

# LEAD INDUSTRIES ASSOCIATION

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NEW YORK 17, N. Y.

December 26, 1956

SUBJECT: NEW CERAMIC BOOK

To Members of the Lead Industries Association:

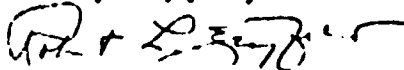
The Association has just published a new technical data book, LEAD IN THE CERAMIC INDUSTRIES, which constitutes the first step in our program to increase the use of lead in the ceramic industries. It will be followed by advertising in two ceramic trade papers, by permanent displays at some 15 leading schools of ceramics, by research fellowships at three important ceramic schools, and by supplements to keep the loose-leaf data book up to date.

Publication of this book has been paid for by the Industry Development Fund, which is supported by all members who are sellers of pig lead in the United States. It was prepared by a committee of representatives of member manufacturers who sell to the ceramic industries, as listed in the book.

This book will be mailed to some 4,000 people engaged in the ceramic industries immediately after the first of the year, the time having been selected to avoid the Christmas mails. Copies will also be offered free through our advertising and publicity releases to others engaged in the ceramic industry who ask for them on their business letterheads. It is also being mailed to all instructors in the recognized schools of ceramics in the United States, with an additional offer to supply a copy to each of their students.

A copy of this book is enclosed with this letter to one representative of each member company and to others who we believe will have a direct interest in having a copy. Because of the expense, however, we are not enclosing copies to those members on our mailing list who we do not believe will have a direct interest. If any member receiving this letter and not receiving the book wishes one, we will be glad to supply it free on request. Additional copies, either singly or in quantity, are available, at our cost of \$1.00 per copy.

Very truly yours,



Secretary.

