

WHITE LEAD PROMOTION PROGRAM**LEAD INDUSTRIES ASSOCIATION**

Graybar Building, 420 Lexington Avenue

New York, N. Y.

CONFIDENTIAL

NOT FOR PUBLICATION

February 20, 1938

EXHIBIT NO. 4
THE ADHESIVE ATTACHMENT**To Members Supporting the White
Lead Promotion Program:**

In the success of an advertising campaign the work of an agency is of the utmost importance. After a large amount of preliminary work, correspondence and contact with interested members, the entire advertising agency field was combed for the selection of an agency which would serve our requirements satisfactorily.

An informal committee, helping in this work, was of the unanimous opinion that the advertising firm of Arthur Kuhnert Inc., 630 Fifth Avenue, New York City, should be invited to act for us. The Kuhnert Agency accepted the assignment and began work on our problem. For the benefit of those who do not know, Arthur Kuhnert Inc., handle the following advertising accounts:

General Motors Corp.
Dodge Motor Co.
American Association of
Railways

Fisher Body
Goodyear Tire & Rubber Co.
Florida Citrus Grocers
Exchanges

and others

After several weeks of intensive study the Kuhnert Agency presented a program which was shown orally in New York City on January 8th. It met with immediate commendation in principle from those who had heard it, as a basis for proceeding with the campaign.

The presentation of this program and its background requires about 1-1/2 hours and it is difficult to reproduce here the numerous features of it. (Copies have been sent to all subscribers.) Suffice it to say, however, that a carefully coordinated program is being worked out with a great many definite steps that will be undertaken by the Lead Industries Association and by the agency in order to make every cent of our appropriation go as far as possible.



February 20, 1939

Bulletin No. 4

ty from minor to white
subscribing member, and
The program contemplates united action assuring its successful
lead manufacturer, and it is expected that over
others, will, when the time comes, do his part in
consumption.

Sincerely yours,

J. W. Jordan
J. W. J.