

LEAD INDUSTRY ASSOCIATION

435 LEXINGTON AVENUE

NEW YORK 17, N. Y.

METALLIC LEAD PRODUCTS DIVISION

May 11, 1950

RE: SEAL OF APPROVAL

To Members of the Metallic Lead Products Division:

At a recent meeting of the Advisory Committee of the Metallic Lead Products Division consideration was given to the competition engendered by reputable manufacturers of lead pipe, fittings and particularly castings lead with lead products of inferior quality. It was brought out that members of the Association who are licensed to use the Lead Industries' Seal of Approval already have an effective weapon to combat such competition if they will make full and most effective use of it. It was further emphasized that licensees have not been using the Seal on every article on which they are entitled to use it and that they have not been placing the proper emphasis in their selling efforts on the quality the Seal assures the customer.

Consequently I was instructed to write all licensees of the Seal of Approval to urge them to join in a concerted effort to:

1. Use the Seal on every item on which they are entitled to use it.
2. Emphasize the meaning of the Seal to customers in all their selling, advertising and promotional efforts.

The Association staff in turn will give greater emphasis in its promotional work to the meaning of the Seal and the desirability of specifying Seal of Approval material. It will also intensify its inspection work to the end that no substandard material carries the Seal. Our staff will also be happy to cooperate with your production or other personnel if they have any questions as to how the Seal should be used.

I hope that you will join whole-heartedly in these recommendations of the Advisory Committee which should benefit you and the lead industry considerably.

Very truly yours,

Arthur L. Zenger
Secretary

