

INTERNATIONAL SMELTING AND REFINING COMPANY

December 12, 1938.

Mr. Frederick Laist, Vice President,
International Smelting & Refining Company,
25 Broadway,
New York City.

Dear Mr. Laist:

I was sorry not to be able to talk various matters over with you last week. One of these that will need to be decided within the next few weeks is the question of the proposed joint advertising campaign to be conducted by the Lead Industries Association. This campaign is designed to promote the sale of high grade paint, which, of course, means white lead.

This campaign, obviously, will be conducted whether we join it or not. The mining people led by St. Joe and the pigment manufacturers, particularly the National Lead and Eagle-Picher Lead companies, decided to proceed and I think their decision is sound. They wouldn't do this if the chances of increasing the consumption of pig lead in a market where the lead does not return if they did not believe that the chances of success are good. Mr. Wormser has covered the salient features of this movement very well and I am enclosing two copies for your consideration and reference to others if needed.

Enclosed you will also find two copies of a budget in the amount of \$250,000, and the preliminary break-down by companies of this amount. In this connection, you will note that based on last year's sales our donation to this fund for the white lead end would be \$9,764.40. In addition, our refinery would pay \$1,040.00. There is nothing in the mining end for our company, because Mr. Wormser was unable to say what this should be. I presume you or Mr. Weed will have this, and I will appreciate your estimate based on the 40¢ per ton assessment. Personally I think that this proposal is well worth trying. Of course, we are not down to the point where the actual advertising program is ready for consideration. I have, however, gone over this in a general way with Mr. McDonald and I understand from him that he thinks the fundamental idea is good. Further, Mr. McDonald has promised to attend the meetings and go over the actual advertising proposals with me. Of course, this is predicated upon your approval of the proposition. I would appreciate your consideration and if possible your approval.

Yours very truly,

FOC:vlc
enclosures

(Signed) F. O. Case

DEPOSITION
EXHIBIT
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