

BOARD OF DIRECTORS MEETING MINUTES

New York, N. Y.

December 4, 1962

A meeting of the Board of Directors of the Lead Industries Association, Inc. was held at 2:05 P.M. on Tuesday, December 4, 1962, at the Commodore Hotel, New York, N.Y.

PRESENT

C. R. Ince, Chairman
J. Bers
R. D. Bradford

D. R. Carter
J. A. Costello
F. H. Hurless
C. G. Rice

C. E. Schwab
S. D. Strauss
W. P. Wilke III

REPRESENTING

St. Joseph Lead Co.
Bers & Co. Inc.
Federated Metals Division,
American Smelting and Refining Co.
The Eagle-Picher Co.
Ethyl Corp.
Anaconda Sales Co.
United States Smelting Refining and
Mining Co. Inc.
The Bunker Hill Co.
American Smelting and Refining Co.
Hammond Lead Products, Inc.

OTHERS PRESENT

Andrew Fletcher
Robert Hendricks

R. J. Hopkins

D. A. Merson
M. G. Smith

St. Joseph Lead Co.
The Consolidated Mining and Smelting
Co. of Canada Limited
The Broken Hill Associated Smelters
Proprietary Ltd.
National Lead Co.
The Electric Storage Battery Co.

L.I.A. STAFF

Robert L. Ziegfeld, Executive Vice President, Secretary-Treasurer
David M. Borcina, Assistant to Secretary

E.R.P. STAFF

Schrade F. Radtke, Research Director
Sam E. Eck

The secretary reported a quorum was present.

The chairman presided and the secretary kept the minutes of the meeting.

The secretary presented a copy of a notice of meeting which had been mailed to each director, as provided in Section 4.03 of the Corporation's By-Laws. The copy was ordered filed with the minutes as per Exhibit "A." (Sent to Directors on November 26, 1962.)

The minutes of the previous meeting of April 10, 1962 were approved.

PROPOSED AMENDMENTS TO BY-LAWS

The chairman reported that as a result of action taken at the last meeting, he, the executive vice president, and Charles F. Barber, of the American Smelting and Refining Company, and the Association's attorneys, had thoroughly discussed the problem of including foreign associate members on an equal basis with domestic members in connection with voting rights. He further stated that discussions had also been held with the officers of the American Zinc Institute to coordinate the actions of both Associations.

The chairman reported that the consensus of these discussions was incorporated in the proposed amendments to the L.I.A. By-Laws, as per Exhibit "B." (Sent to the Board of Directors on November 26, 1962 with the agenda.)

A motion was thereupon made, seconded and unanimously carried that the proposed changes in the By-Laws, as outlined in Exhibit "B" be presented for general membership action at the next annual meeting.

Membership Limitation - The chairman reported that a "limiting" membership section was being considered by the membership of the American Zinc Institute and that its proposed section reads as follows:

"The Institute reserves the right to withhold membership from persons connected with the Zinc Industry through employment in or connection with an enterprise which is owned, controlled, or directed by a foreign government."

A motion was thereupon made, seconded and unanimously approved that a similar section be included in the L.I.A. By-Laws. The secretary was requested to prepare such a section and present it to the Board for vote by letter ballot, and if approved by the Board, to be presented for general membership action at the next annual meeting.

MEMBERSHIP

New Members - The executive vice president reported that the Executive Committee had, by letter ballot, approved the election of Revere Smelting and Refining Corp., 387 Avenue P, Newark 5, N. J., and the reinstatement of E.I. duPont de Nemours & Co., Wilmington, Del. to regular membership.

A motion was thereupon made, seconded and unanimously carried confirming the action of the Executive Committee.

Approval by Full Board Required for New Members - A motion was made, seconded and unanimously approved that all future applications for membership be voted upon by the Board of Directors.

1963 RESEARCH AND ADMINISTRATIVE BUDGET

The research director presented his recommended 1963 Research and Administrative Budget as per Exhibit "C" attached. He pointed out that the recommendations presented had been approved by the technical subcommittees, the Technical Steering Committee, and the Industry Development Committee.

The research director then summarized the 1963 recommended budget in relation to marketing areas as follows:

Architectural Market	\$106,500
Transportation Market	15,000
Battery, Ammunition, and Cable Sheathing Market	15,000
Chemical Market	76,300
Paint and Pigment Market	18,000
Ceramics Market	26,010
Health and Safety	40,000
Fundamental Research	9,500
Miscellaneous	<u>57,500</u>
Total 1963 Research	\$363,810
Total 1963 Administration	<u>\$112,907</u>
Total	\$476,717

A motion was thereupon made, seconded and unanimously carried to approve the recommended 1963 Research and Administrative Budget of \$476,717.

1963 RESEARCH ASSESSMENT RATE

The research director presented a report of estimated 1962 receipts and expenditures and the proposed 1963 budget performance based on several different assessment rates per ton as per Exhibit "D" attached.

After some discussion, a motion was made, seconded and unanimously approved that the 1963 rate per ton, based on 1962 production, be established at 38 cents per ton.

CHANGE OF NAME FOR AZI-LIA
EXPANDED RESEARCH PROGRAM

The AZI-LIA Expanded Research Program Executive Committee at its meeting held on November 21, 1962, took the following action regarding the name of the Expanded Research Program:

"The Executive Committee, on motion duly made, seconded and unanimously approved, recommended for the consideration of the respective Boards of Directors that the name of the AZI-LIA Expanded Research Program be changed to 'Lead-Zinc International Research' and that the existing affiliation with the American Zinc Institute, Inc. and the Lead Industries Association, Inc., be shown by caption reading 'associated with American Zinc Institute, Inc. and Lead Industries Association, Inc.'"

The chairman reported that this resolution was presented to the AZI Board of Directors which recommended that further consideration be given to the name change by an ad hoc committee composed of the Executive Committee and one additional member from each of the AZI and LIA Board of Directors, and that the ad hoc committee present their recommendations in advance of the annual meeting for consideration by the Board of Directors at that time.

It was the consensus that the action taken by the AZI Board of Directors be affirmed.

ACKNOWLEDGMENT OF SPONSORING
COMPANIES OF ERP

It was proposed by the Expanded Research Program's Executive Committee that acknowledgment be made of the sponsoring companies of the Expanded Research Program by addition of their names in the semi-annual Research Digest.

The Board of Directors approved this proposal.

1963 LIA PROMOTIONAL AND
TECHNICAL SERVICE BUDGET

The executive vice president presented his recommended 1963 budget for LIA activities, as per Exhibit "E" attached. He pointed out that the Industry Development Committee had approved the budget as herein presented.

The executive vice president then summarized the 1963 recommended budget as follows:

Administrative and Technical Service	\$258,000
Publications	59,500
Advertising	127,475
Miscellaneous Promotion	<u>38,150</u>
Total	\$483,125

The executive vice president reported that the major increase in the 1963 budget was for Advertising and that the increase was due primarily to a campaign in "Business Week," seven 2/3-pages in 1963 that will be devoted to the promotion of battery-powered vehicles. He further stated that he believed that this was a most opportune time to begin a promotion campaign in this area.

He then requested Mr. M. G. Smith of The Electric Storage Battery Company to comment on the recommended program in "Business Week."

Mr. Smith agreed that the timing was right for a concerted effort to increase the use of battery-powered vehicles. He pointed out that in industrial trucks, the present relationship of gasoline to battery-powered trucks is 1 to 4 in the United States and 1 to 1 in Europe.

He also stated that Allis-Chalmers has recently developed a controller for battery-powered vehicles that provides better performance and acceleration with 30 per cent less drain on the batteries and this development, coupled with LIA promotional efforts, should help radically to change the 1 to 4 ratio in the next few years. Other areas of increased potential are golf carts and personnel carriers. Also, he expects rapid growth in multi-stop delivery trucks in the near future. He further stated that his company expects a 42 per cent increase in motive power batteries in the next five years.

He then stated that he strongly endorses a campaign in "Business Week" to influence management personnel and that the Association is in the unique position of being able to promote the idea of battery-powered vehicles rather than a specific product.

The executive vice president then reported that along with the space advertising, two additional brochures on lead-acid battery-powered vehicles will be prepared. He further reported that a meeting will be conducted with the electric truck and industrial battery manufacturers during which the LIA will outline its program and attempt to coordinate its efforts with whatever promotional efforts are being planned by these groups.

After some discussion, it was agreed that efforts should be made to increase the representation of industrial battery manufacturers among the membership of LIA, and the executive vice president was requested to take whatever steps he deemed necessary to accomplish this objective.

A motion was then made, seconded and unanimously carried approving the budget of \$483,125 as presented.

1963 RATE PER TON

Industry Development - The executive vice president reported that the Industry Development Committee had recommended a 1963 rate per ton of 62 cents on domestically sold lead, a rate that would provide for a balance at the end of 1963 of approximately \$150,000.

After some discussion, it was the general consensus that the 1963 year-end balance should be reduced to about \$100,000. The executive vice president reported that a 1 cent change in the rate per ton for Industry Development is equal to approximately \$6,000 in 1963 assessments.

A motion was thereupon made, seconded and unanimously approved that the 1963 rate per ton for Industry Development, based on 1962 tonnages, be established at 54 cents.

Membership - The executive vice president reported that his recommendation for membership assessment rates in 1963 remain the same as 1962, namely:

Mined	- 16 cents per ton
Smelted and Refined	- 4 cents per ton
Manufactured	- 4 cents per ton
Consumed (Assembled Articles)	- 2 cents per ton

After some discussion, the secretary was requested to prepare a listing of the membership assessment rates for the last ten years and present it to the Board at its next meeting to be sure that these rates and those for Industry Development are in proper proportion.

A motion was then made, seconded and unanimously approved that the 1963 membership rates per ton be the same as in 1962.

INTERPRETATION OF BY-LAWS,
PARAGRAPH 1.08 ASSESSMENT

The executive vice president stated that there was a question as to the interpretation of Paragraph 1.08 Assessment in the By-Laws, limiting any member's subscription to 25 per cent of the total.

After some discussion, it was moved, seconded and unanimously approved that the limiting factor of 25 per cent as outlined in Paragraph 1.08 Assessment of the By-Laws be applied to the total funds subscribed to LIA activities and not to the total of LIA plus Expanded Research Program subscriptions.

APPOINTMENT OF NEW SECRETARY

A motion was made, seconded and unanimously carried appointing David M. Borcina as secretary and assistant treasurer of the Lead Industries Association, Inc.

The outgoing secretary, Robert L. Ziegfeld, who served in this post for many years, will remain as chief administrative officer and retain his office of executive vice president and treasurer.

SIGNATORIES ON ASSOCIATION CHECKS

The executive vice president reported that the present practice of issuing checks on the Association requires one officer's signature.

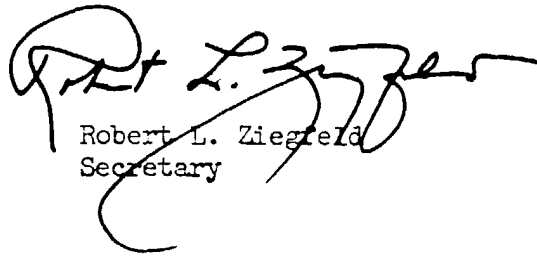
It was the consensus that consideration be given to a requirement that signatures of two officers be required on all Association checks over a certain amount.

The chairman with the approval of the Board stated that this would be discussed by the Executive Committee and its recommendations presented at the next meeting.

NEXT MEETING DATE

It was agreed that the next meeting be held on April 29, 1962 during the annual meeting.

There being no further business, the meeting adjourned at 4:20 P.M.


Robert L. Ziegfeld
Secretary

LEAD INDUSTRIES ASSOCIATION, INC.

292 MADISON AVENUE

NEW YORK 17, N. Y.

November 26, 1962

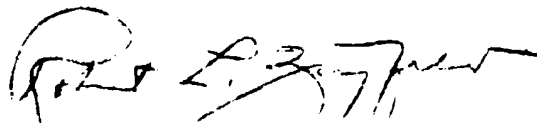
SUBJECT: NOTICE OF
MEETING AND AGENDA

To the Board of Directors of the
Lead Industries Association, Inc.:

Following is an agenda for the meeting of the Board of Directors of the Lead Industries Association, Inc. to be held at 2:00 P.M. on Tuesday, December 4, 1962 in Salon C at the Commodore Hotel, 42nd Street at Lexington Avenue, New York, N. Y.:

1. Approval of minutes of previous meeting (April 10, 1962).
2. Consideration of research budget for 1963 (to be sent directly by the Research Director).
3. Consideration of L.I.A. budget for 1963 (to be sent immediately following the Industry Development Committee meeting November 28, 1962).
4. Recommendations on proposed amendments to the by-laws for general membership action at the next annual meeting, April 29-30, 1963 (attached).
5. Interpretation of by-laws, paragraph 1.08 Assessment limiting any member's subscription to 25 per cent of the total. (Does this limitation apply to the total subscription or to each part, such as membership and industry development?)
6. Confirmation of Executive Committee letter ballots admitting Revere Smelting & Refining Corp. and reinstating E.I. du Pont de Nemours & Co. to membership.
7. Appointment of David M. Borcina as secretary and assistant treasurer.
8. New business.
9. Next meeting date (April 29, 1963).

Very truly yours,



Executive Vice President



RLZ:mk
Enc.

Look Ahead with Lead

N 693.01

LIA01158

PROPOSED AMENDMENTS TO L.I.A. BY-LAWS
(Underscored portions are new additions)

"1.02 Classes of Membership. The membership shall be divided into three classes as follows:

(a) Members-Domestic and Foreign. Any individual, corporation, association, partnership or other organization admitted to membership which is engaged within the United States in lead mining, smelting and refining, manufacturing or consumption, or which is engaged in one or more of such activities outside the United States and markets lead or lead products within the United States, shall be a member of the Corporation. Members engaged within the United States in lead mining, smelting and refining, manufacturing or consumption shall be domestic members; all other members shall be foreign members.

(b) Associate Members. Any individual, corporation, association, partnership or other organization admitted to membership which is engaged in lead mining, smelting and refining, manufacturing or consumption and which does not qualify for membership under Section 1.02(a) shall be an associate member of the Corporation. Except as provided in Section 1.07, associate members shall have all rights of membership that members have."

"1.03 Admission. Any individual, corporation, association, partnership or other organization may apply to become a member or an associate member by submitting a written application which briefly describes his or its business within each of the lead industry's four branches (mining, smelting and refining, manufacturing and consumption), which briefly describes his or its marketing activities within the United States, if any, and which contains an agreement to be bound by these By-Laws and the Certificate of Incorporation of the Corporation. Approval by resolution of the Board of Directors or Executive Committee shall elect an applicant to membership."

"3.03 Qualification of Directors. All directors shall be individuals of full age who are members or associate members or representatives of members or associate members. At least one of them shall be a citizen of the United States and a resident of the State of New York."

ADMINISTRATIVE BUDGETEXPANDED RESEARCH PROGRAM - LIA

Item	1962 Approved Budget	Estimated Expenses 12/31/62	1963 Proposed Budget
1. Gross Salaries	\$62,055.00	\$59,000.00	\$63,022.00
2. Rent	4,400.00	4,860.00	4,860.00
3. Reproduction & Office Supplies			
a. General	3,000.00	2,860.00	3,000.00
b. Semi-Annual Report	2,000.00	1,200.00	1,500.00
4. Telephone & Telegram	2,500.00	3,000.00	3,000.00
5. Postage & Express	2,000.00	2,500.00	3,000.00
6. Books & Periodicals	400.00	500.00	500.00
7. Furniture & Equipment	2,250.00	2,250.00	1,500.00
8. Office Services	1,500.00	1,800.00	2,000.00
9. Temporary Office Help	750.00	500.00	200.00
10. Committee Luncheons	1,500.00	2,500.00	2,500.00
11. Travel & Expenses	15,000.00	15,000.00	15,000.00
12. Bookkeeping & Audit Fees	1,400.00	1,366.67	1,650.00
13. Legal & Patent Fees	2,500.00	1,000.00	2,500.00
14. Insurance:			
a. Business	300.00	175.00	300.00
b. N. Y. State Disability	75.00	75.00	75.00
c. Group	150.00	300.00	350.00
15. Payroll Taxes	1,460.00	1,750.00	2,000.00
16. Tech. Assn. Memberships	250.00	150.00	200.00
17. Pension Liability	5,000.00	5,000.00	5,000.00
18. Moving Expense (new man)	500.00	- 0 -	- 0 -
19. Office Modifications	1,600.00	940.00	- 0 -
20. Miscellaneous	600.00	925.00	750
Grand Total	<u>\$111,190.00</u>	<u>\$107,591.67</u>	<u>\$112,907.00</u>

LIA01160

December 10, 1962

N 693.03

1963 BUDGET RECAPITULATIONEXPANDED RESEARCH PROGRAM - LIA

Project No.	Title	Funds Required 1963
<u>Architectural Market</u>		
LM-16	Lead for Sound Attenuation	\$40,000
LM-67	Development of the LM Process for Continuous Casting of Lead Sheet	9,000
LE-36	High Speed Plating of Lead	27,500
LM-44	Joining of Lead to Lead and Other Substrates	17,500
ULM-18	Lightweight Lead Sheet Roofing System	7,500
ULM-19	Hot Dipped Lead Coatings for Galvanized Steel	5,000
<u>The Transportation Market</u>		
LM-9	Fiber Reinforced Lead	15,000
<u>Battery, Ammo & Cable Sheathing Markets</u>		
LM-45	Investigation of the Conversion of Particulate Lead to Wrought Forms	15,000
<u>The Chemical Market</u>		
LC-18	A Fundamental Study of Organolead Chemistry	25,000
LC-28	Organolead Chemistry	10,000
LC-49	Lead Compounds as Lubricants and Lubricant Additives	32,800
LC-63	Improvement of Textile Materials by Lead Chemical Treatment	3,500
LE-73	Lead Anodes in the Purification of Domestic and Industrial Effluent Water	5,000
<u>Paint & Pigments Market</u>		
LC-34	Anticorrosive Properties of Lead Pigments in Water Thinnable Ferrous Metal Primers	14,000
LC-50	The Use of Lead Pigments in Air Drying Water Reducible Paints for Wood	4,000
<u>Ceramics Market</u>		
LC-12	Lead Glazes for Fast Firing Bodies	2,500
LC-14	Phase Relationship and Physical Properties of Selected Ceramics Systems	3,930
LC-19	Low Temperature Lead Enamels Containing Molybdenum and Bismuth Oxides	3,000
LC-21	Development of Lead Fluxed Ceramic Bodies	3,000
LC-22	Fundamental Behavior of Lead in Glasses	3,000
LC-23	Study of Ferroelectrics Containing Lead Compounds	2,000
LC-37	Polymorphs of Lead Oxide	4,100
LC-54	Lead Glazes for Fast Firing Bodies	2,980
LC-74	Strength of Glasses	1,500

12/10/62

LIA01161

1963 BUDGET RECAPITULATIONEXPANDED RESEARCH PROGRAM - LIA

Project No.	Title	Funds Required 1963
<u>Health and Safety</u>		
LC-75	The Determination of the Level of Lead Concentration in an Ambient Atmosphere	\$35,000
LC-76	The Testing of Organolead Compounds for Possible Endocrinological and Anti-Mammary Tumor Activity	5,000
<u>Fundamental Research</u>		
LE-29	A Fundamental Study of Surface Reactions of Lead	4,000
LE-70	Chemical and Electrochemical Corrosion of Lead Alloys	5,000
LE-38	Corrosion Research Council	500
<u>Miscellaneous</u>		
LP-52	Abstracting Service	7,500
---	Undesignated Research Fund	50,000
Total 1963 Research Budget Recommendation		363,810
Total 1963 Administrative Budget Recommendation		112,907
TOTAL		<u>\$476,717</u>

LIA01162

December 10, 1962

LEAD
EXPANDED RESEARCH PROGRAM
1963 BUDGET

ESTIMATED 1963 FISCAL YEAR BUDGET PERFORMANCE		Assess- ment Rate	PROPOSED 1963 FISCAL YEAR BUDGET PERFORMANCE	
			\$.26/ton	\$.38/ton
G. RECAPITULATION OF BUDGETED FUNDS				
14. Total Available for Operations (9)	\$582,605.07 (est)		\$486,604.59 (est)	\$668,834.99 (est)
15. Administrative Disbursements (11)	108,000.00 "		112,907.00 "	112,907.00 "
16. Total Available for Research (14 - 15)	474,605.07 "		373,697.59 "	555,927.99 "
17. Contracts in Force	Note (1)		Note(3)	488,119.86 "
18. Approved Research Projects Not Yet Contracted	Note (2)		Note(4)	93,899.49 "
19. Contracts (17) and Projects (18) Not Yet Contracted (17 + 18)	567,537.58 "		582,019.35 "	582,019.35 "
20. Contracts and Projects Not Yet Contracted (19) Which Are Not Covered by Available Funds (19 - 16)	92,932.51 "	12/31/63	208,321.76 "	71,648.96 "

(1) Composed of Following Items:

- Remaining obligations on all previously budgeted project contracts as of 1/1/62
- Contract prices of all budgeted projects on which contracts were let in 1962
- Miscellaneous expenses in 1962

(2) Composed of Following Items:

- Approved research projects from all previous budgets including 1962 which have not been contracted
- Remaining portion of approved research projects from all budgets including 1962 which have been contracted in part.

November 29, 1962

(3) Composed of Following Items:

- Remaining obligations on all previously budgeted project contracts as of 1/1/63
- Contract prices of all budgeted projects on which contracts were let in 1963
- Miscellaneous expenses in 1963

(4) Composed of Following Items:

- Approved research projects from all previous budgets including 1963 which have not been contracted
- Remaining portion of approved research projects from all budgets including 1963 which have been contracted in part.

PROPOSED
1963 FISCAL YEAR
BUDGET PERFORMANCE

Exhibit "D"

(b)(1,138,940 tons est.)

November 29, 1962

LEAD INDUSTRIES ASSOCIATION, INC.

292 MADISON AVENUE

NEW YORK 17, N. Y.

Exhibit "E"

November 29, 1962

SUBJECT: 1963 L.I.A. BUDGET

To the Board of Directors of the
Lead Industries Association, Inc.:

As decided last year the Ordinary Fund and Industry Development Fund Budgets have been incorporated into a single Combined Budget to cover all L.I.A. expenses for administration, technical service, publications, advertising and other forms of promotion and industry development, including health and safety work. However, the Expanded Research Program's Budget for administration and research is not included and is forthcoming from the Research Director. This report therefore applies to all L.I.A. activities other than research.

In 1962 total subscriptions amounted to about \$474,000, of which about \$88,000 came from membership subscriptions contributed by all members and \$386,000 from pig lead producers only based on their pig lead sales in the United States. Regular membership subscriptions were at the rate of 16¢ per ton of lead mined, 4¢ per ton of lead smelted or refined, 4¢ per ton of lead manufactured, and 2¢ per ton of lead consumed in assembled articles such as batteries, cable and ammunition. Subscriptions on pig lead sold in the United States were at a rate of 65¢ per ton.

The following tabulation shows the budget approved for 1962, the estimated actual performance under that budget, and recommendations for 1963 as approved by the Industry Development Committee on November 28, 1962. In examining these figures please bear in mind that rather substantial approved expenditures for publications in 1962 were not made because insufficient data were available, but it is expected they will be published in 1963. Therefore these have been set up as reserves out of the 1962 budget to be spent for specific purposes in 1963. Also, as directed by the Industry Development Committee, an initial reserve for a motion picture has been set up in the 1963 budget which it is not expected will be spent in that year. Furthermore, certain expenditures out of general reserves are suggested in 1963 because these reserves appear to be more than adequate and the time right to use some of them. Receipts for 1963 are based on the same subscription rates as in 1962 for general membership and on 62¢ per ton instead of 65¢ per ton on pig lead sales in the United States, as recommended by the Industry Development Committee.



Look Ahead with Lead

LIA01165

N 693.05

L.I.A. COMBINED BUDGET

(Except Expanded Research Program)

	Approved 1962	Estimated Actual 1962	Suggested 1963
<u>Administrative & Technical Service:</u>			
Salaries, incl. Payroll Taxes	\$154,000	\$150,500	\$158,000
Insurance	1,300	2,200	2,500
Furniture, Fixtures & Equipment	2,000	2,000	2,000
Rent & Light	16,000	14,500	14,500
Travel	22,500	22,500	22,500
Entertainment & Lunches	3,500	3,500	3,500
Meetings	4,000	4,000	4,000
Office Supplies	3,500	3,500	3,500
Mailing	3,400	4,500	5,000
Telephone & Telegraph	3,500	3,400	3,500
Printing	500	400	500
Association Dues	1,350	1,000	1,200
Books & Subscriptions	1,300	1,300	1,300
Transfer to Pension Fund	11,000	11,400	16,000
Test Programs	4,000	3,000	4,000
Legal & Consulting Fees	1,500	1,500	2,000
Abstracting Service	3,750	4,500	8,000
Miscellaneous	7,000	5,000	6,000
Total Administrative & Technical Service	244,100	238,700	258,000
<u>Publications:</u>			
"Lead"	23,000	20,000	27,000
Reprints	4,000	4,000	5,000
Construction & Architectural Flyers	5,000	3,500	3,500
Ceramic Supplements	2,000b	-	-
Sweet's Catalogs	13,500	13,500	13,500
Pigment Manual	7,000b	-	-
Anti-Vibration Report	4,000b	600	-
Monograph	1,500	1,500	1,500
Noise Control Manual	25,000ab	-	-
Delivery Truck Brochure	- c	-	4,000
Cable Handbook	3,000b	-	-
Motive Power Batteries	2,000	2,000	-
Roofing Handbook	-	-	5,000
Total Publications	90,000	45,100	59,500
<u>Advertising:</u>			
Architectural & Construction	26,600	35,000	15,595
Design	19,000	19,000	18,244
Ceramics	10,300	10,300	10,266
Pigments	6,000	6,000	9,278
Cable	6,500	6,500	6,480
Management	8,150	8,150	-
Batteries	-	-	36,004e
Vibration Control	-	-	7,608f
Production	20,250	17,500	22,000
Miscellaneous	2,000	2,000	2,000
Total Advertising	98,800	104,450	127,475

	Approved 1962	Estimated Actual 1962	Suggested 1963
Miscellaneous Promotion:			
Conventions & Exhibits	\$ 16,500	\$ 15,000	\$ 16,500
Apprentice Contest	600	650	650
Seminars	-	-	6,000
Product Development & Contingencies	11,000d	3,000	15,000
Total Miscellaneous Promotion	28,100	18,650	38,150
Grand Total	\$461,000	\$406,900	\$483,125

	Estimated 1962	1963
Balance, beginning of year	\$180,000	\$206,000
Receipts	474,000	450,000
	654,000	656,000
Expenditures	407,000	483,125
Balance, end of year	247,000	172,875
Special reserves	41,000g	25,000h
Uncommitted balance, end of year	\$206,000	\$147,875

- Includes \$14,000 transferred from Contingencies Fund and \$4,000 from Delivery Truck Brochure, as approved.
- Set up as Special Reserves for publication of same items in 1963.
- \$4,000, already approved, transferred to Noise Control Manual.
- \$14,000 transferred to Noise Control Manual.
- Partly included under Management in 1962.
- Included under Architectural and Construction in 1962.
- See footnote (b).
- For future use in motion picture production.

The following notes present additional data and information in explanation of the expenditures and suggestions covered by the foregoing detailed budget, which embraces major promotional efforts in seven specific areas of lead consumption or potential consumption and certain activities that cut horizontally across all lead applications.

Technical Service. The technical service performed by the staff for lead users and potential users applies to all lead markets. No changes are suggested either in the staff itself or in their duties in this respect. Some increase in cost is anticipated mainly to keep salaries in line with comparable positions elsewhere.

"Lead." This quarterly eight-page publication, with a circulation of over 50,000 lead users and potential users, applies also to all lead markets and has proved invaluable in its more than 30 years of publication. No major increase in the mailing

list is recommended at this time, but the staff is turning up so much good material for publication that some increase in its size seems warranted. It is recommended that it be continued as a quarterly but increased to 12 pages, which is reflected in the budget presented.

Storage Batteries. It is estimated that batteries for motive power in industrial vehicles and for portable tools now consume about 15,000 tons of lead a year and that this could be increased to some 30,000 tons by increasing lead batteries' share of the market. An L.I.A. brochure on lift trucks published several years ago has now been circulated to about 100,000 people, has been translated into six foreign languages, and is still popular. This year it was supported with a modest advertising campaign in "Factory," and publication of a new brochure on miscellaneous motive power applications for batteries. It is suggested that in 1963 a third brochure, on battery powered street trucks, be issued and that the advertising in "Factory" be supported with a very modest campaign to top management in "Business Week" and a campaign in a strictly materials handling publication "Materials Handling Engineer." It is further intended to solicit more support from industrial truck manufacturers and industrial battery makers through one or more seminars with them acquainting them fully with our activities and outlining areas in which they can assist.

Vibration Control. This market, although currently small and confined largely to building foundations, has grown rapidly in the last two or three years. Also, the use of lead for this purpose has been slowly spreading to machinery foundations like printing presses, cooling towers and laundry machinery. The machinery market, if properly cultivated, could potentially mean lead tonnage well in five figures. It is recommended that full engineering data be published as soon as available from the research contractor. Also that modest advertising of case histories be continued in "Factory," "Progressive Architecture" and "Engineering News-Record" to increase the ever-growing interest in lead for this application. At least two leading accoustical consultants have recommended lead for this purpose to architects after field tests, one for three different buildings in three different cities accounting for the use of over 100 tons of lead on those three jobs alone.

Ceramics. This market now accounts for some 30,000 tons of lead a year with a 5-year potential increase to 50,000 tons. The increase since our campaign started about five years ago has been between 5,000 and 10,000 tons. We suggest continuation of our space advertising and publication of supplements to our ceramics manual.

Pigments. The current market for lead in metal primers and traffic marking paint is about 17,000 tons with a 5-year potential of about 25,000 tons, the increase being about equally divided between the two types of paint. At this time it appears that technical work with highway engineers can best benefit traffic marking paint. However, metal protective paints are highly competitive and, although lead pigments are giving a good account of themselves, they need promotional support. Our Pigment Committee has had a manual on lead pigments in preparation for about a year and feels it will be ready for publication in 1963. The Committee also feels that we should return to an advertising schedule in "Engineering News-Record" which, although highly successful, was suspended a couple of years ago for internal reasons which we now believe can be resolved. Also a slightly smaller schedule in paint magazines is suggested by dropping one publication with overlapping circulation.

Cable Sheathing. The purpose of this campaign, started a year ago, is mainly to defend the 60,000 tons of lead now being used and strive for some moderate increase. No change is suggested in the space advertising. Also work has been in progress on a cable sheathing brochure, which was authorized this year, and it is suggested that the money already approved for this be set aside in reserve for its publication early in 1963.

Architectural and Construction. This embraces a number of uses such as roofing, flashing, pool linings and other waterproofing, calking lead and plumbing. The roofing and flashing market has been largely confined to monumental buildings but although architects often favor lead they are misinformed about its cost, weight, etc. Also contractors are not familiar with lead and resist its use even though specified by architects. This use is currently small, perhaps, 500 tons a year, but it appears to have a potential of many times this amount in five years. It is suggested that a handbook of detailed drawings be published for architects and contractors and that this be supported with a continued small campaign in "Progressive Architecture" and "Engineering News-Record." This should be accompanied with an educational campaign to contractors to remove their fears of handling lead.

Design. We have been conducting a modest campaign in the design field for several years and it appears to have created considerable new interest in lead. No change in this schedule is suggested.

Noise Control. A subcommittee has been appointed to investigate this field. Therefore no major recommendations are made here, pending a later report from this group. Meanwhile, funds already approved for a manual or other publications on this subject are set up as a reserve for use in 1963. Also some of our advertising space in the design field could be used for case histories, particularly on leaded vinyls or similar products now available on the market. It is also planned to prepare detailed case history reports on all lead soundproofing jobs of an experimental nature that have been done so far.

Conventions and Exhibits. In support of all the foregoing we recommend continuation of our exhibits at the Design Engineering Show, the Chemical Show, the American Institute of Architects Show, the Plumbers Show, the National Association of Home Builders, and the Accoustical Society Show.

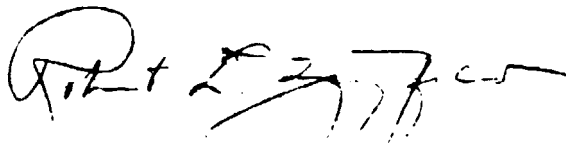
Seminars. This is a new item in this year's budget. Half of it has already been committed to joint sponsorship of one on lead intoxication at the Kettering Laboratories next February. The balance is for such other group sessions as suggested with battery and industrial truck makers.

Sweet's Catalogs. No change is suggested in this part of the program which will support our catalogs in Sweet's in 1964 but must be prepared in 1963.

Abstracting Service. The abstracting service performed for us by the L.D.A.-Z.D.A. in London and jointly financed by them, L.I.A., A.Z.I. and E.R.P., will be considerably more expensive next year, we are informed. This is reflected in the budget.

Product Development and Contingencies. This item is lower than in the 1962 budget. We believe it reasonable in relationship to the total budget, but it offers some flexibility to take care of unforeseen opportunities and to foster test installations or experimental use of lead.

Respectfully submitted,



RLZ:mk

Executive Vice President

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