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HISTORY OF

THE ALUMINUM ASSOCIATION

1930-1981

FOREWORD

APPROACH TO THIS HISTORY

This history of the Aluminum Association spans 51 years, from 1930 to 1981. While the Association was not formalized under the present name until 1935, there is a direct connection between the beginning of the Great Depression (October, 1929) and the creation of the Aluminum Association; hence, the starting point of 1930.

Rather than a strictly lineal approach to the Association's history, this approach will be to show the Association as part of the nation's culture, institutions, and quality of life. This

perception, it is hoped, will demonstrate the extent to which today's activities of the Association are made possible by its accumulated experience. Equally important, this comprehensive approach to its history sets the stage for determining what kinds of action the Association should be taking to build and protect its future.

Early Industry Leadership

The history of the aluminum industry goes back to the time when Thomas A. Edison ushered in the era of electricity by opening America's first commercial power station. While more immediately it provided power for a few flickering amber lights, four years later, Charles Martin Hall used electricity for the most efficient means to obtain aluminum from bauxite. Since that time, the fortunes of the two industries have been interrelated.

Similarily, the fortunes of the Aluminum Association have paralleled that of the aluminum industry itself. As it is with every prosperous and viable organization, the success of the Aluminum Association has been due to the dedication, foresight, and enterprise of a handful of aluminum industry leaders who founded and supported it through its early years. Even a cursory study of the Association's history quickly identifies one man as the principal driving force in its formation. He was Arthur Vining Davis, the chairman of the board of the Aluminum Company of America, who, in the 1880's helped Charles Martin Hall pour

the first ingot of commercial aluminum. Through his leadership and direction the Association came into existence and prospered.

Other individuals were also in the vanguard of the Association's early growth: Ralph G. Farrell and Luke D. Stapleton of Fairmont Aluminum Company; William Golden and Walter Y.C. Hunt of Reynolds Metals Company; Charles B. Bohn and Harold W. Holt of Bohn Aluminum & Brass Corporation; I.W. Wilson, M.M. Anderson, G.R. Gibbons and G.J. Stanley of Aluminum Company of America; and Milton E. Rosenthal of United Smelting Company.

Other individuals involved in the Association's early years were George Ginsburg, United Smelting and Aluminum Company , who, with Luke Stapleton, wrote the early Codes of Fair Competition; Donald McDonald, first secretary of the original association Captain Kenneth G. Castleman, U.S. Navy (Ret.), first secretary of the Aluminum Association and appointed consultant to the Association in 1945; Donald M. White, succeeded Capt. Castleman as secretary; Mildred I. Golden, who joined the Association in 1943 and served as its "staff" during the war years and later as assistant treasurer until her retirement in 1968.

The Thirties

1930 - 1940

The Stage is Set

In the mind of the American public, President-Elect Harding had only one fault. He made long-winded speeches. The new

president was not a particularly able man seemed to be of no consequence.

While President Harding's policy of government inactivity was popular with the people, his successor, Calvin Coolidge, carried it even further; strong central government seemed unnecessary. But beneath the frivolity of the "Roaring 20's," the problems were seething. Refusing to use his powers to influence the nation's economic life, Coolidge failed to tighten credit or make stock market speculation more difficult.

"Eat, drink and be merry," went the phrase. And why not? The nation's overall economy seemed to be booming during the 1920s. Industrial productivity was up 50 percent; labor costs were down by 9.5 percent; sales of automobiles and other consumer durables rose dramatically. Between 1922 and 1929, salaries increased 42 percent; wages, 33 percent; consumer purchases, 23 percent. Corporate net profits rose 76 percent, and stockholder dividends went up an astonishing 108 percent.

On the debit side, agriculture and several other industries, such as textiles and bituminous coal mining, were seriously depressed. Aware that this prosperity was not solid, Coolidge declined to run for a second term.

In the 1928 campaign, Herbert Hoover, the "Great Engineer" was the Republican nominee. He ran against Gov. Alfred E. Smith of New York, the "Happy Warrior," in an election that turned on two issues: religion (Smith was a Catholic) and prohibition.

Hoover won, but within a few months of his inauguration, October, 1929, the stock market collapsed. Stocks lost 40

percent of their value within a few weeks, and a skid began that did not stop until 1932.

Responding to declines in industrial production, construction, and retail sales, the market had crashed, triggering a deflatory spiral that became next to impossible to stop. Business and industry, in turn, were gradually forced to curtail operations.

In contrast to his predecessors use of government powers, Hoover set in motion several measures to stop the depression, some of which were later modified and refined by the first Roosevelt Administration. Not the least of the measures was to obtain the voluntary cooperation of business and labor leaders, who pledged to maintain production, employment and existing pay scales throughout the economic nightmare.

None of these measures worked, however. By 1932, hundreds of banks had failed. Mills and factories had shut down. Estimates of unemployment ran as high as 13,000,000 -- one worker out of every four. A quarter of the farmers lost their farms.

President Hoover was rejected by the voters in the election of 1932, and Gov. Franklin D. Roosevelt of New York entered the White House with a "New Deal," which contained a national program to get the nation back on its feet.

President Roosevelt's program was accepted by the Congress almost without question. During his first 100 days he sent messages and draft bills to Congress, proposing an agricultural recovery program, unemployment relief, federal supervision of investment securities, creation of the Tennessee Valley

Authority, prevention of mortgage foreclosures on homes, railroad recovery program.

The New Deal administrators believed business recovery could best be achieved through the National Industrial Recovery Act. Administered by the National Recovery Administration (NRA), the act granted businessmen government backing for agreements to stabilize production and prevent price slashing. Implementing the program would be done, according to the act, through a code or guidelines for each industry, established by the industry leaders themselves.

On August 2, 1933, a group of men representing the aluminum industry gathered in Pittsburgh to set up guidelines as suggested by the NRA. To carry out the programs they formulated, they created an organization: the "Association of Manufacturers on the Aluminum Industry." At the second meeting, 13 companies joined the new association. They included:

Aluminum Company of America

Aluminum Industries, Inc.

Bohn Aluminum & Brass Corporation

The Bronze Powder Corporation

Dixie Bauxite Company

Fairmont Aluminum Company

William F. Jobbins, Inc.

Johnston Tin Foil & Metal Company

Charles H. Lenning & Company

Metal Disintegrating Company, Inc.

Reynolds Metals Company

Standard Rolling Mills, Inc.

United Smelting & Aluminum Company, Inc.

With the organization of this "Association," the aluminum industry, was among the first to begin the climb out of the depression.

Following those two meetingsm the industry leaders wrote a code, in the summer of 1933. At first the total manufacturing performance looked promising. Logically, manufacturers increased production in anticipation of higher prices and increased demand. But purchasing power did not keep pace, and in the fall of 1933, the "boomlet" collapsed.

Having negotiated far too many codes, the NRA had become too complicated, by February of 1934. There were some 557 basic codes and 208 supplementary ones. Too complex and confusing to be enforceable, the NRA code system was invalidated by the U.S. Supreme Court in 1935. Although Congress enacted new laws salvaging parts of it, the National Industrial Recovery Act essentially was eliminated.

Reaction to these developments by the aluminum industry leaders was swift: a special meeting was held, on March 28, 1935, attended by members of the "Association of Manufacturers in the Aluminum Industry."

Its purpose was to determine what action should be taken in regard to the Basic Code of Fair Competition for the aluminum industry.

On June 8th of that year, a special meeting was held to discuss the advisability of continuing the association on a reorganized basis. A decision was reached to continue the "association," and a reorganization committee was named.

Then, in a series of quick but well planned moves (a technique that would come to characterize the industry), the new "association" began to take form.

During the summer of 1935, the Aluminum Permanent Mold Castings Association voted to affiliate with the Association adding a new dimension and stature. In a meeting in New York City, on July 23, it was resolved that the Castings Association would be established as a division. Donald McDonald, of Aluminum Industries, Inc., was voted chairman of the Aluminum Permanent Mold Castings Division, the predecessor of the present Jobbing Foundry Division.

Members Included:

The Permold Company
National Bronze & Aluminum Foundry
Bohn Aluminum & Brass Corporation
Advance Pattern & Foundry Company
Aluminum Industries, Inc.
Stewart Die Casting Company
Monarch Aluminum Ware Company

Aluminum Company of America

On August 5, 1935, at a meeting also held in New York, the Committee on Reorganization gave its reorganizational proposal to the industry leaders. The proposal was accepted; a fee schedule for membership was formalized, and the initial draft of the constitution and by-laws were studied and appropriate revisions made.

The first official meeting of the association was held in New York, October 16, 1935. Amendments to the constitution and by-laws were overwhelmingly approved, and a new name, "The Aluminum Association," was proposed.
Its stated purpose, to "promote the general welfare of the aluminum industry, of members of it, and all others affected by it, and to increase the usefulness of the industry to the general public,"was declared.

The Divisions Are Named

At the first regular winter meeting, held in New York, on January 15, 1936, members voted officially to accept the name "The Aluminum Association," and thirteen divisions were set up to deal with various aspects of the industry.
They included:

(1) Mining of bauxite and other aluminum ores.

(2) Concentration of aluminum ore and the production of other materials subsidiary to the smelting of aluminum.

(3) Production of virgin aluminum.

(4) Production of secondary aluminum.

(5) Manufacture of aluminum sheet and plate.

(6) Manufacture of extruded shapes.

(7) Manufacture of forgings.

(8) Manufacture of aluminum tubing conduit, bar, rod, wire, cable, and other wrought forms and products not otherwise classified.

(9) Manufacture of aluminum foil, whether attached or affixed to other materials or not.

(10) Manufacture of aluminum pistons.

(11) Manufacture of aluminum bronze powders.

(12) Manufacture of aluminum permanent and/or semi-permanent mold.

(13) Manufacture if aluminum and sand castings.

Two years earlier, in February, 1934, President Roosevelt had asked Congress for legislation to regulate stock exchanges. After six months of skirmishing, Roosevelt had won. He signed the bill June 6, 1934, creating the Securities and Exchange Commission (SEC). By this time, the country was rising from the depths of the Depression. Construction for the first quarter of the year was up 136 percent over the same of period for 1933. Steel output was up 132 percent. Aluminum production was up ___, and the industry's organization was bearing fruit.

By 1936, there was a definite economic upsurge, and President Roosevelt was re-elected overwhelmingly and swept back

into office with an astonishing 523 electoral votes compared to Gov. Landon's eight.

His policies vindicated by the vote of the people, he was at a peak in his political career.

Simultaneously, international relations were beginning to make their presence known. In 1936 the Spanish Civil War had began, earlier, in 1935, Italian forces had invaded Ethiopia. While America and Americans remained basically isolationist, fascism was spreading.

For the Aluminum Association, the period between that January, 1936, organizational meeting and November, 1937, was a period of refining the specific missions and purposes of the organization.

Industry leaders warily watched international developments unfold, regularly keeping the government informed of the industry's capabilities in case of war. Through the Aluminum Association, they began to address themselves to expanding aluminum's uses.

Largely because of rapid growth in the auto industry, a special meeting convened in Detroit, on November 30, and again December 1, 1937. Manufacturers of aluminum automotive cylinder heads launched the first formal program of the Association related to expanding a specific market.

Representatives from the management, sales, engineering, metallurgy, and publicity departments of the various member companies attended the meeting. The result was the announcement of a joint project of engineering and metallurgic research to

correlate progress in automotive engine design and materials in relation to cylinder heads.

However, because of difficulties in obtaining data, the work was delayed. But, then on June 28, 1939, a report, titled "Corrosion Resistance of Aluminum Cylinder Heads," written by L. W. Kempf and M. W. Doughterty, two Alcoa technicians. Serving a real need, a condensed version of the report was sent to garagemen and engineers throughout the country. The Aluminum Association purchased 20,000 copies of the publication and sent some 16,000 copies to selected automobile dealers in a direct-mailing campaign. (insert section on standardization)

However, what was drawing even closer and on September 1, 1939, Hitler's Germany attacked Poland. Immediately, Great Britain and France declared war on Germany. Appeasement ended and the second World War began.

Although the United States was not yet, the rebuilding of the nation's armed forces got underway. And the aluminum industry was there, ready to play a significant role.

1940 - 1950

Aluminum - WW II - and Afterward

From 1939 to 1945, the production of basic materials for war increased at an unbelievable rate vestiges of the Depression began to appear. During 1937-38 alone, aluminum production expanded almost nine times its capacity.

Defense economic policies, learned during World War II erupted. The initial 1940 defeats in Europe served as a catalyst in Great Britain, creating a crash program of aircraft and munitions production.

The same period saw the inception of Lend-Lease in the United States, a procedure by which the president was authorized to transfer defense equipment up to a value of $1 billion 300 million to any nation whose security was vital to the U.S., and to arrange for the manufacture of similar equipment for the same purpose, up to an initial value of $7 billion. That figure was eventually raised to $13 billion.

Because of the Lend-Lease Program the U.S. war industry got a flying start. However, little of the new capacity was in production at the time of the nation's entry into the war, at the close of 1941.

As the government tried to control war production, government agencies were organized and reorganized, creating unbelievable bureaucratic snarls. Nonetheless, by the beginning of 1944, production was reaching astronomical totals. In fact, it was double those of all the enemy countries combined.

Uses of aluminum rapidly increased during World War II. Aluminum castings had been previously used in airplane engines during World War I. Now applications for the light metal in the form of sheet, extrusions, and tubing became increasingly common in aircraft. At the same time, aluminum's economy and its high strength-to-weight ratio led to its wider use in passenger

automobiles, buses, and trucks, as well as in tank trucks, highway trailers, and high speed trains.

However, the use of aluminum in the construction, transportation, electrical, packaging, and machinery industries, as well as many other businesses, had to wait until after the war, when the country could settle down to a peacetime economy.

But by April of 1942, the aluminum industry was thoroughly geared to satisfy the needs of war. Through its facilities, the Association served as a coordinating point for the industry in matters relating to the war. Such things as censorship regulations and the importance of building employee morale were regularly discussed at Association spring meetings by the industry's leaders.

Then, on October 21, 1942, at a special meeting, Aluminum Association Board members and official representatives of member companies received a report on the necessity for recruitment and referral of women workers. The policy for hiring females had come from the Office of War Information, part of the War Manpower Commission. Shortly thereafter, women began working in aluminum plants.

During the remainder of 1942 and through 1943 and 1944, Association representatives met when they could, utilizing their organization to monitor government needs in the war effort and to ensure the industry's immediate responsiveness.

Post-War Development

In the years immediately following World War II, the Aluminum Association matures as the industry turned towards developing uses for aluminum in a peacetime economy.

At its inception, the Aluminum Association had been comprised of one major primary producer, plus a number of companies that could qualify as "small businesses." By the late 1940s, it was a full-sized trade association representing 36 member companies, including all three primary producers, and companies manufacturing 85 percent of the total aluminum fabricated products in the U.S.A.

At that time, the Association included three principal divisions: sheet, extrusion, and foundry, all of which had been formed in 1941 from a merger of the former permanent mold and sand castings divisions.

Now new staff members joined Chairman Davis: Fairmont's Ralph Farrell became president;vice presidents included H.B. Harvey, of The Harvey Metal Corporation; H.J. Hater, of Aluminum Industries, Inc., and R.S. Reynolds, Jr., Reynolds Metals Company.

While some of the pioneer member companies remained on the 1948 roster, many new ones were added. The list included:

Acme Aluminum Foundry Company

Advance Aluminum Castings Corporation

Alumicast Corporation

Aluminum Casting & Engineering Company

Aluminum Company of America

Aluminum Industries, Inc.

Apex Smelting Company

Bohn Aluminum & Brass Corporation

Cochran Foil Company, Inc.

Detroit Gasket & Manufacturing Company

Fairmont Aluminum Company

Federated Metals Division

Fischer Casting Company

The General Fireproofing Company

C.A. Goldsmith Company

The John Harsch Bronze & Foundry Company

Harvey Machine Company, Inc.

William F. Jobbins, Inc.

The Johnston Tin Foil & Metal Company

Meta-Mold Aluminum Company

Monarch Aluminum Manufacturing Company

National Foil Company

The Permanente Metals Corporation

The Permold Company

Revere Copper & Brass, Inc. (Magnesium-Aluminum Div.)

The functions of the Association during the war had been mainly special services to members, such as disseminating government material, representing the industry on government boards, providing statistical information to the industry and public, responding to internal and external inquiries, and exchanging information with other industries and associations.

When peace finally came, things began to change. The Association's original mandate was taken up again.
The first step taken was to create a publicity committee. At a meeting of the Board on January 17, 1945, a budget of $15,000 was allocated. To raise that amount, a special assessment was laid on the members. A public relations agency was retained, and on June 1, 1945, the first issue of the **Aluminum Bulletin** was published. The need for good public relations became abundantly clearer.

At a meeting of the Board for the Association, held on January 16, 1946, a letter from a state licensing official in Seattle, Washington, concerning specifications for the use of aluminum tanks in gasoline trucks was read to the members. The letter stated that aluminum did not meet the standards, as set by Washington State, for gas tank fabricating materials. The response to this letter marked the beginning of the Association's ongoing program of standardization of aluminum specifications for various products.

At that same January meeting, the public relations budget was increased to $25,000, commencing April 1.

On June 6, 1946, the Department of Commerce and the American Standards Association sent the Association a letter requesting industry participation in an effort to raise the standards of engineering and manufacturing. The Association agreed to participate.

In its continuing program of involving standardization, the Association joined the American Standard Association, following the regular board meeting held January 15, 1947.

Codes and Specifications

During a spring that led to fall in which the New York Yankees beat the Brooklyn Dodgers in the World Series, four games to three, the Aluminum Association held a pre-summer meeting in Chicago on June 6, 1947. At that meeting, the association, became the industry center of activities in building codes and standards. The action followed the industry's initial marketing thrust into building products. Member companies, at that time, ran head-on into restrictive specification codes that all but excluded the use of aluminum.

Each local code listed the materials to be used, as well as the specifications. In each locality, a special variance had to be obtained before aluminum could be used.

These restrictive codes prompted the Association to form the Building Industry Committee, with Irving Lipkowitz, Reynolds Metals Company, as its first chairman. The committee's primary objective was to change the material-specified codes to performance codes, under which any material could be used as long as it performed satisfactorily. A secondary goal was to standardize the codes across the country.

Also involved in this committee were Fritz Close, Aluminum Company of America; F.A. Loebach, Kaiser Aluminum & Chemical

Corporation; and Paul V. Mara, code engineer for Kaiser Aluminum, who later became vice president and technical director for the Aluminum Association.

One of the major initial projects of the Building Industry Committee was the production of an industrywide standard data book **Aluminum Construction Manual**, which standardized structural specifications for aluminum.
Heretofore, each company had issued its own data book, which confused users. Discouraging them from considering aluminum, it drove them toward competitive materials with standardized, available literature. This publication was the precursor of the current five volumes publication now available for design standards of aluminum in the United States. The Building Industry Committee played a key role in expediting aluminum's acceptance. It continues in that role today.

Now an association tradition, on June 10 and 11, 1948, the first "Greenbrier Meeting" was held at the world-famous hotel of the same name located adjacent to White Sulphur Springs, West Virginia. Recognizing the need to increase the country's awareness of aluminum, even more, the Board approved a public relations budget of $40,000. The amount was broken down as follows: Aluminum Bulletin, $8,000; Aluminum Glossary, $2,000, Reprinting of trade journal articles, $6,000, Administrative Costs, $24,000.

At that same meeting, the first program to consider standardizing temper designations of various alloys was set into motion.

Also that year, the first committee on electrical power chaired by _____, was formed by the Board, at the fall meeting held October 14th. Its mission: to contact proper authorities for assurances that all possible steps would be taken to provide electrical power to the aluminum industry.

While 1949 was a good year for the American auto market (Germany's Volkswagen Beetle only sold two cars in the U.S. that year), it was also the year that the first reference book on the aluminum industry was approved as a project for the public relations program. This publication would be researched and written by a public relations agency.

The Adjustment

World War II had dominated the 1940's. Because of the war there was a technical explosion in science and industry; education and the fine arts reflected these heightened historic moments; spectacular advances occurred in medical science and physics, and the transportation and the construction industry found new ways to perform old tasks better using aluminum.

Many things happened before the war's end; President Roosevelt had died and Harry S. Truman assumed the presidency; the United Nations came into being. The war effort had taken its toll, both in lives and resources. The American people wanted a rest.

President Truman, after being elected in his own right in 1948, declared his "Fair Deal" in his State of the Union

Message. Essentially, it was an extension of old Roosevelt measures. And in two years the President was embroiled in a battle with Congress that deadlocked the system. But, country had been safely led through the difficult post-war transition.

The aluminum industry prepared to meet the needs of a growing population -- tired, perhaps, of the stress and strain of war and transition, but now wanting to make up for all the lost years.

1950 - 1960

The Time of Fast Change - Aluminum's Role

Because of Administation scandals, the Korean War, and general confusion in foreign policy, President Truman's administration was a troubled one.

On June 25, 1950, North Korean forces invaded the Republic of Korea. The U.S. quickly asked the U.N. Security Council to order the North Koreans to withdraw. When the Security Council did so and North Korea refused, the U.S. asked the U.N. to come to the aid of South Korea. Truman felt, that if North Korea was not challenged, it would mean a third World War.

So, the President ordered American naval and air power to the aid of the republic. Later, he authorized use of U.S. ground troops in the U.N. action. Before it was over, the U.N. forces were made up of 33 percent United States troops, 61 percent South Korean, and less than six percent were troops from other nations.

A tragic beginning for the Fifties, American involvement in the "Korean policy action" symbolized a time of change for the

country: gone was the pre-war isolationism; in its place came a firm commitment to internationalism. This change in our foreign policy confounded the nation's critics and astonished its admirers.

Other events were equally upsetting to the old way of life. The hydrogen bomb had been perfected. Investigations of alleged subversive activities tore the country apart. And the Cold War took on added dimensions.

During this period of change in attitudes, beliefs and values, the Aluminum Association focused both on meeting its strategic responsibilities and trying to satisfy the needs of an expanding population. During the 1950s and through the 1960s, aluminum applications spread through the construction, transportation, electrical, packaging, and machinery industries, and many others.

In building construction, the use of aluminum doors, windows screening, siding, replacing traditional building materials. One of the most notable examples of the use of the metal during this decade involved the use of 4,500 tons of aluminum for exterior curtain walls on the 1,350-foot towers of the World Trade Center in New York.

The automobile industry began using, or testing for use, aluminum in transmissions, engines, trim, electrical systems, air conditioning, brakes and paint. Bumpers, wheels and motor blocks would soon follow. In 1950, auto registrations showed one passenger car for every 3.75 Americans, up from one for every 5.5 in 1930.

Also in the field of transportation, commercial airliners became virtually all aluminum. Urban mass transit systems began using the metal, and aluminum truck bodies and railroad cars came into use.

Electrical conductor and wire for energy transmission were developed, and aluminum cans made their appearance in food and beverage packaging.

However clouds were on the horizon. In January, 1950, aluminum cookware, a large market for the metal, came under fire for the first time when the association Board, at its regular meeting, heard a report from an obscure dental technician in Ohio, who claimed that cooking in aluminum could be a health hazard. The Board, cautious in responding set in motion a data-gathering program aimed at responding to the allegations at the proper time.

Also at that meeting, the Association leadership, recognizing the many transportation problems facing the aluminum industry, formed the Traffic Committee. Its principal objective was to secure fair and equitable shipping costs for aluminum products by promoting laws, rules and regulation involving transportation and physical distribution in the best interest of the aluminum industry and the general public.

Functions of this committee now include providing industry representation with such government agencies as the Interstated Commerce Commission and the Federal Maritime Commission, and working on industry packaging problems with the Department of

Transporation, the American Association of Railroads, and various military agencies.

With the advent of the Korean War, the industry and the Aluminum Association had focused their attention on the military needs of the country. The federal government had established priority ratings for various markets in support of the war efforts, and, concomitantly, published statistics on aluminum consumption by market.

Not until October of 1952, at the regular fall meeting, when it appeared that peace was at hand in the Far East, and the Association was able to resume the domestic mission it had undertaken 38 years earlier. At that October meeting, officers of the Association directed the staff to explore ways and means of improving the Association to make it even more valuable to its members and the the government at all the levels and branches.

As one guideline, it was suggested that the staff study the performances of other trade associations. However, the officers perceived certain inherent problems in the absence of a formal study; so they decided to approach these issues by creating several committees.

They included:

- A health committee, to produce written data to counteract misleading and harmful propaganda relative to the effect of aluminum on health, especially in the area of aluminum cookware.

- A committee to work with the National Safety Council,

in the interest of developing maximum plant safety in the aluminum industry.

- A committee to study the benefits of statistics on the end uses of aluminum and to suggest a formula for collection and dissemination of such statistical information by the Association.

- A committee to gather labor statistics.

In ensuing years, other committees were formed as needs arose. The Korean War ended with an armistice on July 21, 1953. The Association's planning and organizing for a return to a peacetime economy began producing immediate results.

At the Summer meeting on July 6, 1953, the issue of aluminum and health was covered.
Dr. Robert A. Kehoe, director of the Kettering Laboratory of the University of Cincinnati, refuted charges that aluminum cookware was a health hazard.

"Aluminum in the Environment of Man," the booklet prepared to correct these false statements and charges, were completed in January 1956. Following review and acceptance by the Board for the Association, it was distributed to all members.

Before the booklet's completion however; Association activity was gaining in volume and momentum. To help understand the burgeoning statistical program, the first seminar on

statistical information gathered by the Association was proposed in 1955, and held on January 26, 1956.

From its inception, the Association had been aware of the value of statistical data and had served as the agent for collecting statistical information on the aluminum industry. The first industry statistics reported were on primary production. As the industry grew, however, the need for more complete statistical data increased.

The need to know more about aluminum markets provided a stimulus to the Association's data gathering effort. By 1955, the government had expanded the list of product categories on which it reported. In turn, the Association, to increase information about aluminum-using markets, developed a more sophisticated reporting system on the uses of aluminum in areas such as building and construction, containers and packaging, electrical, and consumer durables.

After the 1950s, increased emphasis on marketing created an even greater need for statistical data. A statistical director, Carl Hottenstien, was hired full time to complete and analyze statistics. Early in 1962, detailed information on aluminum markets was first put into a book, **The Aluminum Statistical Review**, the industry's annual statistical report. Distributed world wide, the review marked the first time shipments to aluminum markets were identified and made available on a regular basis.

Today, George V.B. Day, vice president, economic affairs, heads a staff of five to produce approximately 500 statistical

reports each year. Day assumed his position in 1973, and under his leadership, more detailed reporting and closer working relationships with government agencies. The result has been improved statistical information from both the government and industry.

With the arrival of the TK WHAT KIND Computer in 1976, the Statistical Department has been better able to serve the Association's membership in areas such as safety, statistics, recycling statistics, recycling market studies, economic impact studies, and energy usage and conservation studies.

The first Issue of the "Aluminum Situation," the popular monthly statistical publication of the Association came out in mid-1979.

Both the **Aluminum Statistical Review** and the **Aluminum Situation** have contributed to a growing awareness among individuals and government agencies that the Aluminum Association is the place to come for information on the aluminum industry. Representatives from 15 member companies make up the Statistical Committee.

From its inception, the Aluminum Association has been a source for technical data on aluminum. Initially, the type and amount of information were limited. However, as demand for such information grew, the Association broadened this function.

In May, 1954, the Technical Committee was formed to handle the collection of this type of information. Through the years, it has also become involved in such areas as the development of code words for aluminum conductor, packaging standards,

nomenclature for wrought alloys and designations for aluminum finishes.

Today, under Paul V. Mara, vice president-technical, this committee develops technical data, voluntary standards specifications, and use guidelines for aluminum alloys and mill products. It represents members in codes and standards activities and conducts educational workshops on appropriate technical topics for members and their customers.

Auxiliary committees to the Technical Committee include the building industry; castings engineering and design; electrical, finishes and corrosion; product standards technical information, and welding and joining committees.

The original technical publication, "Standards for Aluminum Mill Products," has been replaced by the "Aluminum Standards & Data" publication, now the technical authority for the industry.

Also during the 1950s, a singular problem relating to the purchase of foreign aluminum sheet by the Department of Defense led the Association into the area of imports and tariffs.

In 1953, the Committee on Buy American was formed by the Association to consider the refusal of the Defense Department to buy domestic aluminum sheet because, it maintained, aluminum was not covered in the "Buy American" Act instituted that year. Chaired by Lawrence M. Brile, Fairmont Aluminum Company, this committee had as its sole function the removal of the exempt status of aluminum in the Buy American Act. Within a month the committee was successful.

With the Association's involvement in imports of semi-fabricated products seeking tariff parity and equality of opportunity to compete in the world market, a Foreign Trade Committee was established in 1954, superseding the Buy American Committee. The chairman of this committee was Harry Smith, Aluminum Company of America. Jack Douglas, Republic Foil, Inc., and Reynolds' Irving Lipkowitz also played important roles through the years as the U.S. aluminum industry moved to global marketing.

Today, this committee, now known as the International Committee, provides industry advisory services to the U.S. Government delegation to the Organization for Economic Cooperation and Development. It has also represented the industry in negotiations concerning the General Agreement on Tariffs and Trade. The most recent discussions, the Tokyo Round, drew to a conclusion during the late part of 1978 and early part of 1979.

When the "Fabulous Fifties" were nearing an end, Eric Sevareid, a CBS radio and television journalist, commented in one of his editorials that this generation has not had a chance to rest, and it appears that it will be unable to rest. He was speaking of a generation of Americans who had fought in World War II, had fought in the Korean War, and had experienced the beginning of the Cold War; who saw McCarthyism sweep the country and then decline, as common sense prevailed again.

"Times, they are a changin'," Simon and Garfunkel sang. The impact of these changes was to be seen, felt, and heard in a way

no citizen had ever before experienced. And it started happening in 1960.

1960 - 1970

"Don't Ask What Your Country Can Do For You ..."

This line from the inaugural speech of the new, young president, John F. Kennedy, carried within it the idea that characterized his brief tenure in office: the "new commitment."

It reached into top corporate board rooms (Robert S. McNamara left his job as president of the Ford Motor Company to become Secretary of Defense); to colleges and universities (students accelerated their various protests and, at the same time thousands joined the Peace Corps and VISTA); to the black community (the Civil Rights Movement, began during the Fifties, and gained momentum during the Sixties);
and, into the bamboo jungle of a tiny Asian country called South Vietnam, where a political drama was unfolding that would soon involve the United States in still another war.

Aluminum industry leaders, through the Aluminum Association, were sensitive to the fast pace of change, both in technology and in society; they prepared to meet the still new challenges.

The industry's commitment to its shareholders, employees, customers, to other related industries and to the public in general, reflected the theme of the Kennedy Administration. At

the onset of the 1960s, aluminum industry leaders, in their continuing analysis of what the Association should be doing, focused their attention on customers (markets) and the general public. Shareholders, industry employees and other related industries also recieved priority attention. It all added up to a new effort by the Association to tell the aluminum industry story.

During the 1960 Spring meeting, the first step toward establishing an industry identity through the Aluminum Association was taken. The Publicity Committee ordered that a symbol be designed that would identify the industry and its products (Several competingmaterials were in the process of taking similar action.).

From 1960 - 1962, while the various member companies concentrated on increased capacity to meet the growing demand for the metal (growth then was at an average of 10 percent annually), the Association concentrated on new approaches and methods for making people aware of aluminum's great versatility.

On January 25, 1962, the Board of Directors authorized the hiring of the first full-time public relations director. The industry's publicity effort was now formally under way.

But the work was overshadowed by events the Association could not anticipate. An initial group of 200 soldiers (they were called advisers) in South Vietnam kept getting larger and larger, and soon a war that no U.S. citizen understood, a war call "Nam" would topple one president and cause a split in the country not felt since the Civil War.

The black citizens' efforts to claim their civil rights caused further trauma. The Soviet Union sent the first man into space, and tried, and failed, to place offensive missiles in Cuba.

On November 22, 1963, President Kennedy was assassinated in Dallas. At his funeral , a woman journalist asked if the country would ever be young again. Daniel Moynihan, then a sub-cabinet official, replies, "That is not the question. The question is whether we will ever laugh again."

Almost everyone asked this question. Yet the idea of committment was still there, and everyone tried, under the new president, Lyndon Baines Johnson, to get moving again. The Aluminum Association was no different.

At the regular 1964 Spring meeting, a Market Development Committee was named. Its objective was to develop market promotion plans which would be implemented by the staff of the Association.

Obviously, a new course had to be set if the Association was to be responsive to its members. The Board of Directors decided the Association needed a full-time professional director. So, S.L. Goldsmith, Jr., was hired officially on August 3, 1964, to set a new course. Possessing the background and drive to steer the Association through rough waters, he carefully examined all issues confronting the aluminum industry. Later, as president of the Association, he helped to change and improve the organizational structure of the association. Recognizing that a rapid information gathering capability was of the utmost importance for the membership, he led the Assocaition down the

road toward computerization. And as issues such as energy conservation and protecting the environment swept the country, Goldsmith was there with a steady hand on the tiller. Indeed, during his tenure the recycling division was born, and the aluminum industry achieved its voluntary energy conservation goal of cutting energy consumption by ten percent, two years before the targeted date.

After several years of planning, the Association's information center became a reality in 1980, centralizing, coordinating and improving access to information. Proving industrial-related materials to members and association personnel, the information center offers current awareness services, computerized search capabilities, and reference and research support in a variety of areas, all in a cost effective manner.

But at the fall meeting of 1964, Goldsmith had not yet assumed the position of Association president that he would attain in 1974, with the Association's political reorganization. The newly-elected Association President in 1964, John D. Harper, president of the Aluminum Company of America, charted a new direction for the Association in his speech entitled "Where Do We Go From Here?."

Changing marketing conditions, Mr. Harper said, made it necessary for the industry to develop more effective means of promoting the use of aluminum. He called for a carefully coordinated effort by the Association , aimed at emphasizing the benefits of aluminum.

In response to the challenge, an extensive market-promotion activity was launched by member companies. The Association's mission would no longer be just a central information source and an agency for establishing technical standards. Now it would undertake the role or promoting the growth of new aluminum markets, including such areas as home siding, boats, cookware, desalination equipment, and transportation uses.

Mr. Harper, who had succeeded William T. Ingram, outlines two basic objectives:

1. To build the prestige of the aluminum industry by increasing public awareness of it and by encouraging better practices and better products, and
2. To disseminate information about aluminum generally so it would gain status as a preferred material.

So, the Sixties saw the Association embark on a long list of new endeavors. Organized according to functions -- technical, marketing, communications, and education -- programs were developed and support groups established in the areas of public relation, advertising, market research, and technical assistance. The market promotion program utilized new techniques to reach potential aluminum users and their customers: a $1 million consumer and trade advertising budget; involvement in trade shows; and the preparation and distribution of brochures and newsletters; direct mail, dealer materials, consumer publications, classroom materials, and other broad publicity endeavors.

By the mid-60s, with the added emphasis on developing new markets and strengthening existing territories, the Association's budget approached $2.5 million.

It was at this time, too, that the Association moved to its second home. Since their inception, the Aluminum Association and its predecessor, the Association of Manufacturers in the Aluminum Industry, had maintained offices at 420 Lexington Avenue, New York City. With the need for more room and additional facilities, the Association moved a few blocks uptown, to 750 Third Avenue.

As the 1960s drew to a close, there were more new challenges for the Association. At the 1967 Spring meeting, the Association met the challenge of environmental problems with the creation of the Task Force on Pollution and the Committee on Clean Air-Water-Land.

The last year of the Sixties, science fiction became fact. On July 20, 1969, Astronauts Neil A. Armstrong and Edwin E. Aldrin, Jr. walked on the moon while Michael Collins flew the command module in orbit around the planet. The trip out and back took amazingly, eight days. Aluminum's role in both the Mercury and Apollo space programs was significant.
New alloys had been developed for use in the rockets, command modules, and lunar modules -- plus a thousand other components. Aluminum's role in aerospace technologies continues to grow as evidenced in the first launching of the space shuttle Columbia.

A change in American attitudes about the environment had been growing for some time. In April, 1970, after years of

swelling, a national outcry for the environment culminated in Earth Day. Thousands of Americans participated in demonstrations, protesting against environmental abuses. An estimated 10-million school children attended environmental teaching programs. Plans were laid for the establishment of the Environmental Protection Agency. Several states passed environmental improvement legislation. Congress passed a new Clean Air Act Bill, which made adjustments and changes to previous clean air legislation.

Responding to this change in environmental attitudes, the aluminum industry shored-up the existing, voluntary environmental controls it had put in place years earlier.

From the Clean Air Committee, the Association's Environmental Committee was formed. In the years that followed the industry further refined and developed its own environmental controls in areas such as dust collection, water treatment, and reclamation of mined property.

Then, late in 1973 (a year in which vodka outsold whiskey for the first time), the malaise of Watergate gripped the nation and a confluence of events began to unfold that would have negative effects on the aluminum industry, indeed the entire world economy.

The year closed on the coattails of the Arab oil embargo. Fuel prices seemingly doubled or tripled overnight. Americans, for the first time, became aware of the extent to which they were independent on foreign oil supplies.

Facing a developing inflationary spiral, the aluminum industry started 1974 strongly. But by mid-year the industry

started to feel the pinch of the recession as two of its prime markets, housing construction and the auto industry took turns for the worse.

Interestingly, beer sales increases as Americans tried to down their economic sorrows while remaining sober about their problems. Not until TK WHEN did recessionary furies sho signs of abating. In the face of a world wide energy shortage and rising inflation, the need for the aluminum industry to have a permanent voice in Washington became more critical.

To better coordinate the industry's activities with the federal government, the Aluminum Association's Board of Directors decided that the Association could be more effective if it had its headquarters in Washington, rather that New York. So in July, 1977, the Association opened its Washington headquarters at 818 Connecticut Avenue.

Through the years of the continuing energy crunch that followed the aluminum industry has worked at improving production efficiency while reducing its energy consumption, which consists, in a large part, of hydro power. By 1978, two years ahead of schedule, the aluminum industry reached its goal of a 10% reduction in the energy needed to produce aluminum, compared with the 1972 base year.

By the end of 1985, if history is any judge, it will achieve a new goal that it set for itself in 1979: a 20% cumulative energy reduction.