

LEAD INDUSTRIES ASSOCIATION

60 EAST 42ND STREET

NEW YORK 17, N. Y.

September 23, 1957

SUBJECT: AWARDS FOR MARKETING
OF METALS

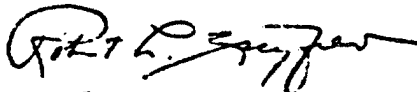
To Members of the Lead Industries Associations:

We have received the following telegram from Archer W. P. Trench,
Publisher, American Metal Market:

"TO PROMOTE AGGRESSIVE MARKETING OF METALS IN FACE OF COMPETITIVE MATERIALS, AMERICAN METAL MARKET WILL HONOR AT NOVEMBER METAL SHOW IN CHICAGO THE THREE FIRMS OR INDIVIDUALS IN THE U. S. METALWORKING INDUSTRY WHO HAVE MADE THE MOST SIGNIFICANT, RECENT CONTRIBUTIONS IN DEVELOPING NEW MARKET OR NEW USES FOR METAL, IN NEW FIELDS, OR IN APPLICATIONS PREVIOUSLY DOMINATED BY NON-METALLIC MATERIALS. INDIVIDUAL AWARDS WILL BE MADE IN THE FERROUS, NON-FERROUS AND LIGHT METAL GROUPS. WE REQUEST YOUR REVIEWING SUCH DEVELOPMENTS AMONG YOUR MEMBERS AND SENDING US ONE OR MORE NOMINATIONS BY OCTOBER 15 WITH SUPPORTING REASONS EXPLAINING BRIEFLY SCOPE OF MARKET, OBSTACLES OVERCOME, ETC. FOR REVIEW BY A SELECTION COMMITTEE OF LEADING MARKET SPECIALISTS."

If you are interested and wish to submit your Company's achievements towards these awards, please send full information to us to be transmitted to the American Metal Market, or directly to the American Metal Market, 18 Cliff Street, New York 7, N. Y. It is not the intention of the Association to make any recommendations but merely to transmit information supplied by members.

Very truly yours,



Secretary.

