

LEAD INDUSTRIES ASSOCIATION

480 LEXINGTON AVENUE

NEW YORK 17, N. Y.

January 8, 1951

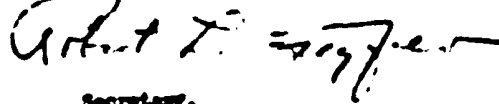
SUBJECT: WHITE LEAD ADVERTISING
SCHEDULE

To Members of the White Lead Division:

We are attaching the white lead advertising schedule for the year 1951. During the first four months of the year the advertisements which appeared in the latter half of 1950 will be repeated and rotated among the publications so that no ad will appear more than once in each publication in this period.

New advertisements will be prepared for publication starting with May.

Very truly yours,


Secretary.

LEAD INDUSTRIES ASSOCIATION
1951 WHITE LEAD ADVERTISING SCHEDULE

<u>PUBLICATION</u>	<u>SPACE</u>	<u>DATE</u>
American Paint Journal	2 pg. spr.	Jan. 8
	2 pg. spr.	Jan. 22
	2 pg. spr.	Feb. 5
	2 pg. spr.	Feb. 19
	2 pg. spr.	Mar. 5
	2 pg. spr.	Mar. 19
	2 pg. spr.	Apr. 2
	2 pg. spr.	Apr. 16
	2 pg. spr.	Apr. 30
	2 pg. spr.	May 14
	2 pg. spr.	May 28
	2 pg. spr.	June 11
	2 pg. spr.	June 25
	2 pg. spr.	July 9
	2 pg. spr.	July 23
	2 pg. spr.	Aug. 6
	2 pg. spr.	Aug. 20
	2 pg. spr.	Sept. 3
	2 pg. spr.	Sept. 17
	2 pg. spr.	Oct. 1
	2 pg. spr.	Oct. 15
	2 pg. spr.	Oct. 29
	2 pg. spr.	Nov. 12
	2 pg. spr.	Nov. 26
	2 pg. spr.	Dec. 10
	2 pg. spr.	Dec. 24
Official Digest	2 pg. spr.	Jan.
	2 pg. spr.	Feb.
	2 pg. spr.	Mar.
	2 pg. spr.	Apr.
	2 pg. spr.	May
	2 pg. spr.	June
	2 pg. spr.	July
	2 pg. spr.	Aug.
	2 pg. spr.	Sept.
	2 pg. spr.	Oct.
	2 pg. spr.	Nov.
	2 pg. spr.	Dec.

1951 WHITE LEAD ADVERTISING SCHEDULE

<u>PUBLICATION</u>	<u>SPACE</u>	<u>DATE</u>
Paint, Oil & Chemical Review	1 PG.	Jan. 18
	1 PG.	Feb. 8
	1 PG.	Mar. 8
	1 PG.	Apr. 5
	1 PG.	May 3
	1 PG.	May 31
	1 PG.	June 28
	1 PG.	July 26
	1 PG.	Aug. 23
	1 PG.	Sept. 20
	1 PG.	Oct. 18
	1 PG.	Nov. 15
1 PG.	Dec. 13	
Western Paint Review (Paint Industry Section)	1 PG.	Jan.
	1 PG.	Feb.
	1 PG.	Mar.
	1 PG.	Apr.
	1 PG.	May
	1 PG.	June
	1 PG.	July
	1 PG.	Aug.
	1 PG.	Sept.
	1 PG.	Oct.
	1 PG.	Nov.
	1 PG.	Dec.
Paint & Varnish Production Magazine	1 PG.	Jan.
	1 PG.	Feb.
	1 PG.	Mar.
	1 PG.	Apr.
	1 PG.	May
	1 PG.	June
	1 PG.	July
	1 PG.	Aug.
	1 PG.	Sept.
	1 PG.	Oct.
	1 PG.	Nov.
	1 PG.	Dec.
Oil, Paint & Drug Reporter	30s	Jan. 22
	30s	Mar. 19
	30s	May 14
	30s	July 9
	30s	Sept. 3
	30s	Oct. 29