

NEWS LETTER

No. 345 October 20, 1955

COMPANY DISCOVERS LARGE TITANIUM ORE RESERVES

Titanium ore reserves of the Company have been strongly supplemented recently by the discovery of large new deposits at its properties in Tahawus, Essex County, New York, and in Norway, and by the purchase of large tracts of titanium-bearing land in North Central Florida.

The discovery in New York State is within 1-1/2 miles of the existing plant at Tahawus where 5,000 tons per day of titanium ore is currently being treated and from which 300,000 tons per year of titanium mineral ilmenite is produced. Reserves of 50,000,000 tons have been proven to date and indications are that the new ore body will contain more than 100,000,000 tons.

The new Norway reserves are within four miles of the Company's present titanium mining operations near Sokndal and three miles from the shipping port in Jossingfjord in Southern Norway. The deposit is known to extend over one mile in length and to average about 500 feet in width and has been proven by diamond drilling to extend to as far as 1,000 feet in depth. Surface sampling and diamond drilling now in progress already indicate well over 100,000,000 tons of ore available for open pit mining and it seems probable that more than 300,000,000 tons of ore will have been proven when the systematic drilling program, now being carried on, has been completed.

Early this year National Lead Company acquired 6,800 acres of land in North Central Florida. These lands adjoin those presently being mined at Trail Ridge. While these reserves are not as extensive as those in New York State or Norway, they can be expected to produce about 5,000,000 tons if ilmenite concentrates from some 270,000,000 tons of sands available for economic processing.

CHANGES ANNOUNCED FOR PACIFIC COAST BRANCH

James W. Bowen has been appointed manager of sales promotion for the Pacific Coast Branch and Frank M. O'Connor becomes sales manager of the branch's Southern Division.

After nearly twenty-five years of service to the Company in the Southern California area, Mr. Bowen will transfer his business headquarters to San Francisco and will supervise from there promotional activities for the eleven Western states. He started with National Lead in 1930. He became manager of the Riverside store in 1943, trade sales manager for the Southern Division in 1948 and sales manager in 1950.

Named as Mr. Bowen's successor in the post of Southern Division sales manager is Frank M. O'Connor, who started with National Lead as a warehouseman in Los Angeles in 1939. He served as store salesman and territory salesman since. Mr. O'Connor recently received one of the annual "Sammy" Awards by the Sales Executive Club of Los Angeles for outstanding achievements in the sales field.

(over)

0000-NLI-000024798

COMPANY'S FIRST ADVERTISING MANAGER DIES IN CALIFORNIA

Orlando C. Harn, the Company's first advertising manager, serving from 1905 to 1927, died on October 10 at Santa Barbara, California. He was 84 years of age. Mr. Harn is credited with the creation of the "Dutch Boy" trademark, which first broke into national advertising in 1907. In 1926, at a dinner attended by more than 1,000 New Yorkers, he received the gold medal for distinguished service rendered commerce and industry through raising the standards of advertising.

Mr. Harn also served as advertising manager of the H. J. Heinz Company and was managing director of the Audit Bureau of Circulation from 1927 to 1939. Later he was a member of the board of governors.

ADMINISTRATIVE CHANGES MADE AT KIRK

Walter Jenni, production manager at Morris P. Kirk & Son, Inc., has assumed charge of Kirk's engineering department. James K. P. Miller succeeds Mr. Jenni as production manager, and will assume the responsibility for production and operation of all Morris P. Kirk & Son, Inc., plants. He was formerly plant manager at Portland, Oregon. David L. Carter becomes plant manager at Portland and will continue as Northern Division manager of Smelter Supply Company for Kirk.

TWO VETERAN EMPLOYEES HONORED ON ANNIVERSARIES

Ernest R. Dondorf, manager of metal purchases for the Company, was honored by his associates at a luncheon October 7 on the occasion of his forty-ninth anniversary as a National Lead employee. Mr. Dondorf began his Company career in 1906 in the office of United Lead Company, a subsidiary, and continued in the metal department of the Company in 1928. Mr. Dondorf became manager of metal purchases in 1939.

Millard L. Friday, Sr., who is in charge of sales of E. W. Blatchford type metals and other products for the printing industry, was honored by his associates at a luncheon September 30th on the occasion of the thirty-fifth anniversary of his employment by National Lead. Mr. Friday began his E. W. Blatchford career in 1920 in the sales department and was placed in charge of Blatchford sales in 1941.

TITANIUM METALS CORPORATION OF AMERICA OPENS CLEVELAND DISTRICT OFFICE

Titanium Metals Corporation of America has opened a Cleveland district sales office. James C. Coffman has been appointed manager of sales for the new Cleveland district. Concurrently, Donald B. Dik has been selected to serve as manager of sales for the Eastern sales district, with headquarters at 233 Broadway in New York City.

Mr. Coffman, whose office is now located in the Terminal Tower in Cleveland, is a graduate of the University of Michigan. His degree is in aeronautical engineering. He formerly held several sales positions with Titanium Metals Corporation of America. Mr. Dik is a mechanical engineer from Tufts University and was associated with the Tubular Products Division of Babcock and Wilcox Company before joining Titanium Metals in 1954.

CHARLES A. BRYANT NEW BAROID ADVERTISING MANAGER

Charles A. Bryant has been named advertising manager of the Baroid Division. Mr. Bryant had been assistant advertising manager of the Mid-Continent Supply Company in Fort Worth, Texas, for five years. Prior to that time he served as advertising production manager for the Wall Street Journal, Southwest edition, advertising manager for Butler Brothers and the Dallas "World". Mr. Bryant attended Southern Methodist University.

(more)

0000-NLI-000024799

AUGUST AND SEPTEMBER WATCH AWARDS ANNOUNCED

The following employees have received watch awards in recognition of twenty-five years or more of service with the Company:

AUGUST

Bennie Caldwell
Joseph W. Makowka
Robert V. Allen
William A. Lewis
O. F. Christel
Henry H. Frey
Alfred J. Miller
J. A. Kaufman
Harrison G. Meyer
F. G. Biddlecomb
Elmer E. Clark
Frank A. Dzik

Philadelphia Branch
Atlantic Branch - Perth Amboy Plant
Canada Metal Co. Ltd. - Toronto, Canada
Magnus Metal Division - Topeka, Kansas
Doehler-Jarvis Division - Toledo
Doehler-Jarvis Division - Toledo
Doehler-Jarvis Division - Toledo
Doehler-Jarvis Division - Toledo
Doehler-Jarvis Division - Toledo
Doehler-Jarvis Division - Batavia
Doehler-Jarvis Division - Batavia
Doehler-Jarvis Division - Batavia

SEPTEMBER

Inez R. Stephens
C. F. Kaegebehn
Walter Jones, Jr.
Milton Lewis
Ed Campbell
George C. Belknap
Arthur Wilson, Jr.
Michael Holubowski
Charles A. Behrens
Omer P. Bedford
C. B. Stryczek
E. P. Irwin
W. O. Wagner
J. D. Navarre
Arrol J. Hermance
C. E. Neiman
Leroy M. McElroy
H. I. Drumheller
Max C. Kozal
Leo W. Hoerbelt
Anthony Ricci
Samuel S. Cina
John A. Szustak

Evans Lead Division - Charleston, W. Va.
General Office - New York
Bradley Plant - Brooklyn
Atlantic Branch - Perth Amboy Plant
Pacific Coast Branch
Titanium Division - Chicago
Philadelphia Branch
Atlantic Branch - Perth Amboy Plant
Doehler-Jarvis Division - Toledo
Doehler-Jarvis Division - Toledo
Doehler-Jarvis Division - Toledo
Doehler-Jarvis Division - Toledo
Doehler-Jarvis Division - Toledo
Doehler-Jarvis Division - Toledo
Doehler-Jarvis Division - Toledo
Doehler-Jarvis Division - Pottstown
Doehler-Jarvis Division - Pottstown
Doehler-Jarvis Division - Pottstown
Doehler-Jarvis Division - Grand Rapids
Doehler-Jarvis Division - Batavia
Doehler-Jarvis Division - Batavia
Doehler-Jarvis Division - Batavia
Doehler-Jarvis Division - Batavia