

LEAD INDUSTRIES ASSOCIATION

~~100 LEXINGTON AVENUE~~

60 East 42nd Street

NEW YORK 17, N. Y.

Pigments and Chemicals Division

Red Lead Technical Committee

September 17, 1957

RED LEAD TECHNICAL COMMITTEEMEMORANDUM OF SOME ITEMS TO CONSIDER FOR 1958

The following are some items for the Committee to consider for our 1958 program and activities. Will you please come prepared to discuss these along with any of your own recommendations not herein listed:

1. Should the advertising program be continued and if so, on the same basis as this year, enlarged, or contracted?
2. If the advertising is continued, what would be the most appropriate general theme in 1958?
3. What Red Lead Technical Letters should be issued in 1958?
4. What research projects might be initiated?
5. Should the Association employ a field man to contact highway engineers, shipbuilders, Government agencies and others?
6. Should the Association consider convention exhibits and if so, for what groups?

