

WHITE LEAD PROMOTION PROGRAM**LEAD INDUSTRIES ASSOCIATION**

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

March 13, 1940

Bulletin No. 18Decalcomanias

To Members Supporting the White
Lead Promotion Program:

The attached decalcomania has been prepared primarily for display purposes in the windows of paint and lumber dealers, painting contractor's shops, on trucks, store windows and where other opportunities occur.

The field men of the Lead Industries Association have been supplied with copies of the decalcomanias for use in the field.

Although member white lead manufacturing companies have the best opportunity to use these decalcomanias, mining, smelting and refining companies also have an opportunity to use them effectively, especially on their own company store windows or on trucks used in the transportation of lead and other products.

We shall be glad to send members copies of these decalcomanias for their own use, free of charge, if they will notify us how many they can use. A supply has already been mailed to the white lead companies. The decalcomanias are reversible, that is, they may be applied either face down or face up. If they are applied to trucks or places where outside exposure is severe, they should be varnished after application.

Very truly yours,

F. J. Dunsen
Secretary.



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