LEAD INDUSTRIES ASSOCIATION
60 EAST 42nd STREET
NEW YORK 17, N. Y.

August 7, 1958

SUBJECT: EDITORIAL COMMENT ON RESEARCH AND MARKET DEVELOPMENT

To the Industry Development Committee:

Attached is a copy of a news clipping which recently came to us through our Press Clipping Service.

I believe that the thoughts expressed in this article are worthy of your consideration.

Very truly yours,

Secretary

enclosure

LIA16999

New York, N. Y.
OKLAHOMA LIVESTOCK
NEWS
OKLAHOMA CITY, OKLA.
JUNE 17, 1950

MODEST—TO A FAULT

At a joint annual meeting in St. Louis this year, the American Zinc Institute and the Lead Industries Association decided [illegible] research programs looking to larger markets for their respective metals. A broad-scale expansion of research activities that have been in progress for many years, the new program sets no limit on funds to be used for worthwhile projects. Both organizations—producers of zinc and lead in the U. S., Canada, Mexico, Great Britain, Peru and Australia—agreed to support any reasonable program that their technicians might recommend.

This is indeed a direct and constructive approach to the problem of more sales. Certainly, if the researchers come up with new uses for the two ancient metals, the producers are pretty sure to sell more of them. But we think it might be a help also, to tell the public more about the old, yet prosaic uses of zinc and lead. In this way, manufacturers and retailers might be encouraged to advertise and to sell the advantages of these metals in the countless products where their characteristics are essential.

At present, we suspect the public knows little about either metal—and thinks about them even less. Take lead. Most people know it's used in storage batteries and for shielding against x-ray and nuclear radiation. Some know it's a fine thing to paint. And that's about it.

As for zinc, everybody uses it every day—whether he knows it or not. And usually he doesn't. Who stops to think that zinc die-castings constitute vital parts in every automobile, bus and truck that is built—and in most every vertical household appliance, from the TV to the washing machine and the record-changer to the dish-washer, garbage disposer, can-opener and stove? Everybody knows what "galvanized" is—or do they? Not even the farmer, to whom it is perhaps most important, looks upon his long-lasting galvanized fence, roofing, barn siding, perhaps the whole silo, his gal.-coated buckets and troughs and tanks as having been dipped in molten zinc!

Zinc, in the form of galvanized equipment, as well as the wide variety of marine die-casting, is mighty important to fishermen—both amateur and professional—and to boatmen of all sorts. And zinc protects the mighty steel towers that support the nation's high-tension transmission lines—backbone of all industry and modern living.

No doubt the researchers will come up with some new ideas. But, meantime, the zinc and lead people would do well to speak up for what they've got!

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