LIA09020

LEAD INDUSTRIES ASSOCIATION

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

July 8, 1930.

Bulletin No. 2
Distribution of Broadsides, Employee and Stockholder Leaflets.

To Members Supporting the White Lead Promotion Program:

To date the Association has distributed three printed pieces in connection with the White Lead Promotion Program. They are:

1. Broadsides to dealers
2. Employee Leaflets
3. Stockholder Leaflets

BROADSIDES

Broadsides announcing the campaign were mailed to approximately 26,000 paint, hardware and hardware wholesalers and retailers. In addition, [illegible] copies of the broadside were distributed by some of our members to local chambers of commerce and other interested organizations.

EMPLOYEE LEAFLETS

Many members of the Association have cooperated in distributing announcements containing small reproductions of the first advertisement of the White Lead Promotion Program to their employees accompanying payroll checks. To date the following companies, their subsidiaries and branches, have distributed employee notices:

Bunker Hill & Sullivan Mining & Concentrating Co.	Nacla Mining Co.
The Eagle-Picher Sales Co.	International Smelting & Ref. Co.
Federal Mining & Smelting Co.	National Lead Co.
W. P. Fuller & Co.	St. Joseph Lead Co.
United States Smelting Refining & Mining Co.	Static Standard Mining Co.

A total of 80,800 have thus been distributed.

Member companies have also assisted in hanging posters of the first advertisement in conspicuous places on bulletin boards.

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The Association will be pleased to mail members at any time reprints of our advertisements for posting purposes if they so desire.

[illegible]

Numerous members have also distributed announcements containing small-space reproductions of the first advertisement of the campaign to their shareholders accompanying dividend checks. Some companies have broken all precedents in so campaigning. To date the following companies have distributed or are planning to distribute white lead campaign notices to shareholders:

American Smelting & Refining Co.	Park City Utah Mines Co.
Eagle Mining Co.	St. Joseph Lead Co.
National Lead Co.	Platte Standard Mining Co.

The total number distributed is 82,300.

Circularization of these shareholders has already resulted in developing some business for white lead paint. Several shareholders wrote in their companies requesting information as to where they could obtain white lead paint, complaining that they were unable to buy it.

Respectfully yours,

H. Wornow

Secretary.