

Copy to Mr. Harold Rowe

February 21, 1940

Mr. I. W. Schoeppel
National Lead Company
722 Chestnut Street
St. Louis, Missouri

Dear Mr. Schoeppel:

I am always glad to answer questions about the Lead Industries Association which is an important agency of the National Lead Company and others comprising its membership.

I hope my brief description, attached, clears up, as you state, any hazy notion some of your own people may have of the Association. If it doesn't, please ask any other questions that will help to clarify matters.

With kindest regards,

Sincerely yours,

Secretary.

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The Lead Industries Association was organized in the Fall of 1923 and, unlike other metal associations, comprises lead mining, smelting, refining and manufacturing companies, all under one Association. Mr. Crane, the President of the largest mining company, the St. Joseph Lead Company, Mr. Brownell, President of the American Smelting and Refining Company, the largest smelting and refining company, and Mr. Cornish, then chairman of the largest lead consumer, the National Lead Company, were the three men most responsible for establishing the Association. Their belief was that the component parts of the lead industry were all vitally interested in many problems relating to the welfare of the lead industry as a whole and that, with combined efforts greater and more economic progress could be made in solving them than through individual associations representing miners, smelters, refiners and manufacturers respectively. How well their plan has succeeded I am content to leave to the record.

The work of the Association concerns itself with the following main sub-divisions:

1. Statistical - Statistics of both raw materials and finished products are gathered by the Association and distributed promptly to all members of the Association. This enables them to obtain a broad perspective of various related sections and products of the lead industry.

2. Legislative - The Lead Industries Association has acted promptly on federal and other legislative matters affecting its welfare saving much duplication of effort. It succeeded early in its career in procuring a change in the drawback laws permitting substitution for drawback purposes, a change that had been attempted individually for 40 years prior to its organization, but without success. This change in the law saves our members thousands of dollars annually.

The Association has helped to protect the lead industry in tariff matters. It has been successful so far in preventing a breach in the lead tariff structure threatened repeatedly by the reciprocal trade treaty negotiations of the present administration.

In N.R.A. days the Association was instrumental in protecting the white lead industry from discrimination in N.R.A. codes by successfully resisting an effort of the paint industry to incorporate white lead in its own code.

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3. Lead Poisoning - The Association has supported medical research on lead poisoning at Harvard University ever since its inception. It has devoted and is giving a large amount of time and attention to lead poisoning problems arising in the use of numerous lead products, which cause the industry a large amount of trouble and unfavorable publicity. Through its efforts a better appreciation of the medical position of lead is being witnessed in the United States, but progress is necessarily slow.

4. Publication of "Lead" - The Association publishes six times a year a magazine, "Lead", having a circulation of 32,000 going to people in a position to specify various lead products. A great many unsolicited complimentary letters from readers make us believe that this project is well worth its cost.

5. Litharge Research - The Association is investigating the threatened displacement of the use of litharge in the petroleum industry for the refining of gasoline.

6. Promotional Activities
 (a) Plumbing Promotion Program - The Association, primarily at the suggestion of Mr. Beschorman of the National Lead Company, several years ago undertook to see what could be done to save and increase the use of lead in the plumbing and water works field. Starting modestly, the Association now has three field representatives, spends a small amount on advertising in the trade magazines, publishes a plumbing magazine, "Plumbers' Forum", copy of which is attached, and has been successful in definitely restoring lead to the plumbing codes of dozens of cities, and has been directly responsible for the use of hundreds of tons of lead plumbing goods where they ordinarily would not have been considered.

Considering the modest expenditure for this work, averaging about \$80,000 per year, and the results obtained, I think it is a good illustration of what the Association can jointly do on a problem affecting ~~the~~ industry, without duplicating any of the individual member's activities. Without the assistance of the Lead Industries Association's campaign, the National Lead Company and other member companies would have had to devote their own energies and funds to preventing changes in plumbing codes disadvantageous to lead, and working with the master and journeymen plumbers' associations, work of an indispensable nature. I leave it to your own imagination as to what the cost would be to individual companies if left to them for action.

(b) Lumber Products-Better Paint Campaign - This program was suggested by Mr. F. M. Carter and the late Willard E. Maston of the Eagle-Picher Lead Company, and was designed to arouse the lumber industry to the common problem it had, together with the paint industry, of making certain that only

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quality lumber and paint are used in home construction. Here again a program was tackled which individual member companies could not have undertaken. At an expenditure of about \$25,000 per year, two and three men have been kept in the field continuously and an extraordinary amount of good-will has been cultivated among the important lumber associations such as, the Western Pine, Red Cedar Shingle Bureau, Southern Cypress, Redwood and others, which I am sure our paint competitors would pay handsomely to have for themselves. I am sure this brought white lead to the attention of the lumber industry in a manner which, as the years go by, should help the National Lead Co., and other white lead producers greatly. The cost to us of the campaign has been matched, in great part, by expenditures of lumber companies for folders, leaflets and other literature on the same objectives.

(c) White Lead Program - This program was sponsored by the lead mining companies who have watched with dismay a steady decline in the use of white lead over the past few years despite its wonderful paint qualities. They were willing and anxious to do what they could to correct this situation.

The White Lead Promotion Program is a national advertising campaign, not quite a year old. The largest part of our funds are invested in advertising to consumers. A small part of the budget permits collateral activities such as work among the agricultural leaders of an educational nature; field work among the journeyman painters, also among municipalities, counties and other government users of white lead; publication of auxiliary pamphlets, booklets, broadsides, etc.; and enlarging our "Lead" magazine to include white lead articles.

The campaign is too young yet to demonstrate its value to the industry but there are straws in the wind which indicate already that white lead will be given more attention in many directions than it has heretofore. Competitive attacks on white lead, adjustment of which so frequently occupied the time of the Secretary, have been conspicuous by their absence since the Campaign started.

(d) Sheet Lead Program - The Association has gathered a vast amount of accurate and authoritative information on the proper application of sheet lead to building construction and is prepared to publish a book giving fundamental details when, as and if the interested members desire to proceed with this program.

7. Conclusion - In all of its activities the Lead Industries Association has only attempted to engage in work which would not duplicate any activity of an individual member company. Promotional activities, which now comprise a large

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part of its budget, are based upon the assumption that the lead mining industry should be prepared to shoulder the burden of the fundamental promotional work necessary to insure the continued use of the various lead products, and to offset the competition of other metal products serving the same markets. The lead mining companies have always been keenly interested in the many uses to which lead is put and the fact that they are now so closely allied with the manufacturers in one association has given them information and a point of view that they ordinarily would not have possessed. Indeed, there is no other metal industry, outside of the monopolies, or near-monopolies, aluminum and nickel, where one will find the cooperation and solidarity of thinking that now exists in the lead industry. I think it speaks well for the future of lead.

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