

WHITE LEAD PROMOTION PROGRAM**LEAD INDUSTRIES ASSOCIATION**

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

June 25, 1940

Painting No. 22

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**To Members Supporting the White
Lead Promotion Program:**

Since the last bulletin issued as of March 10th, the publicity program of the White Lead Campaign has been intensified with results as follows:

Feature articles or short items have appeared in the following periodicals:

<u>Magazine</u>	<u>Issue</u>	<u>Circulation</u>	<u>Article</u>
Field & Stream	May, 1940	254,000	"For New Spring Clothing"
Painter & Decorator	May, 1940	113,000	"Some Paint Tips for Painter and Customer"
Painter & Decorator	June, 1940	113,000	"Painting by the Salt Seas"
The Pennsylvania Farmer	April 30, 1940	181,000	"The Magic of Paint"
The Marine News	April, 1940	3,800	"We Get Together Again"
The Beacon	April 18, 1940	-	"Their Names May Be Funny, But Their Jobs Are Not"
California Highways & Public Works	April, 1940	-	"Painting Problems Involved in Maintenance of Bay Bridge"

The Association, likewise, had the opportunity to collaborate with and to assist the editors of the following magazines in the preparation of feature articles on paint and painting:

The Nation's Agriculture	May, 1940 pages 7-8-9	433,000	"Cleaning Up the Paint Situation"
Agricultural Leaders' Digest	May, 1940 pages 14-18	24,000	"Save Lumber With Paint Campaign in Iowa"

Marked copies are being sent to you under separate cover.



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It is interesting to us to note that the June issue of SUCCESSFUL FARMING, with a circulation of 1,164,000, contained an article on painting entitled, "For Looks and For Keeps." Although we had nothing whatsoever to do with the preparation and publication of this excellent paper, it is unquestionably one of the results of our White Lead Promotion Program. A marked copy is being sent you, under separate cover.

By supplying, at cost, reprints of the center spread in our Bulletin, WHAT TO EXPECT FROM WHITE LEAD PAINT, to the National Home Builders Bureau, we were privileged to have it appear in the SMALL HOMES DATA BOOK without charge to us. Copy is going forward under separate cover.

Oregon State College Extension Bulletin #440, published in March, 1940, on "Roofs and Exterior Walls of Red Cedar Shingles" devotes two pages to a discussion of painting shingles with white lead. This is one of the results of our cooperation with the lumber industry. A copy of the bulletin is being sent to you under separate cover.

A news mat, "In the Week's News", was prepared in May featuring the painting with white lead of the M-G-M Trolley and Spheria in Times Square, as per copy being forwarded to you. Mats were forwarded to 540 papers with resulting printed circulation based on actual clippings received of 258,000.

A "House of the Month" mat was released to 800 newspapers for publication in May, the resulting printed circulation based on actual clippings received being in excess of 80,000. Another "House of the Month" mat was released to 211 papers requesting the service for publication in June. Copies attached. This feature, judging from the clippings that are coming to this office in an ever increasing number, is being exceptionally well received and has the advantage of being inexpensive.

The "Home Owners Forum", in four column mat form, was released to 797 newspapers in April, 799 in May. Actual clippings received from the April release represent a printed circulation of 426,000. A slightly higher figure is now indicated for the May release. Copies attached.

Very truly yours,

J. W. Larson
Secretary.