

Manufacturing Chemists' Association, Inc.

(FOUNDED 1872)

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

WASHINGTON 5, D. C.

SECRETARY'S OFFICE

MINUTES OF MEETING

PLASTICS GROUP

White Sulphur Springs, W. Va.

June 11, 1953

PRESENT: Attendance list appended

The meeting was called to order by Chairman Milliken at 8:15 P. M.

Following introduction of guests, the Plastics Committee appointed by the Directors for the coming year was announced as follows: Chairman - Mr. Dan M. Rugg, Koppers Co.; Vice Chairman - Mr. Howard S. Bunn, Bakelite Co.; Mr. M. G. Milliken, Hercules Powder Co.; Mr. C. B. Branch, Dow Chemical Co.; Mr. W. W. Knight, Jr., Plaskon Division; Mr. Harry M. Dent, Durez Plastics & Chemicals, Inc.; and Mr. Roger S. Firestone, Firestone Plastics Co.

COATING RESINS

The Chairman called on Mr. Dan M. Rugg to report on the recommendations of the Plastics Committee on procedure for handling industry problems concerned with coating resins. It was concluded that such programs could be handled within the scope of the regular Association activities by the Plastics Committee working through contacts with Executive Representatives of member firms. Mr. Rugg then invited member representatives to consider problems that would be appropriate for the Plastics Committee to consider in this respect and that they be prepared to present these in the next meeting of the Group.

OYSTER HARBORS OUTING

Members were reminded that the Oyster Harbors Outing is scheduled for Monday and Tuesday, September 14 and 15, 1953. As in the past, most representatives will arrive during the afternoon Sunday, September 13, and depart Wednesday morning, September 16. Notice has already been sent to the group calling attention to these dates.

For arrangements, the following committee was appointed: Mr. Harold M. Parsekian, Naugatuck Chemical, Chairman; Mr. H. R. Dittmar, E. I. du Pont de Nemours & Co., Mr. Charles Lichtenberg, Monsanto Chemical Co.; and Mr. E. W. Ward, Celanese Corporation of America.

PLASTICS RESEARCH

The Washington Office to date has not heard from all interested members regarding their intention to participate in voluntary financing of the M. I. T. program for the coming year. Following discussion of financing procedures in the past, motion was made and duly seconded that it is the intention to support the M. I. T. research as an activity of the Plastics Group and an assessment for this purpose should be made on each member.

Following open discussion of policy regarding such assessments, budget limitations, and reluctance of some members to commit themselves to this particular research, it was agreed that ballot should be obtained by mail from each executive of member companies interested in plastic materials manufacture.

PUBLIC RELATIONS PROGRAM

Messrs. Allan Brown and Carman reported that the S. P. I. booklet was not drawn up nor distributed with the objective of informing buyers and users of plastic products on types of materials and methods of determining quality. It was the conclusion that there is an immediate need for an industry-wide undertaking on behalf of all plastic materials and products so that the buyer will be better informed and that this should be taken care of with the aid of the S. P. I. if possible. Cost will be approximately \$15,000.

In discussion it was brought out that the S. P. I. is concentrating its public relations work on specific segments of the industry and that it would be extremely difficult to get that group to finance a general handbook on all plastics similar to the PMMA Buyers' Handbook. Motion was then made that the Plastics Group undertake publication of this buyers' handbook and that the Washington office proceed to have this voted on by mail ballot; this ballot should include an estimate of the cost to the member.

On general public relations problems, the Chairman reviewed comments which have been forwarded to him and further reported on investigations that might be undertaken by public opinion or depth survey organizations. It was the general feeling that most members do not want to spend money to find out something about plastics acceptance which is generally known; also, that the "bad spots" should be corrected within the industry. An initial survey costing \$5,000 to \$15,000 might lead to a general promotional program that would run into hundreds of thousands of dollars, and it is extremely doubtful the members would finance such a program on an industry-wide basis. Further, it now appears that the various industry segments, such as dinnerware, vinyl film, or toy manufacturers, can more adequately handle this job rather than as an over-all industry program.

In discussion of public relations activities of the S. P. I. and M. C. A., it was suggested that the committee attempt to define the group's programs and the jurisdiction of these two associations. The committee will consider this further with Mr. Foster, M. C. A. president.

MAIL BALLOT

To assist the Washington office in preparing a mail ballot on the above-mentioned resolutions, the Chairman appointed a special task committee composed of Mr. Elmer F. Schumacher, E. I. du Pont de Nemours & Co., Chairman; Mr. J. R. Hoover, B. F. Goodrich Chemical Co.; Mr. W. W. Knight, Jr., Plaskon Division,; and Mr. R. K. Mueller, Monsanto Chemical Co.

WHEREUPON, adjournment was taken at 9:45 P. M.

Respectfully submitted,

F. H. Carman,

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Assistant Secretary

FHC/mw

June 17, 1953

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