

# LEAD INDUSTRIES ASSOCIATION, INC.

288 MADISON AVENUE

NEW YORK, N. Y. 10017

TELEPHONE - AREA CODE 212

DN 2-2222

## SUBJECT TO REVISION

### INDUSTRY DEVELOPMENT COMMITTEE MEETING MINUTES

St. Louis, Mo.

March 29, 1966

A meeting of the Industry Development Committee of the Lead Industries Association, Inc., was held on Tuesday, March 29, 1966 at the Chase-Park Plaza Hotel.

#### PRESENT

J. R. Engleborn, Chairman  
J. S. Smart, Jr.  
J. J. Lennon  
H. W. Balton  
  
R. J. Hopkins  
O. A. Larson  
I. Thompson  
J. F. M. Douglas  
  
D. J. Berts

#### REPRESENTING

St. Joseph Lead Co.  
American Smelting and Refining Co.  
Ametalco Inc.  
The Broken Hill Associated Smelters Pty. Ltd.  
(C. Tennant, Sons & Co. of New York)  
The Broken Hill Associated Smelters Pty. Ltd.  
The Bunker Hill Co.  
Carro Sales Corp.  
The Consolidated Mining and Smelting Co.  
of Canada Ltd.  
United States Smelting, Refining and  
Mining Co.

#### GUESTS

|                   |                          |
|-------------------|--------------------------|
| C. S. Burns       | American Mining Congress |
| P. J. Callahan    | American Mining Congress |
| W. B. Graham, Jr. | American Mining Congress |
| P. Higgins        | E. E. Weiss Co.          |
| P. E. Wornaser    | Consultant to L.I.A.     |

#### L.I.A. STAFF

J. L. Kimberley, Executive Vice President  
D. M. Bortina, Secretary, Treasurer  
B. Fader, Manager, Technical Services  
D. Fowler, Director, Health & Safety  
J. M. McAvard, Advertising Manager



Look Ahead with Lead

Industry Development Committee  
Meeting Minutes

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March 29, 1966

The Chairman called the meeting to order at 3 P.M.

The Secretary reported a quorum was present.

The minutes of the meeting of November 30, 1965 were approved.

#### ELECTION OF CHAIRMAN

The chairman announced that it was in order to elect a new chairman. The name of J. S. Smart, Jr. was placed in nomination. There being no further nomination, it was regularly moved, seconded and unanimously carried that the nominations be closed and that the Secretary be instructed to cast one ballot for the election of Mr. J. S. Smart, Jr. to serve as chairman. The chair was then taken by Mr. Smart.

A further motion was made, seconded, and unanimously approved to express the appreciation of the committee for the work of the retiring chairman, Mr. Engleborn.

#### PROGRESS REPORT ON ADVERTISING AND PROMOTION

Paul Higgins, Vice President of E. H. Weiss Company, the advertising agency for the association, joined the Advertising Manager of the association to report on the progress in advertising and promotion in the year just passed. Highlights of their report were --

- 1) Total inquiries for 1965 were 18,000, a new record.
- 2) The solder campaign has been particularly effective in 1965. Inquiries in this area totaled 2,500, 2,000 of them from our newsletter ads. One soldering equipment firm confided it traced 9 big solder accounts to our campaign.
- 3) Similarly, we have been told by electric industrial truck manufacturers and distributors of multiple sales to Western Union and St. Regis Paper based on our campaign. There has also been much favorable comment from electric power companies and evidence of their concerted effort to sell lead-acid battery power.

#### REPORT ON HEALTH AND SAFETY ACTIVITIES

The director of health and safety summarized the three-day symposium on lead held in Washington last September. The association was not required to take any position, he reported, because there was no significant new material brought up at the meeting. The most important statement made was that of U.S. Public Health Service director Vernon MacKenzie that he was "uneasy" about the amount of lead in the atmosphere and environment.

Industry Development Committee  
Meeting Minutes

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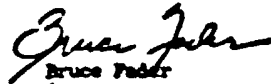
March 29, 1966

The Secretary reported that Mr. Felix Wormser had agreed to testify before the Senate committee on behalf of the Lead Industries Association. The substance of such testimony was examined at some length, Mr. Wormser reviewing the work he had done in this field.

MEETING DATES TO BE SET

The dates for future meetings of the committee will be set after conferring with I.L.Z.R.O., the Secretary announced.

There being no further business, the meeting was adjourned at 5:00 P.M.



Bruce Fader  
(Acting as Secretary to  
the Committee)

BF:bd