

THE ANACONDA COMPANY

25 Broadway, New York 4, N.Y.

Handwritten initials

March 11, 1958

Mr. Victor Armstrong, Vice President
Kenyon & Eckhardt, Inc.
247 Park Avenue
New York 17, New York

Dear Vic:

Referring to your letter of March 4th regarding more promotion for lead and zinc, a lot of words on this subject have been used recently by representatives of the lead and zinc producers.

Both the Lead Industries Association and The American Zinc Institute have programs for stepping up their basic and applied research, in the expectation that promotional support would be forthcoming for any worth-while developments.

Anaconda's interest in lead is relatively minor, as compared with our interest in zinc. We, of course, belong to both of the previously-named trade associations, and pay our pro rata share of whatever development is being done. I don't believe we are in a position to put a big Anaconda push behind zinc, and yet I certainly do not disagree with your observation that where these metals can be of service, and are not now being used, we should explore to determine whether exploitation is desirable.

I suggest that Mr. Kimberley's observations about the "third area" sound intriguing only because they are so vague. In fact, I don't know what he means.

Sincerely yours,

Original signed by
J. W. Robbins

Advertising Manager

J. Robbins:JM

Mr. F. H. Hurless ✓

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Do you have any thoughts which could lead us in

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