LEAD INDUSTRIES ASSOCIATION

420 LEXINGTON AVENUE
NEW YORK 17, N. Y.

January 8, 1952

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.

N 2923

LIA08788

LEAD INDUSTRIES ASSOCIATION

1951 WHITE LEAD ADVERTISING SCHEDULE

PUBLICATION	SPACE	DATE
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.

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1951 WHITE LEAD ADVERTISING SCHEDULE

PUBLICATION	SPACE	DATE
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	30"	Jan. 22
	30"	Mar. 19
	30"	May 14
	30"	July 9
	30"	Sept. 3
	30"	Oct 29