

LEAD INDUSTRIES ASSOCIATION

429 LEXINGTON AVENUE

NEW YORK 17, N. Y.

METALLIC LEAD PRODUCTS DIVISION

August 1, 1950

M. L. P. BULLETIN NO. 18

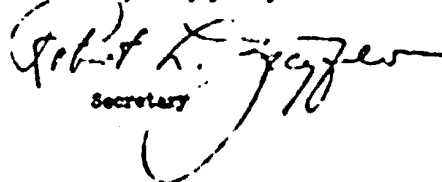
SUBJECT: STATEMENT DEROGATORY
TO LEAD

To Members of the Metallic Lead Products Division:

The attached exchange of correspondence between the Lead Industries Association and the Mueller Brass Company is self-explanatory and I believe will be interesting to members of this Division as an example of the constant vigilance that must be exercised in the interests of lead.

I hope that if members run across other derogatory statements about lead which may not come to our attention they will let us know so that proper steps can be taken.

Very truly yours,


Secretary

COPY

Mueller Brass Co.
Port Huron, Michigan

July 21, 1950

Mr. Robert Lindley Ziegfeld, Secretary
The Lead Industries Association
420 Lexington Avenue
New York 17, New York

Dear Mr. Ziegfeld:

Your letter of July 5, brought to our attention a serious breach of policy on the part of the Mueller Brass Co. It never has, and I hope never will be, our policy to attempt to discourage the use of any competitive product. The statement to which you refer, somehow or other got past our censorship and will be deleted in any future reprinting of the pamphlet.

We have taken this occasion to again remind our Advertising and Sales Promotion Department of the fact that nothing good is to be gained by knocking any of our competitive products. We do appreciate your bringing this to our attention.

Sincerely yours,

MUELLER BRASS CO.

By: F. L. Riffin, Jr. Assistant
to the President

COPY

Lead Industries Association
420 Lexington Ave.,
New York, N. Y.

July 5, 1950

Mr. Fred L. Riggin, Sr., President
Kessler Brass Company
Port Huron, Michigan

Dear Mr. Riggin:

A booklet entitled, "PLUMBING" issued by the Streamline Pipe and Fittings Division of your Company, in 1949, has just come to my attention.

I have read with some considerable misgivings the following statement which appears on page 3 of this booklet:

"Lead pipe is unsafe in soft waters as the carbonic acid attacks lead and the resulting lead compounds may cause lead poisoning. Medical authorities recognize this danger."

While it is undoubtedly true that certain waters may dissolve excessive amounts of lead, we feel that publication of such a statement in your booklet is unwise and unwarranted for two reasons:

In the first place we feel that as a general policy it is not sound advertising to discuss competitive materials unnecessarily as such discussions only lead to retaliatory discussions on the part of the competitor.

In the second place while we, ourselves, quite frankly do not recommend lead pipe under certain conditions we do not feel that it is fair to make the above statement without including a complete discussion of the subject such as you have in the case of copper. For instance, you recommend tinned copper for very soft waters in general of the type that would be corrosive to lead, or you recommend that the water be treated. These are identical with our own recommendations in connection with lead. Furthermore, waters of the type that are corrosive to lead, at least among public water supplies, are very restricted in number.

I am enclosing a copy of a paper which I presented before the New England Water Works Association several years ago in which the subject was thoroughly discussed on pages 7 to 11. Waters which attack lead sufficiently to make them unsafe also attack copper or iron and steel in a way that make them undesirable. Therefore, treatment is the general answer.

Mr. Higgins

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July 5, 1950

In view of these comments I sincerely hope that in your future advertising or publications such statements about land, as the one made in your booklet, will be avoided. Don't you agree that this would be sound policy?

Very truly yours,

Secretary