

LEAD INDUSTRIES ASSOCIATION

488 LEXINGTON AVENUE

NEW YORK 17, N. Y.

November 14, 1951

SUBJECT: WHITE LEAD BOOKLETS

To Members of the White Lead Division:

We are enclosing copies of two brochures just prepared by the Association in connection with its advertising campaign to paint manufacturers on the use of white lead in mixed pigment house paints.

One tells the story of our advertising in more complete detail than can be done in the trade paper advertisements, themselves, while the other includes recommended formulations to guide interested paint manufacturers.

Both of these publications made their first appearance at our exhibit at the National Paint, Varnish & Lacquer Association Convention in Atlantic City during the week of October 29, both booklets and the exhibit, itself, being received apparently very favorably by the members of the paint industry present.

Members may obtain copies of these publications in quantities as follows:

"White Lead In Mixed Pigment House Paints" 50¢ per copy

"House Paint Formulations, Including Primers" 10¢ per copy

Very truly yours,

Robert L. Ziegler
Secretary,

