

LEAD INDUSTRIES ASSOCIATION

~~1000 CENTURY CITY BOULEVARD~~ 60 East 42nd Street
NEW YORK 17, N. Y.

April 4, 1957

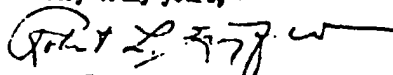
SUBJECT: REPRINTS OF
RED LEAD ADS

To Members of the Lead Industries Associations

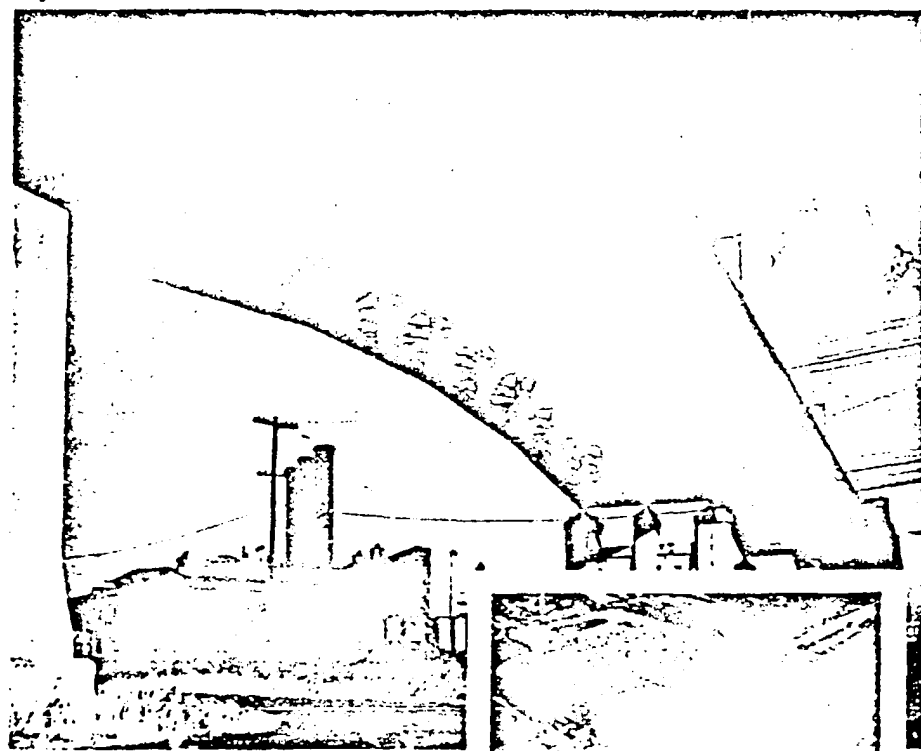
Enclosed please find a reprint of the first advertisement in the new red lead advertising campaign directed primarily at the new huge federal-aid highway program, but also embracing other red lead applications. Reprints of future ads will be sent you as they become available.

Additional copies will be provided on request as long as our supply lasts.

Very truly yours,


Secretary.





RED LEAD PROTECTS New Jersey's mammoth Pulaski Skyway.



Red lead primer protects the steel upper portion of the huge University of Michigan Stadium.

RED LEAD:

Preferred Primer For All Structural Steel

Among state highway officials red lead primers are overwhelmingly preferred for the protection of structural steel.

47 of the 48 states have red lead primer specifications: Out of a total of 88 primer specifications in all states, approximately 75 per cent are for red lead primers. Of the red lead specifications, nearly 75 per cent require a 100-per-cent red lead pigment content, and more than 85 per cent require that it be over 80 per cent red lead.

This preference for red lead primers is based on the years of satisfactory service they have provided. Modern research, too, makes it possible to formulate red lead

primers for all conditions. They can be formulated to meet exacting requirements for quick drying, low cost, salt or fresh water, or other kinds of exposures and for almost any condition which an engineer must meet.

For the same reasons, red lead primers have become a standard for the protection of structural steel on all kinds of buildings, bridges, water tanks, gas holders and wherever structural steel is exposed to corrosive conditions.

We will be glad to assist you with specific formulations to meet your particular requirements, whether for highway structures or steel installations of any kind.



Lead Industries Association

60 East 42nd Street

New York 17, N. Y.

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This advertisement or a version thereof appears in
"Engineering News-Record", April 11 and May 9, 1937.