

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 80,000 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.

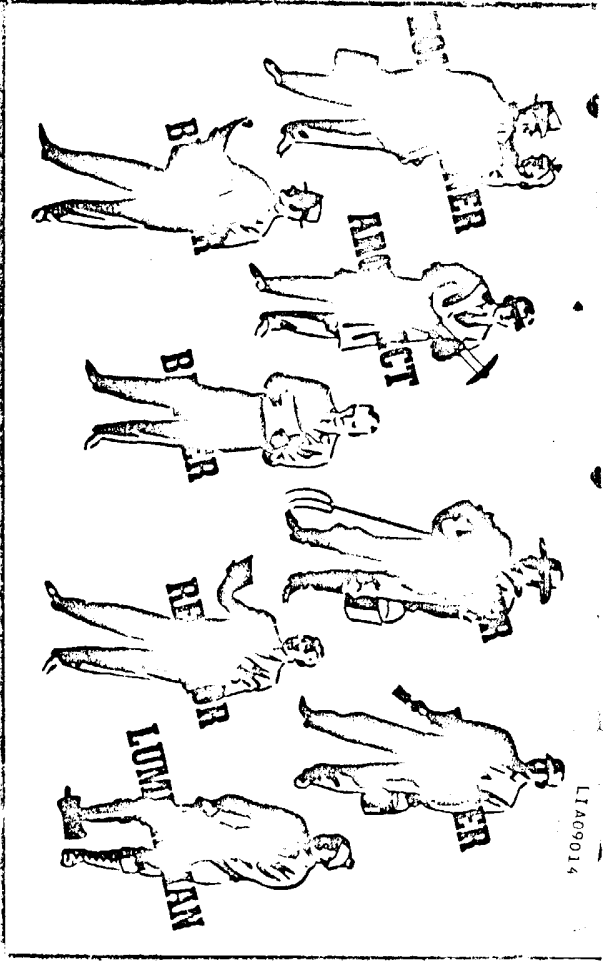
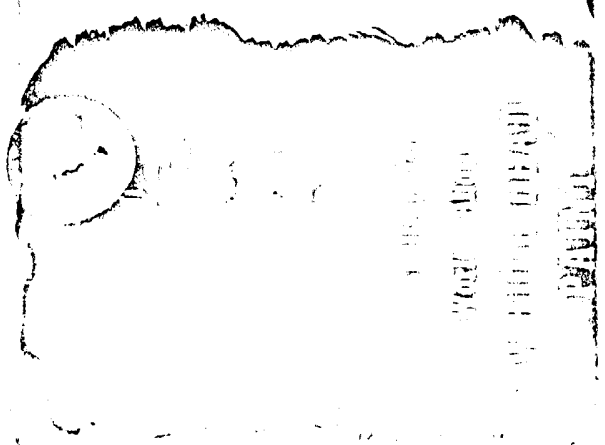
It is to your personal benefit to boost this campaign in every way you can. If you need further information about it, just let us know.

Very truly yours,

J. W. Brown
Secretary.



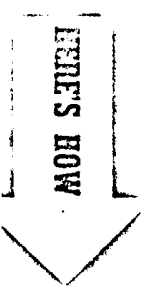
See M.P.L.A.R.
U.S. POSTAGE
PAID
St. Louis, Mo.
Post No. 471



LIA09014

THEY'RE ALL BEING TOOK

Notice money ahead... when you use
Money Fund



N 2985.01

THE
HARVARD
UNIVERSITY

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

The lead industry—retailers, smelters, refiners and manufacturers—has combined to sponsor a nationwide advertising campaign in the magazine shown here. More than 1,000,000 people receive their free publicity from the lead industry and millions of people benefit from the lead industry's advertising efforts.

Look at these magazines and see how they cover the market for you. More than 11,000,000 magazines are delivered every time an advertisement appears. This advertising will be supported by other sales stimulating activities which will include well distributed newspaper publicity, consumer booklets and personal sales promotion efforts.

Colony
Goldman

LEAD Here's How You Can Get the Business If Creative!

Remember, this campaign launched by the Lead Industries Association will stimulate the present advertising. It is the way to white lead and to get the new business for your store. By such steps as these:

1. Find in your window the place where the back of the magazine is displayed. Immediately display the magazine (see it in the complete monthly Evening Post). It will be placed in your window with the point in your white lead and the products they've been reading about.
2. Pay up the month of white lead point with the campaign, again displaying them where to come to buy.
3. Encourage your printer customers to their ad when white lead is being and prepare their customers to be with white lead point jobs. It is to you and white because printers want large multi-colored magazine ads. It will continue to be demanded as ad and publicity appear month after month.

Lead Industries Association
420 Lexington Avenue
New York, N.Y.

