

Lead Industries Association, Inc.

292 Madison Avenue • New York, N. Y. 10017 • Telephone: (212) 679-6020

SUBJECT TO REVISION

INDUSTRY DEVELOPMENT COMMITTEE MEETING MINUTES

New York, N.Y.

October 25, 1968

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 Friday, October 25, 1968.

PRESENT

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

G. P. Sorell
H. M. Lewis
M. Borynge
G. Levyns

V. E. Dorman
R. W. Conley

REPRESENTING

American Smelting & Refining Co.
Anaconda Sales Co.
The Bunker Hill Co.
The Broken Hill Associated Smelters
Pty. Ltd. (C. Tennant Sons & Co. Inc.)
Cerro Sales Corp.
Cominco Ltd.
St. Joseph Lead Co.
Societe Miniere & Metallurgique de
Penarroya (International Selling Co.)
Tsumeb Corp. Ltd. (Ametalco Inc.)
U. S. Smelting Refining & Mining Co.

GUESTS

P. V. Higgins
Carl Thompson

Edward H. Weiss & Company
Hill and Knowlton, Inc.

STAFF

J. L. Kimberley, Executive Vice President
D. M. Borcina, Secretary-Treasurer
R. Assadi
D. G. Fowler
W. E. Leonard
E. D. Martin
J. C. Roumas
J. F. Smith

LIA02283

The Chairman called the meeting to order at 9:45 A.M.
The Secretary reported that a quorum was present.
The Chairman reported on the untimely death of a long-time

It was the Chairman's desire with which the Committee concurred that the minutes include an expression that his invaluable aid and assistance and wise counsel in the affairs of the Association would be missed.

The minutes of the meeting of November 3, 1967 were approved.

1969 BUDGET

The Executive Vice President stated that the proposed 1969 budget as sent to members on October 14, 1968, had his full approval and that the Secretary would present the details to the Committee.

The Secretary reported that the proposed budget for 1969 totaled \$881,350, and then reviewed the various parts of the budget in detail. (See Exhibit "A")

During the course of the 1969 proposed budget presentation several actions were taken, one involving a change in the total budget and two others involving procedural changes with respect to LIA and ILZRO. The procedural actions taken were as follows:

LIA AND ILZRO Cooperation

Publications - The Chairman reported that a number of publications resulting from ILZRO research are being prepared, many of which are international in nature, e.g. the Lead Corrosion Handbook, and it was suggested that an Editorial Committee be established to review these proposed publications.

It was the Committee's recommendation that an Editorial Committee, composed of representatives of the members, LIA, LDA and ILZRO be formed. The Committee's primary purpose will be to determine the publication value of the various research reports and whether or not they should be published on a local or international basis.

LIA & ILZRO Health and Safety Liaison

The Executive Vice President reported that Don Fowler was leaving the Association as of December 31, 1968 and that Fowler and Roumas were currently supervising both LIA and ILZRO health and safety activities and, as a result, a close liaison currently existed.

LIA & ILZRO Health and Safety Liaison (Continued)

He pointed out however that the Fowler replacement will be employed directly by ILZRO and that Roumas would remain with LIA and that such a change must not be permitted to jeopardize this close relationship.

It was the Committee's recommendation that the close relationship now existing in LIA and ILZRO's Health and Safety programs be maintained by whatever means necessary including joint membership on the various committees now functioning in this area.

Change in Proposed 1969 Budget

ILZRO Car "Zincatura"

The Executive Vice President reported that the Zinc Institute's Advertising and Promotion Committee at its meeting on October 22-23, 1968 had recommended an 18-month promotional program on the ILZRO car totaling \$280,000 with 2/3 of this amount to be expended in 1969. He reported that ILZRO was planning some lead applications on the car, such as lead for soundproofing, DS lead for hydraulic and fuel lines, aterne plate gas tank and of course, a lead-acid battery and the use of high octane leaded gasoline. As a result it was suggested that LIA absorb 10 percent of the promotion cost. He pointed out that the \$3,500 now included in the budget was based on an early estimate of \$70,000 promotional effort to be expended over 18 months, half in 1969. ILZRO has reported that the car will be ready by July 1, 1969.

After discussion and on motion made, seconded and unanimously carried it was recommended that 5 percent of the total promotional effort with a maximum of \$10,000 be expended in 1969 by LIA for promotion of the ILZRO car. The Secretary reported that should this be spent no rate increase would be necessary.

LIA02285

1969 BUDGET AND RATES PER TON

On the basis of the Committee's recommendation to increase the participation of LIA in the promotion of the ILZRO car the Secretary reported on the projected 1969 income and disbursements as follows:

	<u>Regular</u>	<u>Health & Safety</u>
Estimated Balance, Jan. 1, 1969	\$100,203	\$67,512
Membership Assessments	120,000	
Pig Lead Sales	672,000	
Interest Earned on Savings	8,000	
Reimbursement for Literature and film "Lift Better Electrically"	5,000	
Miscellaneous	2,000	
Total Available	\$907,203	\$67,512
Estimated Expenditures, 1969	810,850	75,000
Operating Fund Balance Dec. 31, 1969	\$ 96,353	(\$ 7,488)

He then stated that the proposed income and disbursements for 1969 would not require any special assessment for Health and Safety, but did suggest an increase in the rate per ton for membership to realize approximately an additional \$20,000. Also that if the proposed budget was approved an increase in the rate per ton for pig lead sales in the U.S. would of necessity be increased from 90 cents to \$1.12.

A motion was then made, seconded and unanimously carried to recommend the adoption of the proposed 1969 budget and rates per ton as follows:

	<u>Recommended 1969 Budget *</u>
Administrative & Technical Service	\$330,300
Advertising, Publications and Related Promotions	401,900
Motion Picture Distribution	17,000
Health and Safety Public Relations Program	75,000
External Public Relations	35,000
Misc., Including Contingencies	26,650
	\$885,850

1969 BUDGET AND RATES PER TON (Continued)

<u>Membership</u>	<u>Rates Per Ton</u>
Mining	20¢
Manufacturing, Smelting and Refining	5
Assembled Articles	2½

Industry Development

Pig Lead Sales in U.S. \$1.12

CONSOLIDATION OF VARIOUS ACTIVITIES OF LIA AND ZI

The Executive Vice President reported that investigations were underway to determine if there would be any savings to both LIA and ZI in consolidating two activities of both Associations, namely a) the External Public Relations and Advertising programs and b) Motion Picture Distribution. A report can be expected at the 1969 Annual Meeting.

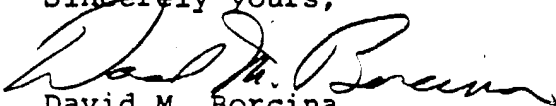
ZINC AND LEAD INTERNATIONAL SERVICE

The Executive Vice President reported that for over three years ZDA/LDA, London, has carried on promotional and development work in the developing areas of the world such as India, South East Asia, the Near East, South Africa and more recently an approach to South America. The funding in the past has been through ZDA/LDA money augmented by certain company contributions. It is now proposed for 1969 that the fund be enlarged to \$140,000 per year and the existing plan (for consideration by the LIA and ZI Directors) includes the provision that the LIA and ZI share equally 40 percent of the total or \$28,000 from each organization.

This proposal, the Executive Vice President pointed out, is not included in the budget recommendations just approved. As a result this expenditure if approved by the Board of Directors of LIA and ZI would increase the recommended 1969 rate per ton for Pig Lead Sales in the U.S. from \$1.12 to \$1.17.

There being no further business, the meeting adjourned at 3:30 P.M.

Sincerely yours,


David M. Borcina
Secretary, Treasurer

DMB:so
Att:
11/12/68

LIA02287

Table I

-1-

A - Gross Budget, Income, Expenditures - Balances 1960-1968

	<u>Income</u>				<u>Expenditures</u>	<u>Operating Reserves Year-end</u>
	<u>Approved Budget</u>	<u>Assessments</u>	<u>Other</u>	<u>Total</u>		
1960	\$374,450	\$371,963	\$ 3,818	\$375,781	\$332,944	\$154,385
1961	369,350	340,545	4,460	345,005	319,624	179,766
1962	461,000	471,560	4,660	476,220	412,133	243,853
1963	483,125	391,248	6,141	397,389	459,477	181,765
1964	622,700	515,169	6,033	521,202	567,754	135,213
1965	699,162	643,345	5,371	648,716	685,139	98,790
1966	826,650	812,896	12,899	825,795	739,739	184,846
1967	913,700	878,340	17,574	895,914	753,253	327,507
1968 (est)	841,905	627,103	32,600	659,703	819,495	167,715

Of income, the special assessment for Health and Safety accounted for \$96,657 in 1966 and \$206,087 in 1967.

B - Rates in c/ton

	<u>Membership</u>						<u>Industry Development</u>	
	<u>Mining</u>		<u>Manufacturing & Smelt. & Refin.</u>		<u>Assembled Articles</u>		<u>Pig Lead Sales</u>	
	<u>Regular</u>	<u>Health & Safety</u>	<u>Regular</u>	<u>Health & Safety</u>	<u>Regular</u>	<u>Health & Safety</u>	<u>Regular</u>	<u>Health & Safety</u>
1960	20c		5c		2½c		\$.42	
1961	12		3		1½		.52	
1962	16		4		2		.65	
1963	16		4		2		.54	
1964	16		4		2		.80	
1965	16		4		2		1.05	
1966	16	2.4c	4	.6c	2	.3c	1.10	15c
1967	16	4.8	4	1.2	2	.6	.91	28
1968	16	-	4	-	2	-	.90	-

LIA02288

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Table II - 1968 Income and Disbursements

Operating Fund, January 1, 1968	\$327,507
Income 1968:	
Memberships	101,819
Industry Development	525,284
Health & Safety Service Fee (ILZRO)	20,000
Miscellaneous	<u>12,600</u>
	\$987,210
Estimated Expenditures, 1968	<u>819,495</u>
Operating Fund, January 1, 1969 (est.)	\$167,715 (a)

(a) Includes \$67,500 unspent funds of the Health and Safety Public Relations Program.

Table III - Approved and Recommended Expenditures - 1968-1969

	Approved 1968	Estimated Actual 1968	Recommended 1969
<u>A - Administrative & Technical Service</u>			
1) Salaries	\$205,515	\$201,800	\$198,000 *
2) Payroll Taxes	7,500	5,700	7,500
3) Pension Premiums	18,000	16,635	18,000
4) Business & Group Insurance	3,500	3,500	4,000
5) Rent	19,440	19,440	16,500
6) Travel & Expenses	45,000	46,000	45,000
7) Annual & Committee Meetings	3,000	3,200	3,500
8) Professional Fees	4,000	5,000	5,000
9) Printing & Office Supplies	6,000	6,000	6,000
10) Telephone & Telegrams	5,400	6,000	6,000
11) Postage & Express	5,500	7,000	7,000
12) Subscriptions-Periodicals	700	800	800
13) Furniture & Fixtures	1,000	1,000	2,000
14) Office Services	8,000	8,000	8,000
15) Technical Association Dues	700	900	1,000
16) Miscellaneous	2,000	2,000	2,000
Total Administrative	\$335,255	\$332,975	\$330,300

* Takes into account:

a) Changes in the Health and Safety staff as occasioned by D. G. Fowler's resignation.

b) Provision for one additional clerk-typist

c) The full year salary of a present staff member hired midyear 1968.

LIA02289

d) Increases proposed for 1/1/69 or job anniversary.

Table III (Continued)

<u>B - Advertising, Publications & Related Promotions - Continuing Programs</u>		Approved 1968	Estimated Actual 1968	Recommended 1969
1)	Advertising Space Production & Miscellaneous	\$ 25,000	\$ 15,000	\$ 25,000
2)	Architectural & Construction	87,600	88,000	92,900
3)	Cable	14,300	14,300	23,800
4)	Industrial Batteries, Including Utility Salesmen's Education Program	75,000	77,500	59,500
5)	Pigments & Chemicals	26,000	26,000	26,000
6)	Product Promotion and Design Engr. (Formerly Solder, Terne & Design Engr.)	37,900	39,100	62,700
7)	"Lead" Magazine	37,000	42,000	45,000
8)	Conventions and Exhibits	16,000	18,020	20,000
9)	ILZRO Car - "Zincatura"	-	-	10,000
10)	Lead Abstracts	14,000	12,000	14,000
11)	Reprints of Technical Articles	10,000	7,000	10,000
12)	Test Programs	8,000	8,000	10,000
13)	Illustrations & Photography	3,000	2,500	3,000
		\$353,800	\$349,420	\$401,900
14)	Motion Picture Distribution: (Note 1 below)			
	a. General	\$ 16,000	\$ 16,400	\$ 15,000
	b. Bureau of Mines	2,000	1,050	2,000
		\$ 18,000	\$ 17,450	\$ 17,000
15)	Health & Safety Public Relations Program (Hill & Knowlton)	\$ 75,000	\$ 75,000	\$ 75,000
16)	External Public Relations (Note 1 below) (Ed. H. Weiss)	\$ 35,000	\$ 35,000	\$ 35,000
<u>Miscellaneous and Contingencies</u>				
17)	Lead Book (Monograph)	\$ 3,000	\$ 3,000	\$ 4,000
18)	Corrosion Handbook (ILZRO)	5,000	-	5,000
19)	Annual Review	1,000	-	1,000
20)	Apprentice Contest	1,200	1,200	1,500
21)	National Shooting Sports Foundation	650	650	650
22)	Electric Vehicle Council	500	500	500
23)	Steel Structures Painting Council	1,000	1,000	1,000
24)	Contingencies			
	a) General	3,000	3,300	3,000
	b) ILZRO	10,000	-	10,000
		\$ 25,350	\$ 9,650	\$ 26,650

NOTE 1 - Subject to revision downward depending on discussions and decisions related to consolidation with Zinc Institute activities in same fields.

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Table III (Continued)

<u>C - Summary</u>	<u>Approved 1968</u>	<u>Estimated Actual 1968</u>	<u>Recommended 1969</u>
Administrative & Technical Service	\$335,255	\$332,975	\$330,300
Advertising, Publications & Related Promotions	353,300	349,420	401,900
Motion Picture Distribution	18,000	17,450	17,000
Health & Safety Public Relations Program (Hill & Knowlton)	75,000	75,000	75,000
External Public Relations (Ed. H. Weiss)	35,000	35,000	35,000
Misc. including Contingencies	25,350	9,650	26,650
TOTAL	\$841,905	\$819,495	\$885,850

Table IV - Estimated 1969 Income and Expenditures and Rates Per Ton

	<u>Regular</u>	<u>Health & Safety</u>
Balance, January 1, 1969	\$100,203	\$ 67,512
Memberships Assessments	120,000	
Pig Lead Sales	672,000	
Interest Earned Savings	8,000	
Reimbursement for literature and film "Lift Better Electrically"	5,000	
Miscellaneous	2,000	
	<u>\$907,203</u>	<u>\$ 67,512</u>
Estimated Expenditures	810,850	75,000
Operating Fund Balance December 31, 1969	\$ 96,353	(\$ 7,488)

1969 RATES PER TON

<u>Membership</u>	<u>Rates Per Ton</u>
Mining	20c
Manufacturing and Smelting and Refining	5c
Assembled Articles	2½c

Industry Development

Pig Lead Sales In U.S. (Est. 600,000 tons)	\$1.12
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Recommended 1969 Budget - Program DetailsADVERTISING SPACE PRODUCTION COSTS - Table III B-1

Recommended	1969	\$25,000
Approved	1968	25,000

Production costs in 1968 were well below the approved budget for several reasons: One; the ads used did not lend themselves readily to as much color as LIA had anticipated, and two; less costly display rather than case history type ads were widely used.

In 1969 however, the recommended increased number of ads plus a return to case history type of ads and more color will necessitate the suggested amount.

ARCHITECTURAL AND CONSTRUCTION - Table III B-2

	<u>Space Advertising</u>	<u>Sweet's Catalog Files</u>	<u>Arch & Constr. Bulletins</u>	<u>Total</u>
<u>Recommended 1969</u>				
Architectural	\$52,700	\$10,700	\$5,000	\$68,400
Calking Lead	20,500		4,000	24,500
	\$73,200	\$10,700	\$9,000	\$92,900
<u>Approved 1968</u>				
Architectural	\$73,000	\$ 9,600	\$5,000	\$87,600
Calking Lead	NONE			NONE

A major change in the direction of promotional activities in the construction field is recommended for 1969. As indicated emphasis is being placed on the promotion of calking lead which has been a rapidly decreasing market due primarily to the competition from substitute jointing material. The U.S. Bureau of Mines reports consumption of calking lead for the last 5 years as follows:

1963	76,300	
1964	73,600	
1965	66,600	
1966	63,300	
1967	48,800	
1968 (6 Mos.)	24,200	LIA02292

The ILZRO research program on lead-calked cast-iron joints and their investigation of the corrosive effects of common sewage materials, various acids, caustics, etc. on the substitute jointing materials has been successfully completed. The research has indicated that lead calked joints are satisfactory at elevated temperatures, 200 deg. F., and that the substitute materials in accelerated corrosion tests show definite signs of deterioration. The report on this latter phase of the research was presented on October 6, 1968 at the annual meeting of the American Society of Sanitary Engineering. Interim

ARCHITECTURAL AND CONSTRUCTION (Continued)

reports on the effectiveness of lead calked joints at elevated temperatures were presented to this same group at two of their previous meetings.

The data developed by ILZRO will be used as the base for the recommended promotional program.

LIA places great importance on an immediate attempt to vigorously defend and recover the calking lead market with the new ammunition available. With the realization that budgetary limitations in this total market area should be considered, we have suggested cutbacks in the space advertising efforts for sound attenuation, roofing and flashing, waterproofing and other architectural applications of lead. It is hoped that the present emphasis on calking lead can be reduced materially within two years thus permitting a return to the 1968 level of activity in other areas of the architectural field.

Continuance of the Roofing and Flashing, Sound Attenuation and Waterproofing catalogs in Sweet's Architectural File, with the first two also in Sweet's Industrial Construction File is recommended.

It is also recommended that the direct mail program, LIA Architectural and Construction bulletins, be continued at the same level of expenditure.

A booklet on calking lead incorporating the ILZRO research results is planned to support our advertising effort. Distribution will be made to plumbing contractors, mechanical engineers, local, state and federal plumbing code officials and other plumbing industry representatives.

CABLE - Table III B-3

	<u>Space Advertising</u>	<u>Booklet</u>	<u>Total</u>
Recommended 1969	\$20,800	\$3,000	\$23,800
Approved 1968	14,300		14,300

This market after showing substantial increases in 1965 and 1966 declined about 5 per cent in 1967 to 63,000 tons.

LIA efforts continue to be directed primarily through space advertising to the electric utilities, consulting electrical and mechanical engineers and large industrial users of electric power. It is recommended that this effort be strengthened by increasing the number of ad insertions.

It is also recommended that LIA's booklet "Lead Sheathing for Power Cable" published in 1963 be revised, brought up-to-date and include examples of lead sheathing applications in communications cable.

INDUSTRIAL BATTERIES PROGRAM - Table III B-4

		<u>Space Advertising</u>	<u>Film & Maintenance</u>	<u>Literature</u>	<u>Misc.</u>	<u>Total</u>
Recommended	1969	\$55,500	\$ 1,000	\$3,000	-	\$59,500
Approved	1968	47,000	18,000	8,000	2,000	75,000

This market after showing considerable growth from 1960 to 1966 declined significantly in 1967. The figures follow:

	<u>Lead Consumed for Industrial Type Batteries *</u>
	<u>Short Tons</u>
1960	34,394
1961	31,610
1962	37,896
1963	40,164
1964	46,914
1965	51,226
1966	58,964
1967	52,130

* Source: Five Major Industrial Battery Mfgs.

Discussions with several of the important industrial battery manufacturers revealed that sales of batteries for industrial trucks and stationary battery application have actually increased and that the decline shown above is due to lower sales to Government account, a situation that may only be temporary.

The film "Lift Better Electrically" and the preparation of the accompanying literature was completed in 1968. Responses from several important electric utilities, LIA's industrial battery manufacturing members and some of the truck manufacturers have been most enthusiastic. Formal presentation of the film and literature to the entire electric industry was made at the meeting of Edison Electric Institute's Industrial Group on Sept. 18, 1968. As a result, a number of electric utilities are incorporating the film in their promotional sales programs.

For 1969 it is recommended that the space advertising program be re-oriented to include a major potential market, the steel fabricating and warehousing industry. This market is currently receiving the attention of the lift truck manufacturers, with sales emphasis on their internal combustion powered vehicles. LIA feels that there is on hand sufficient information on the use of electric vehicles in this industry to warrant a campaign on the advantages of electrics.

The education program among electric utility industrial salesman will reach its peak during 1969 and it has been designed so that very little extra effort or expense on the part of LIA will be necessary. Single prints of the film and accompanying literature for distribution to the industrial power salesman will be made available at \$65.00, approximately cost. Literature for distribution to the customers of electric utility companies attending their seminars, "Rodeos," trade shows will also be available to them at cost.

LIA02294

PIGMENTS AND CHEMICALS - Table III B-5

		<u>Space Advertising</u>	<u>Corrosive Inhibiting Paint Bulletin</u>	<u>Ceramic Supplement</u>	<u>Total</u>
Recommended	1969	\$22,000	\$4,000	-	\$26,000
Approved	1968	24,000		\$2,000	26,000

Continuation of promotional efforts in this field is recommended with an added effort in the marine field on behalf of anti-corrosive paints.

The activity on behalf of yellow traffic marking paints and metal protective paints now directed to architects, construction and highway engineers and public officials responsible for paint selection will be continued at a slightly reduced level so as to incorporate the proposed promotion in the marine field.

It is also recommended that a booklet on metal protective paints be prepared.

In the ceramic field it is recommended that the present small advertising program be continued and that no further supplements be issued to the manual "Lead in the Ceramic Industry." It is however suggested that in the next year or two a permanent booklet be prepared incorporating all of the data now included in the "Manual."

Though no accurate figures on consumption of lead in these fields are available, the total tonnage may be about 70,000 tons, 40,000 tons for paint pigments, the balance for ceramic industry.

PRODUCT PROMOTION AND DESIGN ENGINEERING Table III B-6
(Formerly Solder, Terne and Design Engineering)

		<u>Space Advertising</u>	<u>Sweet's Catalog File</u>	<u>Booklets</u>	<u>Total</u>
Recommended	1969	\$52,800	\$4,900	\$5,000	\$62,700
Approved	1968	34,200	3,700		37,900

The stimulation of the design engineer and the advancement of ideas useful to the original equipment manufacturer has long been a fundamental LIA communications program. LIA proposes to continue to inform this vital audience of new applications of solder and terne, to exploit successful instances of the use of lead in sound attenuation, batteries for portable equipment, ferrites, piezoelectrics etc.

A major part of the increased budget recommended is intended to be applied in extending our communications effort to business and metalworking management. LIA is currently addressing business management of the role lead now plays in contemporary architecture and industrial battery power. We want this audience to know more about how lead affects its interests: about lead soldering as a mass production tool, emergency standby power, battery-powered portable tools, etc. The immediate objective of this communications program is to inform industry management of the wide range of applications of lead and, more importantly, how he can use these materials in his own company's operation. Another value is that of having these leaders of business, social, municipal and national affairs know of lead in positive and constructive terms.

PRODUCT PROMOTION AND DESIGN ENGINEERING (Continued)

Included is a broadening of the solder space advertising program into other than the design engineering field to protect and perhaps expand this important market for lead, approximately 70,000 tons of lead a year. Competition from other materials is already affecting this market.

It is intended that this entire program be designed for flexibility so that existing and new products or uses of lead can be easily fed into the program. Developments from ILZRO can also be plugged in as they are made available.

It is also recommended that a booklet on solder be prepared and distributed.

GENERAL SUPPORTING PROGRAMS

The following programs support and implement all of LIA's promotional efforts and are a major part of the total activities.

"LEAD" MAGAZINE - Table III B-7

Recommended	1969	\$45,000
Approved	1968	37,000

"Lead" magazine continues to be one of LIA's most effective promotional efforts. Published three times in 1968 it is currently being distributed to 62,000 individual readers in the U.S. The total print order is 77,000 with 9,000 copies sold at cost to members and distributed by them. In addition 4,000 copies are supplied the Lead Development Association, England, and the Australian Lead Development Association.

The recommended increase is to provide for 4 issues in 1969 and higher costs of mailing and printing and to allow for the writing and layout previously handled by the staff to be handled by LIA's advertising and publicity agency. This was done during 1968 and was found to be most effective in freeing LIA personnel for more productive use of their time. LIA staff will continue to supply the agency with source material and will edit all prepared articles.

CONVENTIONS AND EXHIBITS - Table III B-8

Recommended	1969	\$20,000
Approved	1968	16,000

Trade shows are an effective means of introducing lead and its applications to audiences whose needs are specific. For this reason such shows provide an immediate common ground for discussion between the staff and the user. In no other area of promotional activity can this be done so economically.

The recommended increase is to provide for a new exhibit to replace one that has been used two years at 10 different shows.

Exhibits in 1969 are planned for the following:

Design Engineering Show
Plant Engineering & Maintenance Show
American Institute of Architects
National Plumbing Exposition
National Chemical Exposition

LIA02296

-10-

ILZRO CAR "ZINCATURA" - Table III B-9

Recommended	1969	\$10,000
Approved	1968	-

It is anticipated that ILZRO will include various applications of lead, sound-proofing, DS lead tubing, terne, a lead-acid battery and a motor requiring high octane leaded gasoline in the car now being built for them primarily to promote zinc automotive applications. It is expected that the car will be ready by July 1, 1969. It is recommended that LIA participate in the promotional expenses in 1969 to the extent of 5 percent of the total approved by the Zinc Institute but not to exceed \$10,000.

LEAD ABSTRACTS - Table III B-10

Recommended	1969	\$14,000
Approved	1968	14,000

Lead Abstracts, a monthly publication prepared by the Lead Development Association, England, with LIA's financial cooperation, has been useful. Roughly 1,500 copies per month are distributed in the United States by LIA.

REPRINTS OF TECHNICAL ARTICLES - Table III B-11

Recommended	1969	\$10,000
Approved	1968	10,000

Articles on lead prepared by the staff and by LIA's advertising agency through the publicity program have and will continue to appear in the trade press. Many of these articles when reprinted and distributed as direct mail to appropriate mailing lists prove to be useful and economical promotional tools.

TEST PROGRAMS - Table III B-12

Recommended	1969	\$10,000
Approved	1968	8,000 *

* The 1968 approved budget was for \$3,000. Early in the year an additional \$5,000 was approved for use in developing a battery powered lawn and garden tractor.

Battery Powered Bus--This project reported on last year was contingent on the cooperation of the Edison Electric Institute. They reacted negatively to the project and requested that if future developments warrant it they be given the opportunity to reconsider their position. In essence, their negative reaction was partly the result of the feeling that the battery industry and/or the lead industry should develop the battery required for the task.

Battery Powered Lawn and Garden Tractor--LIA with the approval of the President and Chairman of the Industry Development Committee is cooperating to the extent of \$5,000 in the development of a battery powered lawn and garden tractor. LIA is sharing the total development cost of \$10,000 with the Farm Electrification Council. Aircraft Dynamics, Inc. is the contractor and the program should be completed by Dec. 1, 1968.

LIA02297

TEST PROGRAMS (Continued)

Sheet Lead Roofing and Pool Linings--As reported last year LIA, in cooperation with National Lead Co. Laboratories and John F. Abernethy Co., have on test a new method of installing sheet lead roofs without the need of conventional expansion joints. The test roofing section has now been on exposure 18 months and results to date are most satisfactory.

The experimental reflecting pool lining, now on exposure over 40 months, is still performing beyond our expectations. An article on this test pool lining appeared in the July, 1967 issue of Architectural Record. As a result of this test, the architects, Harrison & Abramovitz, for the Albany, N.Y. State Capital redevelopment project have specified sheet lead to be installed for the reflecting pools in the same manner as the procedures used in the test installation. The pools total 125X750 ft. and will require 400 tons of lead.

No further funding appears to be necessary for the three previous projects.

Automobile Body Solders--LIA has investigated the application of automobile body solders at assembly plants in Detroit and Kansas City, Mo., and finds the plastics and automotive industry are expending considerable effort in an attempt to develop a suitable substitute for body solder. Fortunately, they have not yet made inroads in this market, but in our opinion it is only a matter of time, unless a more efficient and economical method for applying the solder is developed.

Equipment is available, and the technology exists, LIA believes, to develop a means of conveying the solder to the work area in a pasty condition. This might be accomplished either through a slush metal pipeline or improvement of a solder spray technique known to be in use at one Kansas City location. Of course, several other possibilities exist and would be investigated in cooperation with the automotive industry (Preliminary discussions with persons in the automotive industry indicate a willingness to cooperate in trying out any such improved application methods.)

It is proposed that a small committee of experts from the solder manufacturing members be organized to pursue this problem in an effort to forestall possible loss of a market estimated to consume 30,000 tons of lead annually. With cooperation of these members and suppliers of auxiliary equipment, development costs will probably not exceed \$5,000.

Calking Lead--The present methods of making leaded joints in cast iron soil pipe are archaic to say the least and time consuming. The lead is delivered to the job, melted and poured into the joint, allowed to solidify and then calked. The joint made this way is extremely satisfactory, has withstood the test of time and is widely accepted. However it is costly and LIA believes that a lead extrusion might be developed that could replace at least that part of the operation requiring melting and pouring on the job. LIA is planning to investigate the feasibility of some of the ideas and thoughts of the staff with member company laboratories and extruders. LIA recommends that funds be made available to develop a method of installing calked lead joints as outlined at a cost not to exceed \$5,000.

ILLUSTRATION AND PHOTOGRAPHY - Table III B-13

Recommended	1969	\$3,000
Approved	1968	3,000

Included in this item are the various charges for miscellaneous photographs, drawings and illustrations for various promotional activities.

MOTION PICTURE DISTRIBUTION Table III B-14 (See Note 1, Page 3)

		<u>Private Distribution</u>	<u>U.S. Bureau of Mines</u>	<u>Total</u>
Recommended	1969	\$15,000	\$2,000	\$17,000
Approved	1968	16,000	2,000	18,000

Distribution of LIA's film "The Lead Matrix" continues to be most satisfactory through private distribution and by the U.S. Bureau of Mines.

A summary of the film showings follows:

Private Distribution

	<u>General</u>		<u>Professional</u>		<u>TV</u>	
	<u>Bookings</u>	<u>Audience</u>	<u>Bookings</u>	<u>Audience</u>	<u>Telecasts</u>	<u>Audience</u>
1967	1,359	124,391	120	6,092	109	2,420,022
1968 (7 mos.)	913	60,147	57	2,485	80	1,777,352

Bureau of Mines

	<u>Bookings</u>	<u>Audience</u>
1968 (6 months) *	491	74,957

* Started in 1968

Included in the recommended 1969 budget for Private Distribution is the cost of distributing "The Paradox of Lead" a 2½ minute segment prepared from "The Lead Matrix" and incorporated into a 15 minute Television Cavalcade film that includes segments from other industrial films. A similar film to be made from "Lift Better Electrically" is recommended for 1969. There is no charge to LIA for the preparation of these films, however, there will be a distribution charge of \$5,250 for 300 guaranteed telecasts covering both films. This amount is included in the recommended 1969 budget figure.

A similar segment of "The Lead Matrix" was incorporated into a 10 minute film for presentation at first-run theatres throughout the country. During the week of Oct. 2-8, 1968 it appeared in 14 theatres in the New York Metropolitan area. Among the companies cooperating in this film are LIA, American Telephone & Telegraph Co., South African Tourist Corp., Leyland Motor Sales and Sears Roebuck. This film will run throughout 1969 without any further expenditure.

HEALTH AND SAFETY PUBLIC RELATIONS PROGRAM - Table III B-15

Recommended	1969	\$75,000
Approved	1968	75,000

Hill & Knowlton, Inc., continued throughout 1968 as LIA public relations counselors in Health and Safety and it is recommended that they continue to do so during 1969.

Hill & Knowlton, Inc. has been most helpful to the Association's staff in properly evaluating the various actions underway at Governmental levels and more importantly in the public press. Action at Governmental levels on restricting the amount of lead in the atmosphere has been receiving considerably less public attention but efforts in this direction are continuing though at a much slower pace and perhaps with more consideration being given to the problem. A case in point is the just recently enacted requirement in Albuquerque and surrounding county of a maximum of 10 micrograms of lead per cubic meter of ambient air averaged over a 30-day period. This, despite the fact that a 5 microgram requirement had already been enacted in the states of Pennsylvania, Montana and the city of Dallas.

Receiving more and more attention in the public press and by local health authorities is the problem of childhood lead poisoning. Again the Association feels it necessary to present fairly and accurately the industry's position in this regard and has under preparation with the assistance of Hill & Knowlton, a "Facts Bulletin" on this subject. The preparation and distribution of this bulletin is included in the recommended 1969 budget.

Also included in the overall budget recommended for 1969 is the continued publication and careful distribution of roughly 500 copies of the abstracts of the World's medical literature on lead prepared by Kettering. The gross cost of this activity is \$12,000. with LDA contributing \$1,000 and ILZRO \$2,500.

EXTERNAL PUBLIC RELATIONS - Table III B-16

Recommended	1969	\$35,000
Approved	1968	35,000

This program which was started in 1968 has proved a very effective and economical means of securing editorial treatment of lead and its uses in a wide range of publications. Despite the fact that it generally takes several months or more to get such a program started there was a fairly respectable amount of editorial space secured, over 1,000 column inches in the first six months of 1968. Much better results are expected during the last six months of the year.

The program has, as anticipated, relieved the staff of the burden of preparing and writing such articles and press releases allowing more time for the various technical duties that all are more qualified to handle. Continuation of the program is recommended.

MISCELLANEOUS AND CONTINGENCIES

Lead Book (Monograph)- Table III B-17

Recommendations	1969	\$4,000
Approved	1968	3,000

Dr. A. J. Phillips has practically completed the editing of the lead book and Reinhold Publishing Co. has agreed to its publication next year.

The major problem remaining is a careful indexing of the volume and it is anticipated that this can be done for approximately \$2,000. An additional \$2,000. is also recommended for art work, including new photographs.

Corrosion Handbook (ILZRO) - Table III B-18

Recommended	1969	\$5,000
Approved	1968	5,000

For the past three years funds have been budgeted but not expended for the international publication of a "Corrosion Handbook" based on information generated by Battelle under an ILZRO contract. An edited version of the "Handbook" has been distributed by ILZRO to the various development Associations for review. It is anticipated that publication will take place in 1969.

Annual Review - Table III B-19

Recommended	1969	\$1,000
Approved	1968	1,000

Provision was made in the 1968 budget to publish a statistical report entitled, "Annual Review - Lead in 1967" but unfortunately it was not prepared. Definite plans are now being made to publish a report for the year 1968.

Apprentice Contest - Table III B-20

Recommended	1969	\$1,500
Approved	1968	1,200

LIA has cooperated for a number of years with the Plumbers' Union and the employers by supplying pipe, sheet and calking lead for the use of contestants in the International Plumbers Apprenticeship Contest conducted each year at Purdue University. LIA recommends its continued cooperation.

National Shooting Sports Foundation - Table III B-21

Recommended	1969	\$650
Approved	1968	650

Recommend the continuance of membership in this organization. It is the only activity of the LIA in support of the ammunition industry.

MISCELLANEOUS AND CONTINGENCIES (Continued)

Electric Vehicle Council - Table III B-22

Recommended	1969	\$500
Approved	1968	500

In 1968, LIA accepted an invitation to become a charter member of the Electric Vehicle Council which was formed by the Edison Electric Institute. The purpose of the Council is to coordinate and promote the use of electricity to propel industrial, commercial, and passenger vehicles. LIA recommends that its membership be continued.

Steel Structures Painting Council - Table III B-23

Recommended	1969	\$1,000
Approved	1968	1,000

Recommend the continuance of membership in this organization.

Publication of Completed ILZRO Projects (Contingencies) - Table III B-24

		<u>ILZRO</u>
Recommended	1969	\$10,000
Approved	1968	10,000

Recommend a contingency fund for 1969 at the same level as 1968 for publication of completed ILZRO projects.

Miscellaneous Promotion Expense (Contingencies) - Table III B-24

Recommended	1969	\$3,000
Approved	1968	3,000

A contingency fund for miscellaneous promotion expense is recommended at the same level as 1968.

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