



National Lead Company

111 BROADWAY

New York,

September 17, 1940

ADVERTISING DEPARTMENT
WILLIAM KNUST, MANAGER

Mr. F. E. Wormser, Secretary
Lead Industries Association
New York, N.Y.

Dear Felix:

You will remember our complaining sometime ago about the enclosed folder "Speaking of Color" put out by Anaconda.

The unfairness of the comparison made in this folder has been brought to my attention again, this time by our Mr. R. M. Rowe who writes:

"I am enclosing a folder which was received here this morning, having been sent in by one of our customers with an order.

I just showed this to Mr. Rockwell and he expressed the opinion that it seemed to be a poor and unfair piece of advertising, definitely misrepresenting the facts."

My understanding is that you took this question up with Anaconda but I do not recall the outcome.

Wholly aside from whether the folder shows a true color comparison (and it certainly doesn't as far as our white-lead is concerned) this type of advertising, as I need not tell you, can hurt an industry in that it opens a way for retaliation by other members. No product is so perfect that it is not vulnerable in some respect.

Very truly yours,

Enc.

NL 000040394