

Lead Industries Association

~~420~~ 60 EAST 42ND STREET.

NEW YORK 17, N.Y.

ANDREW FLETCHER, PRESIDENT
K.C. BROWNELL, VICE PRESIDENT
J.A. MARTINO, VICE PRESIDENT
M.M. ZOLLER, VICE PRESIDENT
ROBERT LINDLEY ZIEGFELD,
SECRETARY-TREASURER

November 26, 1956

MANFRED BOWDITCH
DIRECTOR OF HEALTH AND SAFETY

Robert A. Kehoe, M. D.
Director, Kettering Laboratory
University of Cincinnati
Eden Avenue
Cincinnati 19, Ohio

Dear Bob:

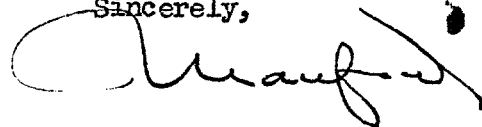
Mr. Ziegfeld and I have given a good deal of thought of late to the handicaps to which our beloved metal is subjected because of unwarranted fears of its toxicity in metal enameling operations. I hardly need cite examples of this to you, but I will mention a typical and recent one, brought out in a conversation between Mr. Ziegfeld and an operator of an enameling plant on the west coast.

This man, though admitting the superiority of lead enamels to others in much of his work, said that he wanted to "get away from lead" as soon as he found he could do so. When asked (1) whether the toxicity of lead had caused any trouble among his workers, and (2) whether he had found that the use of lead enamels had required greater or more costly precautions than in the case of other types, his answer was in each instance in the negative. Yet, apparently just on general principles, he wanted to get away from lead.

How to combat this rather unreasoning attitude is a nice question. One way would be by means of an atmospheric or biological study (or both) in some enameling plant, but this might stir up more fears than it quelled. Another would be through a "public relations" campaign, but my limited experience with that sort of thing is that it can backfire in unexpected and disconcerting ways. So it's really a tough one.

Hence, the subject was in my Pittsburgh notes for a hoped-for discussion with you, a hope unfulfilled for an obvious reason. When you come here for the Z37 meeting on December 6th, will you be flitting in and out with no time to spare? And if not, could you meet with the two of us, for a meal or otherwise, to talk this over? We would most certainly esteem it a favor and, as things now stand, I'm quite sure we could suit our time to yours.

Sincerely,



MB:GW

cc: Mr. Ziegfeld



KE 0014832