

LEAD INDUSTRIES ASSOCIATION

60 East 42nd Street

NEW YORK 17, N. Y.

METALLIC LEAD PRODUCTS DIVISION

AGENDA

METALLIC LEAD PRODUCTS DIVISION

New York, N. Y.

November 13, 1956

A meeting of the Advisory Committee of the Metallic Lead Products Division of the Lead Industries Association was held on Tuesday, November 13, 1956 in the office of the Association.

PRESENT

G. H. LeFevre, Chairman
E. L. Newhouse, III

W. J. Welch
C. E. Ince

REPRESENTING

United States Smelting Refining & Mining Co.
Federated Metals Division, American Smelting & Refining Co.
National Lead Co.
St. Joseph Lead Co.

OTHER

P. W. Ruppert

National Lead Co.

Robert L. Ziegfeld, Secretary-Treasurer

The chairman called the meeting to order at 2:30 P.M.

The committee proceeded to a discussion of the recommendations for the budget for 1957 contained in the secretary's letter of November 8th to the Committee. The committee generally agreed that a budget of \$40,000, as recommended, was appropriate for the work of this Division. They questioned somewhat the actual distribution of the cost among the following five items: "Plumbers' Forum," Construction Bulletins, Sweet's Catalog, "Lead" and Publicity. It was felt that the final distribution among these items should be determined after consultation between the secretary of the Association and the advertising managers of the member manufacturing companies who sell products to the industries involved in this Division.

The committee, therefore, formally recommended that a budget not to exceed \$40,000 be approved for this Division's activities in 1957, with the actual distribution of funds among "Plumber's Forum," Construction Bulletins, Sweet's Catalog, "Lead" and Publicity to be determined by consultation between the secretary and the advertising managers of member manufacturing companies interested.



Advisory Committee
Metallic Lead Products
Division Minutes

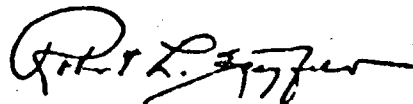
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Those manufacturers present offered the services of their advertising personnel to assist the Association in determining the final distribution of funds and in the preparation of advertising or promotional material.

The secretary was instructed to contact the committee members individually after he had consulted with the advertising managers, to report to them what distribution would be made and to call a meeting of the committee only if there were any major differences of opinion among its members.

Meeting adjourned at 3:30 P.M.



Secretary.