

WHITE LEAD PROMOTION PROGRAM**LEAD INDUSTRIES ASSOCIATION**

Graybar Bldg., 420 Lexington Avenue
New York, N. Y.

April 9, 1942

BULLETIN NO. 46

OUTLINE OF WHITE LEAD
PROMOTION CAMPAIGN

To Members Supporting the White
Lead Promotion Program;

We have prepared an outline of the White Lead Promotion Campaign for 1942 for the use of the sales staffs of our member white lead companies, to give in condensed form a list of the major activities embraced by the project. Copy of the outline is attached.

We shall be pleased to supply additional copies if you would like to have them.

Very truly yours,



Secretary.



LEAD INDUSTRIES ASSOCIATION
NATIONAL
ADVERTISING AND PROMOTIONAL
CAMPAIGN
FOR WHITE LEAD
1948

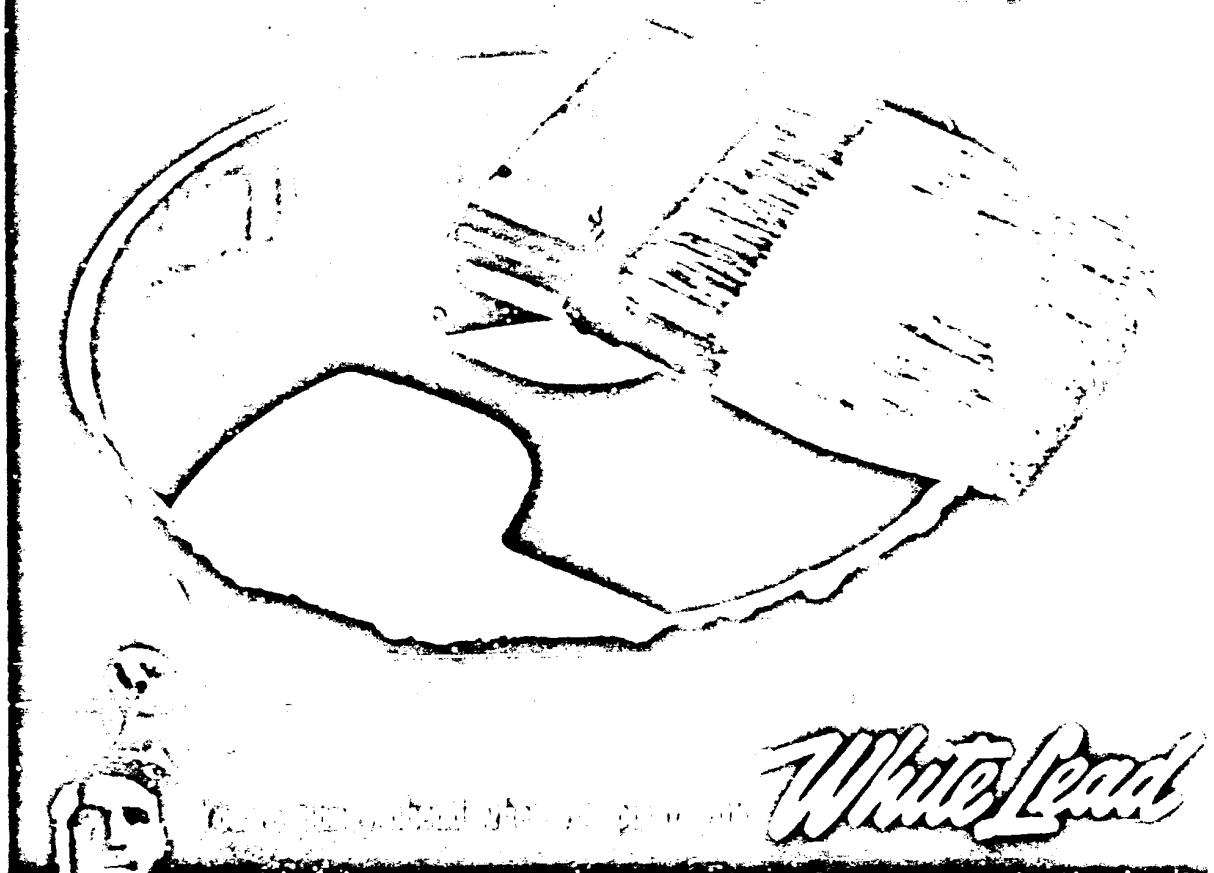


SCOPE

For the fourth straight year the Lead Industries Association is conducting a cooperative white lead promotional program. Sponsored as in the past by mining, smelting and refining companies and the white lead manufacturers, the campaign continues with the approach freshened and revised to meet the extraordinary demands of a war economy. A series of advertisements in general consumer, farm and trade publications forms the backbone of the program, while organized publicity and extensive field work assures a well-rounded educational effort.

The several phases of the program are summarized in brief on the following pages.

It's time to think twice before you buy paint



White Lead



In times like these, prudent people are looking a long, long way ahead, and taking better care of everything they own.

To protect your home or plant from weather's ravages, it is more important than ever to use pure white lead paint today—for two common sense reasons.

First, when you specify pure white lead paint, you know you're getting top-quality protection. The best painters have used and recommended white lead paint for generations.

Second, white lead paint has no superior when it comes to withstanding weather—and that's vital today because there's no telling how long a paint job may have to last.

Remember, white lead is made from lead—a metal that's second to none in durability, in resistance to exposure. White lead endows paint with this same toughness and weatherability.

That's why white lead paint gives you such long-lasting protection against the climate's worst. That's why it keeps its good looks, season after season, wearing down slowly and evenly—without cracking and scaling.

FOR YEARS
THE INDUSTRY
FORMULATED BY
WHITE LEAD

The White Lead Corporation
has been manufacturing
white lead paint since
1877. Its long history
and record of service
to the paint industry
has made it the
leading authority on
white lead paint.



How about cost? No more than regular quality paints! But white lead paint affords such standard protection, it's another case where the best is cheapest.

LEAD INDUSTRIES ASSOCIATION
420 Lexington Avenue, New York, N. Y.

CONSUMERS' INFORMATION

Pure white lead is sold by paint stores in two different forms: (1) as a paste, commonly known as "lead in oil," used by painters and decorators in mixing their own white lead paint for their work; (2) as pure white lead paint in ready-to-use form, in popular new containers. Remember, you pay for combined paint in which a wide range of colors is available.

White lead is also the backbone of other quality paints. In buying exterior paint it is a safe rule to follow—ask for the lead content, the better the paint.

POOR GUIDE TO BETTER PAINTING—Lead paint is the backbone of all quality exterior paint. White Lead Corporation's White Lead Paint is the best. Compare its performance with the cheapest paint on all types of surfaces.



It's time to think twice before you specify paint



BUILDING construction times like these demands the utmost prudence in looking and planning a long, long way ahead.

To protect your work from weather's ravages, it is more important than ever to specify pure white lead paint today—the two common-sense reasons.

First, with pure white lead paint, you know you're getting top-quality protection. The best painters have used and recommended white lead paint for generations.

Second, white lead paint has an reputation when it comes to withstanding weather — and that's still valid because there's no telling how long a paint job may have to last.

Remember, white lead is made from lead—a metal that's second to none in durability, in resistance to exposure. White lead endures paint with this same toughness and weatherability.

That's why white lead paint gives you such long-lasting protection against the climate's worst. That's why it keeps its good looks, season after season, wearing down slowly and evenly — without cracking and scaling.

White lead costs no more than regular quality paints. Its beauty and grace, its standard protection, make a good

job look even better — make it another case where the best is cheapest.

LEAD INDUSTRIES ASSOCIATION
470 Lexington Avenue, New York, N. Y.

RECOMMENDATION FOR ARCHITECTS: Pure white lead is sold by paint stores in two different forms: (1) as a paste, commonly known as "lead on oil," for use by painters and decorators in mixing their pure white lead paint to order for each job; (2) as pure white lead paint in ready-to-use form, in popular tin containers. Remember you are not confused yet in, where — a wide range of colors is available.

White lead is also the backbone of what quality paints. In specifying covering paints it is a safe rule to follow: "the higher the lead content, the better the paint."

DO NOT CONFUSE WHITE LEAD WITH LEAD PIGMENT — Lead pigment is a different material, used in many paints, but not in the pure white lead paint.



Protect Your House to Perfection

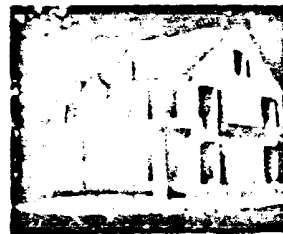


What's the best paint
for wartime use?



TODAY, more than ever, the call is for quality — for materials that wear long and well. That's doubly true of paint. And there's one kind of paint you can use with complete confidence — *pure white lead*. You know how white lead paint withstands the severest weathering. You've learned that it never cracks and scales — keeps its looks for years. In short, it's just what everyone wants most right now. So work with pure white lead. You'll make new friends — and build your reputation for better days to come.

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THE VALUE OF SPECIALTY GRADES OF WHITE LEAD
The Lead Industries Association, Inc., has been awarded recognition since 1917 for its white lead and mixed oxides, which are produced by the best processes available to pure white lead grades.

What's the best paint
to sell in wartime?



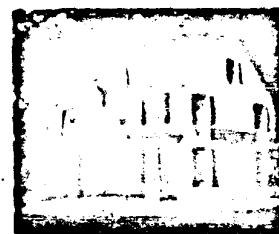
Top quality paint is
the best paint to sell.

White Lead

TODAY, more than ever, the call is for quality — for materials that wear long and well. That's why it's doubly wise to recommend *pure white lead** paint or one with a high white lead content. You know how white lead gives paint gumption to withstand the severest weathering — without cracking or scaling. You've seen how white lead painted pits keep their looks for years. That's what everyone wants *now* right now. So push white lead. You'll make new friends — and build a sound foundation for better days to come.

*Now pure white lead can be obtained in two ways — in the regular paste, and in the new one coming ready-to-brush form, in standard packages.

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Painting White Lead in America

THE WHITE LEAD INDUSTRY ASSOCIATION OF THE U.S.A.
The U.S. War Relocation Authority, N. Y. has been authorized
to distribute white lead paint for the war effort and
rebuilding after the war. White lead paint is the best
material available for the war effort and for the
rebuilding after the war.

TRADE PAPER ADVERTISING

In addition to the consumer and farm paper advertising, a number of trade papers are being used to carry the Lead Industries Association's story of white lead to architects, builders, paint dealers, painting contractors and journeyman painters. These papers have a combined circulation of 292,000 people, each of whom influences the purchase of comparatively large quantities of paint. Following is the complete trade paper advertising schedule for 1942:

<u>MAGAZINE AND INSERTION DATES</u>	<u>SPACE</u>	<u>CIRCULATION</u>
<u>AMERICAN PAINTER & DECORATOR</u> March, April, May, August, September, October	1 page	76,992
<u>NATIONAL PAINTERS MAGAZINE</u> March, April, May, June, September, November	1 page	61,507
<u>AMERICAN PAINT & OIL DEALER</u> March, April, May, June, September, October	1 page	27,371
<u>ARCHITECTURAL FORUM</u> March, April, May, July, September, November	1 page	45,108
<u>AMERICAN BUILDER</u> (General Section) March, April, May, June, August, October	1 page	71,987
<u>AMERICAN BUILDER</u> (Dealer Distribution Section) February, July, September, November, December, 1942, January, 1943	1/8 page	10,957

PUBLICITY

The growing demand for information as to what factors determine quality in paint is clearly evidenced in the increasing opportunities offered the staff of the Association to cooperate with consumer, trade and farm periodicals in the development of factual articles on paint. This awakened curiosity as to the facts concerning paint formulation has resulted in a definite trend away from articles stressing styling and decoration. This may be primarily due to the necessity for conservation resulting from the war effort, but we have reason to believe that it is likewise a result of our white lead educational program.

Outstanding among the publications of large circulation with which the Association has recently collaborated in the preparation of feature material on painting are Better Homes and Gardens, American Home, Successful Farming, House Beautiful, Country Gentleman and Field and Stream.

In addition, approximately one hundred articles have been prepared and released to a wide variety of publications in the trade, marine, lumber and farm fields, several receiving material on a monthly basis. Among these receiving a series of articles are the Mississippi Valley Lumberman, The Southern Lumberman,* the Painter

*Publishes as a regular feature "A Portfolio of American Landmarks" reprinted from our house organ LEAD

FIELD WORK AMONG ARCHITECTS AND ENGINEERS

A member of the staff who is a registered architect, devotes his time to keeping in touch with the architectural and engineering professions.

All direct inquiries and correspondence are followed up, where possible, by personal calls. A close check is kept on awards of housing projects and in many cases the architects are interviewed. A thorough canvassing of the active architectural firms in the cities visited is being carried on and is being received favorably. A determined effort is being made to refute the very general belief that lead is so scarce and tightly restricted that it is unobtainable for paints and other building supply uses.

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and Decorator and the Agricultural Leaders' Digest.

Due to the wealth of news and official material now available to the newspapers - which tends to make incidental releases less acceptable than during normal times - it has been deemed advisable to suspend for the duration our regular monthly release services, the Home Owners Forum and the House of the Month. However, once conditions warrant, we believe these services should continue as they have enjoyed an excellent reception since their inception three years ago.

LEAD

About half of each issue of "Lead", published every two months, is devoted to articles on white lead. "Lead" goes to a mailing list of about 31,549 broken down as follows:

Architects.....	8,977
Agricultural engineers and county agents.....	4,457
Building superintendents.....	510
General contractors.....	1,839
Painters and decorators.....	3,650
Educational institutions.....	544
Housing authorities.....	234
Municipal officials.....	1,512
Realtors.....	1,444
Miscellaneous.....	8,932

31,549

DIRECT MAIL ADVERTISING

The booklet, "What to Expect From White Lead Paint" continues to receive an excellent reception. A total of 55,775 have been distributed to date, 20,610 of which are the result of requests directly stimulated by the free offer in conjunction with our consumer and trade advertising program.

Thousands of copies of various reprints of magazine articles favorable to white lead are distributed as a regular policy. These likewise include official releases of Dr. F.L. Browne of the United States Forest Products Laboratory.

In cooperation with the National Small Homes Demonstration 30,000 copies of a four-page leaflet "How Lumber and Paint Keep Your Home Always in Style" have been distributed through lumber dealers at their mailing expense to immediate prospects for new homes.

Sample Copies of Typical Reprint Material are Here Enclosed.

MUNICIPALITIES, COUNTIES, STATES, INSTITUTIONS

During the past year, a special representative of the Association expanded his contacts among municipal, county, state and institutional authorities to ascertain painting practices and offer advice and assistance as to the revision of specifications when deemed necessary to improve the position of white lead. To date, this representative has made numerous visits in the following states and in addition attends, whenever possible, meetings and conventions of school officials, real estate operators and other groups who specify and buy large quantities of paint:

Connecticut	Missouri
Delaware	New Jersey
Georgia	New York
Illinois	North Carolina
Indiana	Ohio
Kentucky	Pennsylvania
Maine	South Carolina
Maryland	Rhode Island
Massachusetts	Virginia
Michigan	West Virginia
Minnesota	Wisconsin