

Manufacturing Chemists' Association, Inc.

(FOUNDED 1872)

246 WOODWARD BUILDING — 15TH AND H STS., N. W.

SECRETARY'S OFFICE

WASHINGTON 5, D. C.

MINUTES OF MEETING - PLASTICS COMMITTEE April 14, 1953 - Manhattan Club, New York City

PRESENT:

M. G. Milliken	Hercules Powder Company
H. S. Bunn	Bakelite Company
F. J. Groten (For R. S. Firestone)	- Firestone Plastics Co.
Dan M. Rugg	Koppers Company
George Vila (For J. P. Coe)	- Naugatuck Chemical
George Fowles (For J. R. Hoover)	- B. F. Goodrich Chemical
Allan Brown	Bakelite Company
Carl Pottenger	Koppers Company
Charles Lichtenberg	Monsanto Chemical Co.
F. H. Carman	M.C.A.

The meeting was called to order at 7:45 P.M. with Mr. Milliken in the chair.

BUYERS' HANDBOOK

Tentative recommendations resulting from the meeting of February 10 and those of the special task group reported to the Committee in memorandum of March 26 were reviewed. The secretary advised that the Public Relations Advisory Committee had been approached informally to consider publication of said booklet. It was their conclusion this would be a good MCA project if the Association were equipped to do similar jobs for other segments of the industry. However, since this is not the case at the present time, it was suggested that the booklet be issued by the Plastics Committee on a self-liquidating basis.

For immediate republication of a buyers' handbook, it was the sense of the group that there are two courses open at this time; namely, handle the financing and publication on a voluntary basis, or approach the Society of the Plastics Industry to undertake this work. It was agreed that the latter should not be done until it was determined whether or not the plastic materials manufacturers as a group would want to underwrite this publication. Also, it was suggested that full information on this should be cleared to interested members well in advance of the next meeting of the Association for appropriate consideration at that time.

PLASTICS-PUBLIC ACCEPTANCE

On the general subject of depth surveys and long range studies on programs that would be proper to undertake in the best interests of the industry, it was the sense of the group that further study was necessary. During the next meeting of interested members, it is planned to discuss activities of this nature to determine the wishes of the members on need for some industry surveys. It can be determined then if appointment of a special task group of public relation representatives might be the next step in this long range program.

In discussion of public relations activities undertaken by the Society of the Plastics Industry, members' attention was called to the article in the April issue of "Living" on which the SPI cooperated. The Washington office will attempt to obtain reprints for the members.

In open discussion of MCA public relations programs, it was brought out that a book on the plastics industry for wide distribution might be of considerable value. The MCA "Facts Book," although more of a statistical compilation on chemicals than would be required for general information on plastics, was cited as an example of these public relations endeavors. The attached copy of letter from Chairman Ward to the Executive Contact dated April 7 contains full information on the intended distribution of the "Facts Book."

COATING RESIN ACTIVITIES

It was the sense of the Committee that industry problems concerning coating resins could be handled within the scope of the regular Association activities by the Plastics Committee working through contacts with the executive representatives concerning plastic materials, and that whenever a particular problem on such materials requires attention of a subcommittee, such group could be appointed by the chairman to undertake solution of that particular problem.

It is understood that the term "plastic materials" henceforth would include "synthetic resins for coating purposes." The secretary will refer this recommendation of the Plastics Committee to the Board of Directors.

BALTUSROL OUTING

The program for the Outing at Baltusrol on May 5, 1953 will be arranged in about the same manner as that of the previous year. It was agreed that no formal entertainment will be arranged.

The Plastics Committee will meet at 11:00 A.M. so that an informal luncheon can be scheduled for approximately twelve noon.

ANNUAL ASSOCIATION MEETING

The regular Annual Business Meeting of the Plastics Group is scheduled for Thursday evening, June 11, beginning with dinner about six-thirty at The Greenbrier, White Sulphur Springs, W. Va. It is the understanding that the golf tournament will be held on Friday, June 12. It is planned to start the Plastics Group Meeting sufficiently early to permit members to participate in the other Association activities later in the evening.

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MISCELLANEOUS

Members were advised of status of the M.I.T. brochure on the plastics research project. It was the sense of the group that present sponsors of this work should be listed and that it would be appropriate to list former sponsors (not presently contributing) under a separate heading.

All interested members have concurred in suggested revision of the monthly Tariff report form to show greater detail in reports on vinyls and phenolic resins. These have been referred to the Tariff Commission.

Four or more industry technical men are currently planning to be in Europe at the time of the International Standards Organization meeting on plastics.

Whereupon, adjournment was taken at 9:20 P.M.

Respectfully submitted,



F. H. Carman
Assistant Secretary, MCA

FHC/mw
April 16, 1953

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SECRETARY'S OFFICE

April 7, 1953

TO THE EXECUTIVE CONTACT

Re: "The Chemical Industry" Facts Book.

One of the principal public relations activities of MCA for 1952-53 is a non-technical "Facts Book" which contains up-to-date information about the chemical industry and its accomplishments.

Rough proofs of this book, which has already been reviewed by the Public Relations Advisory Committee, MCA staff, and other committees concerned, are enclosed. It will be published early in May. Reviewers agree that it is the most comprehensive summary available and should help create public understanding of the contributions our industry is making to the national welfare and the great future it holds for the American people.

MCA plans the following free distribution of about 12,000 copies:

Metropolitan dailies	1,750
Other press-finance, industrial	100
Editorial writers and magazine editors	900
Science writers	160
Security analysts	1,500
Libraries in cities over 5000	600
Government officials	1,500
College teachers	2,757
High school teachers	1,000
Trade and civic associations	695

A number of MCA member companies have expressed their intent of purchasing for internal use and also for distribution to opinion

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leaders, chambers of commerce, high school teachers and other groups in their plant communities. The following check list may be helpful in planning your local distribution:

Executive staffs	Clergymen
Boards of directors	YMCA officials
Principal stockholders	Women's clubs
Managers and superintendents	Service and fraternal club officers
Customers and brokers	Industrialists
Local newspapers	Attorneys
Radio stations	Professional group officers
Chambers of commerce	Nationality group officers
Public libraries	Union officials
School libraries	State senators and representatives
School principals	
Science teachers	
U.S.D.A. County Agents	
Civic officials	

It is suggested that if there are other MCA members in your locality, you compare plans so that duplication in distribution can be held to a minimum. This will avoid the unfavorable impression made when an individual receives multiple copies of a publication.

We will appreciate having any errors in fact in this rough proof noted on the attached form. We would also like to have some idea of the number of copies you would be interested in purchasing at the cost of 25 cents each. A combined press run, assembled from orders from MCA member companies to increase the size of the first printing, will make this price possible. The book will carry a stated price of \$1 for single copies.

A form is enclosed for reserving a quantity of these books for your own distribution at the cost price. It will be helpful if you can return this before April 18.

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(SIGNED) WILLIAM H. WARD

Note: Form referred to above not included with this distribution.
F.H.C.-4/16/53