

NATIONAL LEAD COMPANY

111 BROADWAY
NEW YORK, N. Y. 10006

J. B. HENRICH
PRESIDENT

October 14, 1970

Mr. Henry P. Morris,
Executive Vice-President
Elliott Paint & Varnish Co.
4525 Fifth Avenue
Chicago, Illinois 60624

Dear Mr. Morris:

We wish to acknowledge your letter of September 29, 1970, and we welcome the opportunity to discuss any misunderstanding which may arise with a valued customer such as you. For many years we have been privileged to be a supplier to Elliott Paint and we deeply regret any situation which would alter this relationship.

However, I am sure that you will appreciate that today diversification is necessary for a large company to be successful and ours is no exception. In our opinion, the Titanium Pigment Division offers the highest quality products and finest technical service available to the Paint Industry and it is on this basis that we seek to sell our products.

Merchandising philosophies do change in all industries from time to time and apparently the Paint Industry is undergoing such changes now. Mr. K. C. Specht, Vice President and Manager of our Paint Division, has been out of New York for the past several days, but I am asking him to get in touch with you regarding the matters mentioned in your letter under acknowledgment.

Very truly yours,

J. B. Henrich

JBH:BLF

cc: Mr. K. C. Specht
Mr. A. R. Millas

*DB Paul
F B/Kaler
Camp & Burn
Elliott - (Pleasing)*

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