

March 20, 1970

SUBJECT: LIA ADVERTISEMENTS IN
"BUSINESS WEEK" - 1970

To: Members of the Lead Industries Association, Inc.:

Here are the first four Lead Industries Ads for 1970 in Business Week. Through this publication our campaign reaches 627,000 influential names in American business management.

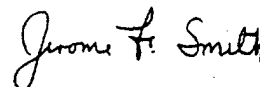
The objective: to dramatize the important role lead plays in everyone's lives as well as spotlighting product applications. This effort is supplemental to the Lead Industries campaigns in seventeen (17) vertical publications.

Today's adverse developments for lead involving air pollution and gasoline containing TEL, with the attendant adverse feeling toward lead generated in an uninformed public, makes the Association's campaign in "Business Week" more important than ever.

Every one of our ads in this important publication tells of a truly constructive use for lead from which society benefits. Future ads will highlight important benefits of lead in architecture and construction, battery uses and design.

We know lead's essential role in modern society. This is one way in which we tell the rest of the world.

Sincerely,



Jerome F. Smith
Manager, Advertising & Technical Service

JFS:lm
Enclosures

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Because Lead is there

Highways are safer

A lot of thoughts drift through your mind when you've been driving for six hours straight. You listen to the radio. You day-dream. And you try to keep your mind on the road. You may not know it, but for the past six hours, you've had an unseen helper, this bold chrome yellow line at danger points which depends on lead pigments. Cautionary highway signs are also painted with this lead pigment.

There's a good reason that the Bureau of Public Roads, the U.S. Department of Commerce and other public and private safety organizations go with lead. Lead chromate gives excellent visibility, is weather-resistant, and has high color absorption.

Because lead is there, highways all over the world are safer. For more information on chrome yellow pigments, write: Lead Industries Association, Inc., Dept. , 292 Madison Avenue, New York, New York 10017.

Lead Industries Association, Inc.
1970 Advertising Program
This ad appearing in:
Business Week
Ad 7063

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