

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 COMMITTEE Baltusrol Golf Club, Springfield, N. J. May 5, 1953

PRESENT:

Mr. M. G. Milliken
Mr. Dan M. Rugg
Mr. Howard S. Bunn
Dr. D. S. Frederick
Mr. Harry M. Dent
Mr. Harold Parsekian (For Mr. John P. Coe)
Mr. Harry Krehbiel
Mr. R. L. Cammann
Mr. F. H. Carman

The meeting was called to order at 11:20 A.M. with Mr. Milliken in the Chair.

PLASTICS PUBLIC ACCEPTANCE

Buyers' Handbook

Following a review of past activities on this booklet and recommendations made by the special task committee, members' attention was called to the recently issued revised edition of the SPI booklet "Plastics - The Story of an Industry". On motion duly seconded, it was voted that a special committee composed of Messrs. John R. Hoover, Allan Brown, and Charles Lichtenberg (1) determine what is planned in the way of distribution by the SPI, (2) determine whether or not the booklet would supplant the Buyers' Handbook for a public relations or educational program as now believed required, and (3) recommend what the MCA group should undertake in the way of promotion of industry booklets of this nature at this time.

Long Range Program

The Chairman reviewed briefly his communications to the Committee members of December 18, 1952 and April 20, 1953, as well as the remarks and recommendations received from various members and others in the plastics group. At this point a letter from Mr. W. W. Knight, Jr., dated April 24, 1953, was read - copy attached.

CMA 078165

May 5, 1953

Long Range Program (continued)

In discussion of need for a survey to determine what might be desirable on the part of the chemical companies in the way of trade promotion, it was brought out that some plans should be considered as to what could be done in event a survey indicated there is a need for a public relations or institutional advertising program requiring funds amounting to several hundred thousand dollars. It was the consensus of the group that this subject should be considered informally with the various members during the day, and that it should be brought up for further consideration in the Annual Meeting June 11, 1953.

Further, it was agreed that Messrs. Milliken and Carman would obtain estimates on the cost of a depth survey from one or more of the organizations recommended by various members of the Committee. This estimate should be ready for report in the Annual Meeting.

Note: In discussions with many of the representatives during the day, the question was raised as to whether or not the industry does have a problem with the general acceptance of plastics by the public, and whether or not there is an adverse opinion of plastics that needs study and possible action by this MCA group. Generally, members were divided, although the majority were about two to one in stating that there was a problem needing attention at this time. Members were urged to come to the Annual Meeting (June 11, 1953) prepared to give further consideration to this matter. Also, it was urged that each organization consider the problem and discuss it with their sales and public relations people.

NEXT MEETING

The next meeting of the Plastics Committee is to be called at the discretion of the Chairman.

WHEREUPON, adjournment was taken at 12:30 P.M.

Respectfully submitted,

F. H. Carman

F. H. Carman
Assistant Secretary, M.C.A.

FHC/mw
May 7, 1953

CMA 078166

COPY

TO: Mr. M. G. Milliken
Hercules Powder Company
Wilmington, Delaware

April 24, 1953

FROM: Mr. W. W. Knight, Jr.
Plaskon Division
Libbey-Owens-Ford Glass Company
2112-24 Sylvan Avenue
Toledo 6, Ohio

Dear Mr. Milliken:

I have your letter of April 20, 1953 addressed to the Plastics Group, regarding projects which might be supported by the Plastics Committee. Of special interest to me is your last sentence in the first paragraph wherein you refer to plastics as being "cheap and gaudy substitutes for natural materials". At our SPI Directors' meeting at Las Vegas (which, by the way, was my last meeting as a director) Ed Kennedy, of Monsanto, had some advertisements which had been prepared locally by one of the large radio manufacturers, stressing the fact that the cabinets were not made of plastics.

Unfortunately I can not be with you at Baltusrol, however I would like to give you my thoughts on the problem in writing and hope to discuss them with you further at White Sulphur in June.

As you know and to which you refer in your letter, this problem has been discussed at length by the SPI Directors, and their Public Relations Committee headed by Ed Kennedy at the last Directors' meeting brought in a rough outline of a broad, general advertising and promotion program which involved considerable expense. It was my opinion in regard to it that the SPI, whose membership is made up largely of small companies, is not the group to carry out any general advertising program and that any large public relations program would involve a material expansion of dues. Also, I am of the opinion that the membership is inclined to be more interested in specific programs promoting their own segment of the industry rather than a broad, overall program.

It is my feeling that your letter to the members of the industry was refreshingly courageous and outspoken, and to us it is most encouraging as an indication that at least in thinking you and the Plastics Committee are meeting a very serious problem head-on and realistically.

In our thinking here we question the efficacy of issuing a new Buyers' Handbook and are becoming increasingly convinced that the problem goes beyond the buyer; that the major solution lies in the educational program directed at the housewife in particular and the public in general, plus, as you suggest, a courageous and aggressive policing of the use and application of plastics.

CMA 078167

Mr. M. G. Milliken
Wilmington, Delaware

April 24, 1953
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As you know, there has been considerable discussion regarding glass fiber reinforced polyester combinations. In a recent discussion some of the top automotive people indicated a worry on their part about having the bodies be known as plastic bodies. We have been trying to use the word "polyglas" in referring to reinforced plastics in order to get away from the word "plastics".

Recently we locally have had a number of unfortunate occurrences involving plastics. One in particular involved a Cordon Bleu cooking school class which had a large attendance in the Toledo area. At the end of the school the women who had attended were given a small thermoplastic frying pan which they were told was for putting hot spoons in. There have been a number of cases where the frying pan was put on the stove and hot utensils were put in it, resulting in its complete deformation. You can realize the impression left in the housewives' minds.

As part of our promotional program this year, especially on dishware, we have employed a young woman known as Lynn Scott as Stylist and Home Arts Expert. A number of guest appearances, largely on women's programs, have been arranged on television and radio. Her whole talk and program from the start has been along the lines of melamine dishware and its advantages. Inasmuch as almost all of her appearances as a guest involve questions and answers, we find the questions presented to her are more and more along the line of plastics in general and frequently the questions presented to her involve the reasons for plastic failures. As a result, we find that the promotion of melamine dishware is only incidental and that her appearances tend to revolve more and more around interpreting plastics to the housewife on a general basis.

Naturally, she stresses the importance of selecting the proper plastic for the specific application. As you realize, such a program is difficult to handle without completely condemning the use of thermoplastics in the kitchen. To a small extent, however, we are trying to do an industry job via these guest appearances by bringing to the attention of the housewife that the proper application of plastics results in a superior performance.

This has been a somewhat rambling letter and I know that I have not presented anything precise or concrete. I do feel that all of us are faced with a major problem and I would like to suggest that MCA might consider consulting with the Carl Byoir organization in regard to the entire program. We have used them for a number of years in the company and have had them actively interested in some of our programs during the past two years. I plan to see them in New York in the near future on some of our own problems and will sound them out as to whether they have any constructive ideas from an industry standpoint.

I hope you will give my regards to everyone, and with best personal regards to yourself,

/signed/ W. W. Knight, Jr.

WWKjr/r/mw

CMA 078168