LEAD INDUSTRIES

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

LIA09013

March 27, 1939.

To Executives and Salesmen of Member Companies
Supporting the White Lead Promotion Program:

The attached broadside is being mailed during the first week in April to 86,000 paint dealers, announcing our new advertising campaign and urging them to tie-in with it. As you know, your company is a member of this Association and is contributing financially to this co-operative effort to increase the use of lead and white lead. Lead mining, smelting and refining companies are behind it, as well as the manufacturers of white lead, and it approximately doubles the amount of advertising behind white lead.

We hope that salesmen will encourage their paint dealer customers to tie-in with this campaign in the five ways suggested in the broadside. We also hope that executives will use it as a means of acquainting all the employees under them with the campaign, urging them to get behind it. If all the thousands of employees in the lead industry talk about white lead to their friends and paint with it themselves, it will create quite a stir that will help the campaign gain momentum.

It is to your personal benefit to boost this campaign in every way you can. If you need further information about it, just let us know.

Very truly yours,

Secretary.

N 2985.01

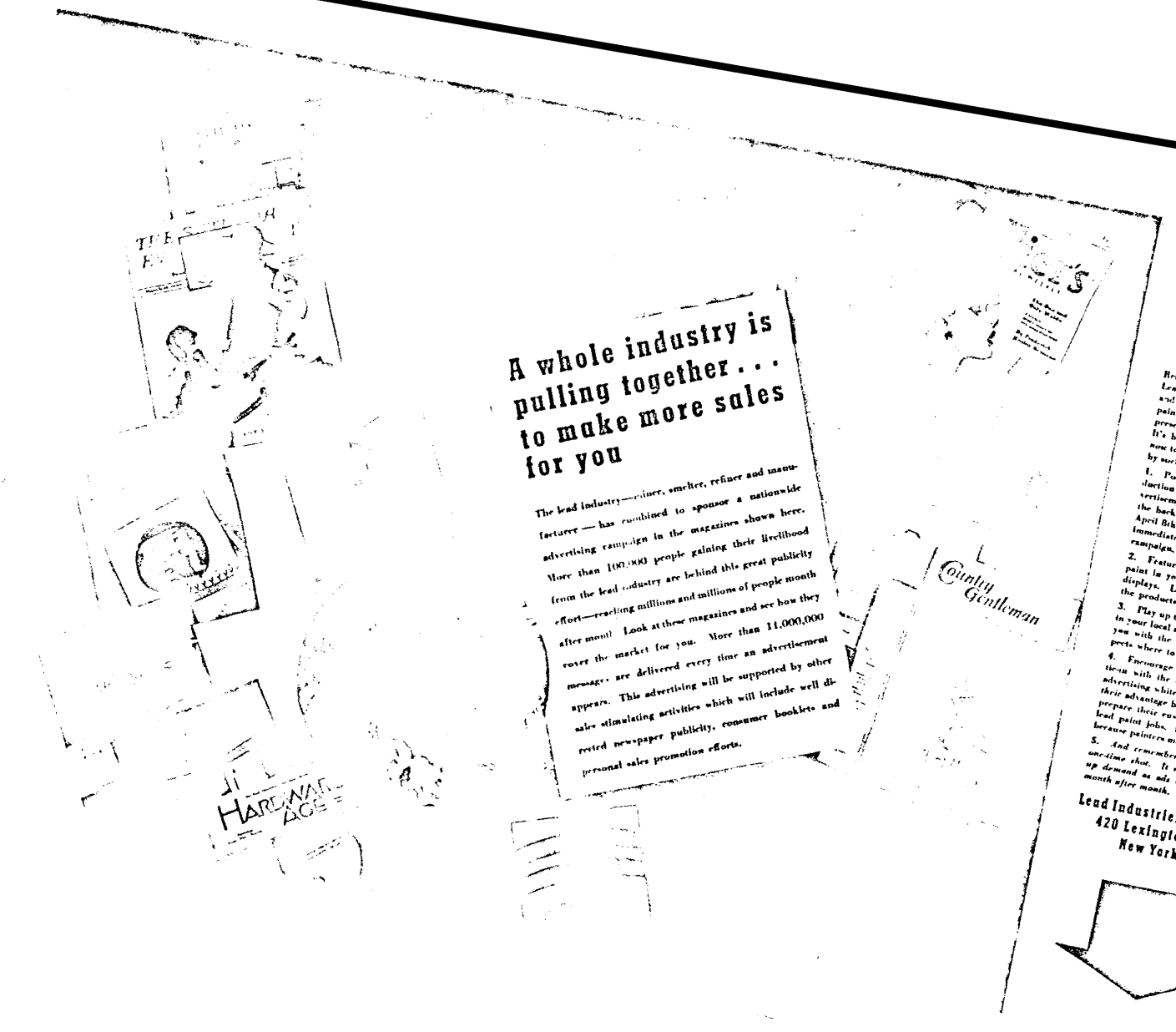
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A whole industry is pulling together . . . to make more sales for you

The lead industry—miner, smelter, refiner and manufacturer — has combined to sponsor a nationwide advertising campaign in the magazines shown here. More than 100,000 people gaining their livelihood from the lead industry are behind this great publicity effort—reaching millions and millions of people month after month! Look at these magazines and see how they cover the market for you. More than 11,000,000 messages are delivered every time an advertisement appears. This advertising will be supported by other sales stimulating activities which will include well directed newspaper publicity, consumer booklets and personal sales promotion efforts.

HARDWARE AGE

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