



Lead Industries Association, Inc.

292 Madison Avenue • New York, N. Y. 10017 • Telephone: (212)

*Sent to:
Board of Directors*

March 26, 1.

SUBJECT:

LIA's 1969
ADVERTISING PROGRAM

To Members of the Lead Industries Association, Inc.

We are pleased to enclose reprints of LIA ads that have appeared in business and trade magazines in the first quarter of 1969.

LIA's advertising program for 1969 will be seen in 20 business and trade publications throughout the year. Lead uses are being promoted in such diverse fields as architectural, including calking lead and sound insulation, lead sheathed cable, industrial-type lead acid storage batteries, paint pigments, ceramics, solder and terne metal. These and other uses of particular interest to design engineers is also a part of the overall program. A complete schedule of LIA's 1969 advertising program is available upon request.

Your comments would be appreciated.

Sincerely yours,

David M. Borcina _{4/0}

David M. Borcina
Secretary, Treasurer

DMB:so
Enc: 1969 Ads

LIA02248

N 3654