

LEAD INDUSTRIES ASSOCIATION

480 LEONISTON AVENUE

NEW YORK 17, N. Y.

January 8, 1953

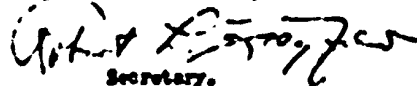
**SUBJECT: DISCONTINUANCE OF
WHITE LEAD PROGRAM**

To Members of the White Lead Divisions

At a meeting of the Board of Directors of the Lead Industries Association, held on December 16, 1952, it was decided to discontinue all activities of the Association relating to the promotion of white lead in house paints. The funds remaining for white lead promotion work are being transferred to our red lead activities.

It was apparently felt that the economic obstacles faced by white lead pigments nullify whatever technical advantages these pigments enjoy and thus further expenditures of money by the Association are not justified.

Very truly yours,


Secretary.