Committee has endorsed this program.

Architectural & Construction. Recently L.I.A. has been promoting lead for various architectural applications with emphasis on lead membrane waterproofing for reflecting pools, fountains, planters and the like, for roofing and miscellaneous building applications. Before the year end we hope to have published

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the previously approved lead roofing manual and a reprint of our 8-page Sweet's Catalog on lead membrane waterproofing. With these available we propose continuance of the advertising on a slightly larger scale and of the intensive technical service we have been providing architects and structural engineers, as well as trade show exhibits mentioned later.

Noise Control. For several years we have been promoting the use of lead modestly, on a case history basis, to prevent transmission of noise. Some commercial break-throughs have been accomplished such as the use of lead in removable walls, to solve special problems and in the form of leaded plastics. Several additional break-throughs seem to be pending like plenum barriers and office partitions but these still appear to be a year or more away. Meanwhile we believe that the momentum already achieved should be maintained preparatory to these further developments by continuing on a somewhat larger scale to keep practical applications and these properties of lead before architects, engineers and others concerned. It is proposed to do this through limited advertising and personal service.

Vibration Control. This is a program that has been conducted for some years both by L.I.A. in the form of case history advertising and by I.L.Z.R.O. through research. The use of lead in the form of lead-asbestos pads is relatively small but growing. I.L.Z.R.O. work should be completed probably by next spring. Meanwhile we feel that case history promotion should be continued as in the past. When the research is completed we believe a brochure should be published containing all pertinent favorable data from the research and field testing done through I.L.Z.R.O. and others, as well as design and specification information and up-to-date case histories.

Plumbing. This program was initiated in 1964 as a combined L.I.A.-I.L.Z.R.O. effort to preserve the calking lead market against mechanical lead-free joints being introduced by the cast-iron pipe industry. The research is continuing but has already produced information that has been presented to the plumbing industry in a series of ads, at the plumbing contractors trade show, and through reports presented at the L.I.A. annual meeting and the annual meeting of the American Society of Sanitary Engineers. We believe that both the research and defensive promotional aspects of this program should be continued on the same scale as in 1964.

Terne Plate. This program was started in 1964 largely as a result of installation of two new continuous terne coating lines at Araco and U.S. Steel and a talk on terne presented by the latter company at the L.I.A. annual meeting in 1963. It has consisted of a modest advertising program with inquiries turned over to the steel companies for follow-up. U. S. Steel has expressed great pleasure at the inquiries received and resulting development of some new applications, and have been sufficiently impressed to produce a new brochure on terne plate at their own expense, something not previously available. We believe that this modest program has already generated considerable interest in new uses for terne, that it has encouraged the steel companies to promote a little known product containing lead. The market is small but growing, some 2,500 tons of lead per year. Since gasoline tanks account for the major part

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of the market, efforts to find new uses are important in the event that efforts to replace tanks for gas tanks should ever become successful. This program should continue. L.I.A. is represented on an A.S.T.M. Task Group with U.S. Steel and Arisco to revise and simplify tanks plate specifications.

Design. This small program to bring new and interesting applications of lead as well as its possibilities and properties before design engineers has brought many fruitful inquiries and should be continued.

Health and Safety Information Service. This program to take a positive and constructive approach to the troublesome problems created by lead's toxicity was approved last year. As anticipated, only part of the original appropriation has been spent, largely due to the extreme care that must be exercised in the preparation and distribution of literature on this subject. However, it is expected that by the year-end arrangements will have been completed for publication and controlled circulation of the Kettering Abstracts and the first in a series of booklets presenting FACTS ABOUT LEAD TOXICOLOGY will be ready for distribution. When this program was first approved it was realized that it would be continuing in nature but that the cost might decline. The budget requested for it in 1965 is somewhat lower than for 1964 and would be further reduced by any financial support received from I.L.Z.R.O. and the Lead Development Association, London, toward the Kettering Abstracts.

Trade Show Exhibits. In 1964, as in recent past years, L.I.A. had exhibit booths at the annual conventions of the American Institute of Architects, Construction Specifications Institute and National Association of Plumbing Contractors, and the Design Engineering Show. All these are recommended for 1965. However, the Chemical Show occurs only in alternate years and 1965 is such a year. We should also exhibit in this show as in the past. A new show for 1965, being sponsored by the sponsors of the Design Engineering Show, is the Industrial, Commercial and Institutional Building Show. We believe L.I.A. should be represented in this. Thus a slightly higher figure is budgeted for trade shows in 1965.

Apprentice Contest. Support of this contest, sponsored by the Plumbers Union, through offering of prizes for lead work, supplying materials, and supplying a judge and lead work instructor should be continued.

Seminars. Although funds were provided for holding seminars in several possible application areas in 1964 they were not used. We still feel that it may be desirable to hold such seminars in 1965 and that provision should again be made for them.

Amunition. Our only 1964 expense in this large and growing lead market was to support the National Shooting Sports Foundation for a modest figure.

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We recommend that this be continued as the gun and ammunition manufacturers are doing an excellent job in promoting sports shooting through gun clubs and private and public game preserves and in protecting the industry against restrictive legislation. Our membership creates considerable good will, keeps us informed of impending legislation and of activities to promote shooting sports.

Publicity. No appropriation is recommended for outside publicity help if a professional advertising and public relations manager is added to the staff as recommended earlier. All publicity could then be handled by the staff.

Motion Picture. Several years ago a shooting script of a general motion picture on lead usage was prepared at a cost of \$3,000 as authorized and a reserve of \$25,000 was set up to take care of part of the production cost. A subcommittee appointed to recommend further steps and review the script felt at the time that production of such a general picture should be held up because of the possible immediate need for a promotional picture on some specific application of lead such as noise control. No further action has been taken but as a result of a discussion at the October 19, 1964 I.D.C. informal meeting the original script is being distributed to the entire committee, for discussion at a subsequent meeting.

Miscellaneous. There are other fields of lead usage in which we do not recommend formal Association programs at this time. For example, lead has enjoyed a large but highly competitive market for chemical construction but until more economical and less skilled methods of installing lead are developed we would not consider spending money in this direction. There are indications, however, from actual installations we have encountered, that the day may not be far off when adhesives may simplify the use of lead to a point where promotion would be justified. In nuclear radiation shielding we believe that members are now doing a comprehensive job that could not be appreciably enhanced by Association activity. In both these applications, however, we are providing technical service in response to many inquiries. Lead wool is a product under investigation by L.I.A. It appears to be another little-known lead product, liketerne plate, on which no information is available to the general public. One ad run by the Association in 1964 on lead wool brought so many inquiries that we were forced to prepare a brief mimeographed report on the properties and uses of the material since no such literature was available elsewhere. Another product we are investigating is lead molybdate orange, the market for which has increased from 2,500 tons to over 9,000 tons per annum in a little over 15 years.

The Association will continue to investigate market possibilities for any and all lead products and considers it its duty to report on and make recommendations for any area in which it believes markets can be expanded at reasonable cost.