

September 20, 1940

Mr. William Knust, Advertising Manager
National Lead Company
111 Broadway
New York, N. Y.

Dear Bill:

Without revealing the source of the criticism, I spoke to Joe McDonald about the Anaconda folder "Speaking of Color." I am pleased to report that Joe agrees thoroughly with my own point of view that the comparison unfortunately made in this leaflet between Anaconda white lead and ordinary white lead is not the best type of advertising. He assured me that he will take steps immediately to withdraw the circulation of the leaflet and to refrain from making comparisons within the industry.

I am glad you gave me an opportunity to help straighten this matter out.

Sincerely yours,

Secretary.