



Lead Industries Association, Inc.

282 Madison Avenue • New York, N. Y. 10017 • Telephone: (212) 679-0088

June 19, 1969

ALL MEMBERS OF BOARD OF DIRECTORS

ALL MEMBERS OF THE INDUSTRY DEVELOPMENT COMMITTEE
LEAD INDUSTRIES ASSOCIATION, INC.

**SUBJECT: Bishopric/Lieberman, Inc. Replacing
Edward H. Weiss and Company as Advertising
and Public Relations Agency for LIA**

Dear Mr. _____

In mid-May, LIA learned from Mr. Paul Higgins that he was terminating his employment with Edward H. Weiss and Company, and moving to the newly created New York office of Bishopric/Lieberman, Inc.

As you no doubt will recall, Mr. Higgins has handled the LIA accounts in advertising, and more recently public relations, for approximately ten years. First with the Tyson Company, and later with Edward H. Weiss.

Mr. Higgins - on telling us at LIA of his decision, assured us that he was fully prepared and empowered to move with him from Weiss to Bishopric/Lieberman all key personnel who had been involved with the LIA account. His decision had been made before we were told. Hence, our problem was whether we would continue with Weiss or transfer the account, after 60 days notice, from Weiss to Bishopric/Lieberman.

In order to maintain continuity of action, a prompt decision on our part was required. The matter was discussed with LIA's President, Mr. Simon D. Strauss, who agreed with the staff that Higgins' handling of the LIA account had been of a high order, and that the transfer should be made. Accordingly, I wrote, under date of May 22, 1969, to Mr. Edward H. Weiss, terminating LIA's contract with his company as of July 21, 1969. In the meantime, between Weiss and Bishopric/Lieberman, our interests are being taken care of without interruption, and without any extra expense.

This letter is written for your information, and is judged necessary for normal reasons, as well as to keep you informed if you see publicity concerning the establishment of the new concern in New York, with Mr. Higgins as their new New York office Vice President.

Sincerely,

J. L. Kieberley
J. L. Kieberley
Executive Vice President

JLK:vm