WHITE LEAD PROMOTION PROGRAM

# LEAD INDUSTRIES ASSOCIATION

Grayber Building, 420 Lexington Avenue
New York, N. Y.

FOR MEMBERS ONLY
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NOT FOR PUBLICATION

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[illegible]

To Members Supporting the White
Lead Promotion Program:

A nationwide promotional program for white lead naturally requires sufficient funds to make an impression upon the public. Although plans originally contemplated an expenditure of $1,000,000 over a period of three years, this budget has been reduced to $[illegible],000 the first year.

A three-year program of activities is being planned as one year is not long enough to measure the value or results of the program.

The funds to be raised are to be apportioned on a tonnage basis among lead mining, smelting and white lead manufacturing companies, with the mining and smelting companies subscribing 60 per cent and the white lead companies 40 per cent of the cost.

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|---|---|
| Mining companies<br>Smelting and refining companies | $[illegible],000 |
| White lead manufacturers | 100,000 |

Production statistics supplied by subscribers for the year 1938 will be taken as a basis for the apportionment of the subscriptions for 1939. The unit rates can not be accurately stated now but will be roughly 50¢ per ton of lead mined, [illegible]¢ per ton of lead refined and $1.00 per ton of white lead produced.

Respectfully yours,

[signature]

Secretary.