

WHITE LEAD PROMOTION PROGRAM

LEAD INDUSTRIES ASSOCIATION

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

May 18, 1941

BULLETIN NO. 24

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 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.

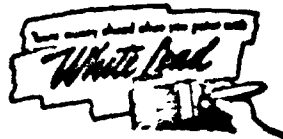
We shall be pleased to supply additional copies if you
would like to have them.

Very truly yours,

J. E. Warrum
Secretary.



LEAD INDUSTRIES ASSOCIATION
NATIONAL
ADVERTISING AND PROMOTIONAL
CAMPAIGN
FOR WHITE LEAD
1941



SCOPE

In the spring of 1939 the entire lead industry, including the mining, smelting and refining companies as well as white lead manufacturers, launched an advertising and promotional campaign through the Lead Industries Association to increase the use of white lead. This campaign is now in its third year. It is not just an advertising campaign but a well rounded promotional drive utilizing, in addition to general consumer and farm magazine advertising, trade paper advertising, organized publicity, field work and other means to arrive at the objective - the sale of more white lead. The various phases of the program are described in some detail on the following pages.



IT'S THE LEAD WE MINERS DIG, AND THE MORE THE BETTER, SAY SKILLED PAINTERS

**TO STAND UP TO THE HARSH PAINTS
STORMS, EXPOSED TO WEATHER**
— The durability and lasting value
of popular White Lead paint comes from its
composition, and these are the best of applications
now being used by expert painters.

WHY WHITE LEAD IS A GOOD NAME—

You find the answer in the word
and when measuring paint quantity in a
few words. **WHAT IS EXPECTED**
FROM WHITE LEAD PAINT? If you
find your money.

For a paint to last any length of time, it must be
able to stand up to weather. That's why for
years expert craftsmen have made their paints with
white lead.

You see, white lead is derived from lead — and
everyone knows what a tough, time-resisting metal
that is!

Paints made with white lead are long-lasting, too.
They're indifferent to blistering heat and biting
cold — to rain, snow or anything else the weather-
man serves up.

You don't see any cracking
and scaling on white-lead-painted jobs. The paint
wears down gradually, keeps its smooth surface.

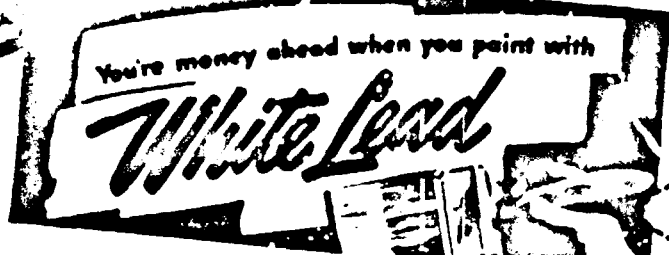
That means, too, a white lead paint job doesn't re-
quire scraping or burning before repainting. The
new coat is applied right over the old one.

So when you buy paint, be sure you know how
much white lead it contains. It's a safe rule to fol-
low: *the more white lead, the better the paint!* You
can't, for example, get a more durable paint than
a 100% white lead paint. This is the kind good
painters mix from lead-on-lead.

And don't let the name fool you. *White lead* can
be mixed to virtually any popular color.

To cap it all, white lead costs no more than regular
quality paints. Its beauty, economy, durability all
go to prove the old maxim, "The best is cheapest."

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



*Commitment easy to keep — In addition to the familiar
paint form, paint when lead
is now available as a ready-to-brush paint in popular
containers, at paint dealers everywhere.*



Guinpton?

WE KNOW THE
THE LEAD GOOD
PRINTERS USE IN
LONG-WEARING PAINT

If you want your work to keep its good looks, it must be protected against the attacks of weather—and that means you need a long-lasting paint.

To get this enduring protection, know how much white lead is in the paint you specify. For experience proves paints made with pure white lead resist weather better. And it's a safe rule to follow—the more white lead, the better the paint! You can't, for example, get a more durable paint than a 100% white lead paint.

As a matter of fact, white lead pigment is made from lead—and everybody knows that's one of the toughest metals to fighting off weather. White lead jobs stay neat and attractive through heat, cold and moisture. They don't crack and scale; they wear down slowly and evenly.

Remember, using white lead doesn't restrict your choice of colors. White lead paint can be toned to almost any shade you desire.

Its weatherproof protection and long life are sure to please clients—as well as establish your work with an enduring beauty. Best of all, white lead costs no more than regular quality paints. Here, at least, is one case where the best is cheapest!

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



NEW WAY TO BUY

Be satisfied in the future when you buy a tin of White Lead paint. It's made in a tin that's easy to open and easy to use. The new form of White Lead paint is the best and cheapest.

You're money ahead when you paint with

White Lead



**DO YOU WANT
CHOOSE THE
YOU GET THE
WHITE LEAD?**

You'll find
the answer in
this and other
interesting facts printed in a
free booklet—**WHAT TO BUY
FOR THE HOME OF WHITE LEAD
PAINT**—Write for your copy
today.

You're money ahead when you paint with *Lead*

You're money ahead when you buy

White Lead

STREET ASSOCIATION - 670 Lexington Avenue, New York, N. Y.

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, journeyman painters and paint manufacturers. These papers have a combined circulation of over 400,000 people, each of whom influences the purchase of comparatively large quantities of paint. Following is the complete trade paper advertising schedule for 1941:

<u>Magazine and Insertion Dates</u>	<u>Space</u>	<u>Circulation</u>
<u>PAINTER & DECORATOR</u> January, March, May, July, September, November	1 page	116,807
<u>AMERICAN PAINTER & DECORATOR</u> February, April, June, August, October, December	1 page	75,167
<u>NATIONAL PAINTERS MAGAZINE</u> February, March, May, July, September, November	1 page	61,152
<u>PAINT, OIL & CHEMICAL REVIEW</u> January 30, March 15, May 8, July 17, September 11, November 20	1 page	1,576
<u>AMERICAN PAINT JOURNAL</u> Feb. 17, Apr. 14, June 18, Aug. 18, Oct. 13, Dec. 15	1 page	1,836
<u>AMERICAN PAINT & OIL DEALER</u> February, March, May, July, September, November	1 page	25,865
<u>ARCHITECTURAL FORUM</u> February, March, May, July, September, November	1 page	39,069
<u>AMERICAN BUILDER</u> (General Section) February, April, May, June, August, October	1 page	70,830

<u>Magazine and Insertion Dates</u>	<u>Space</u>	<u>Circulation</u>
<u>AMERICAN BUILDER</u> (Dealer Distribution Section) March, July, September, November, December	1/3 page	11,149
<u>NATIONAL PAINT DICTIONARY</u> 1940-1941 Edition	1/2 page	

One-half page space is also being used in the Small Homes Year Book which is expected to circulate to about a half-million active prospects for new homes, builders and building material dealers.

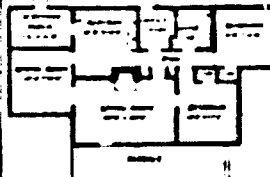
Low-Cost Home Answers Private Or Defense Need



RECOMMENDED by the U. S. Department of Agriculture for either city or country residence, this "House of the Month" is planned to appeal not only to the prospective owner of a low-cost private home, but also to the developer planning to build in quantity to fill defense housing needs.

It was designed by Ernest Langford, architect and head of the Texas State School of Architecture, and was one of the plans selected at President Franklin D. Roosevelt's Center for Home Ownership.

Both for beauty and to insure long life, the use of pure white lead paint is recommended, not only for the original coats but also for repainting in future years. This old reliable paint, approved by Government experts, is outstanding in its durability and keeps an even coat



face throughout. No long lifetimes of a minimum maintenance cost.

The bedrooms, living room and dining room have cross ventilation. An insulated stove in the kitchen, together with mechanical ventilation, will keep this room comfortable in hot weather. And insulation under the roof or in the first floor ceiling will keep the whole house comfortable, and will save fuel cost in winter.

The floor plan layout is about ideal. A hall gives access to every room in the house except the dining room. The living room, dining room and kitchen are well related to one another, and the same relation holds for the bedrooms and bathroom. Large windows provide plenty of light and air. The screened porch suggests many convenient uses.

Complete building plans and specifications are available for this house for \$1.00. Included with the plans is a cardboard cut-out model of the house, architecturally drawn to scale. The model can be colored, and will enable you to visualize exactly what the completed house will look like. Address your request for plans and model to the editor of this newspaper or Ladies Home Journal, pattern #200.

PUBLICATIONS

An organized publicity effort is being employed to assist the advertising. One of the features of this publicity is a "House of the Month" which is issued in mat form to 500 newspapers six times a year. It pictures an attractive home and is accompanied by a brief description always including a paragraph about white lead paint. Clippings are received from an average of 55 papers per month actually using this service, but since the clipping service does not cover all papers to which it is sent, the number should probably be closer to 100.

Likewise, "Home Owners Forum" is a weekly column of helpful information for home owners partly in question and answer form, each column containing a paragraph or question and answer showing how the home owner can use white lead to solve some common problem. This is sent in mat form to 595 newspapers regularly and in clip sheet form to 207 large papers. Clippings average over 200 a month, but since the clipping service is not complete the real figure should probably be about 400.

Other publicity material in the form of cartoons and features of various kinds playing up white lead are issued from time to time.

These planned publicity articles have had an average newspaper circulation of over 5,000,000 per month since the campaign started.

DIRECT MAIL ADVERTISING

The booklet "What to Expect from White Lead Paint" was printed to answer inquiries resulting from the advertising and for other forms of distribution. Over 31,000 of these booklets had thus been distributed by the Association up to the beginning of 1941 and it is expected that between 10,000 and 15,000 more will be distributed during the current year. This is exclusive of many thousands of copies distributed by member companies.

Also 25,000 copies of the "Simplified White Lead Painting Guide," which formed the center spread of the booklet, were bound into the Small Homes Data Book, circulated through lumber and building material dealers.

In cooperation with the National Small Homes Demonstration 30,000 copies of a 4-page leaflet "How Lumber and Paint Keep Your Home Always in Style," were distributed through lumber dealers to their immediate prospects for new homes.

Thousands of copies of various reprints of magazine articles favorable to white lead have also been sent out. These include, in particular, articles by Dr. F. L. Browne of the United States Forest Products Laboratory.

About half of each issue of the Association's house organ "Lead," published every two months, is devoted to articles on white lead. "Lead" goes to a mailing list of about 31,700 broken down as follows:

Architects.....	9,570
Agricultural engineers and county agents	4,330
Building superintendents	500
General contractors	1,000
Painters and decorators	6,000
Educational institutions	530
Housing Authorities	230
Municipal officials	1,370
Realtors	1,800
Miscellaneous	2,820
	31,700

PUBLICITY

An organized publicity effort is being employed to assist the advertising. One of the features of this publicity is a "House of the Month" which is issued in mat form to 500 newspapers six times a year. It pictures an attractive home and is accompanied by a brief description always including a paragraph about white lead paint. Clippings are received from an average of 55 papers per month actually using this service, but since the clipping service does not cover all papers to which it is sent, the number should probably be closer to 100.

Likewise, "Home Owners Forum" is a weekly column of helpful information for home owners partly in question and answer form, each column containing a paragraph or question and answer showing how the home owner can use white lead to solve some common problem. This is sent in mat form to 585 newspapers regularly and in clip sheet form to 207 large papers. Clippings average over 200 a month, but since the clipping service is not complete the real figure should probably be about 400.

Other publicity material in the form of cartoons and features of various kinds playing on white lead are issued from time to time.

publicity articles
newspaper circulation
since the cam-

PUBLICITY ARTICLES

In addition to the planned publicity just described, a large number of articles are prepared by the Lead Industries Association staff for exclusive use of various magazines and trade papers. During 1940 about 30 different publications used such articles, some of them using several articles during the year. These included such magazines as PAINTER & DECORATOR, AGRICULTURAL LEADERS' DIGEST, THE NATION'S AGRICULTURE, MARINE NEWS, THE PENNSYLVANIA FARMER, FIELD & STREAM, SOUTHERN LUMBERMAN, THE HIGHWAY MAGAZINE, AMERICAN CITY, MARINE JOURNAL, SCIENTIFIC AMERICAN, PUBLIC WORKS and others.

The Association staff has also collaborated with authors of other articles about paint to see that white lead receives proper recognition. Notable among recent articles of this type are ones appearing in SUCCESSFUL FARMING, HOUSE BEAUTIFUL and BETTER HOMES AND GARDENS.

LUMBER PRODUCTS - BETTER PAINT CAMPAIGN

This campaign is in addition to the white lead advertising and publicity campaign, being financed out of separate funds, but nevertheless aimed at the same general objective of promoting the use of white lead. Its effectiveness is based on co-operation with lumber manufacturers and dealers. The campaign has been in existence since 1934 and as a result, the white lead industry has attained an enviable position in its relations with the lumber industry.

Consequently, lumber manufacturers are inserting 2,000,000 painting instruction leaflets a year in siding at their own expense. These leaflets advise only the use of pure white lead paint or the highest quality mixed paint. These same associations have given strong written endorsements of white lead, used in Lead Industries Association advertising. The Douglas Fir Plywood Association has issued painting instruction leaflets advocating the use of pure white lead paint exclusively.

White lead exhibits have been maintained at the various retail lumber dealers' state conventions each year and hundreds of meetings held with groups of dealers in the interest of white lead.

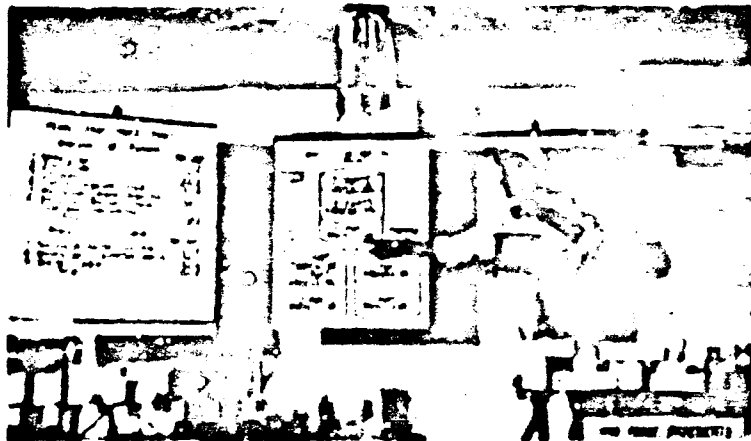
FARM WORK

In 1940 a program of paint demonstrations was sponsored among the 4-H Clubs in Iowa in an effort to educate farmers to the value of white lead as a paint pigment and show them how to mix and use white lead paint. The 4-H Club paint teams gave hundreds of such demonstrations before local farm meetings and 33 teams competed at the State Fair for prizes offered by the Lead Industries Association. Thousands of farmers thus learned about white lead from the 4-H Club boys.

So successful was the Iowa 4-H Club program that it has been continued in Iowa and extended to Kansas, Oklahoma, Wisconsin and Georgia this year, with a total of about 200 teams now working on paint demonstrations and telling the story of white lead. Some girls teams are also included this year and both exterior and interior paint is now covered.

In conjunction with the 4-H Club work, close touch is being maintained with the Agricultural Extension Service and State Agricultural Colleges so that the agricultural engineers and county agents are in a position to instruct the farmers with whom they come in contact about white lead.

Membership is maintained in the Agricultural Engineers Association and talks on white lead delivered before that and other farm groups.



GOVERNMENT AND INSTITUTIONAL WORK

A field man is maintained to promote white lead to state, county and municipal authorities who use large quantities of paint. Banks, savings and loan associations, insurance companies, educational institutions, real estate developers and builders and other organizations which have a large amount of property to paint are also included in this work.

