

LEAD INDUSTRIES

Graybar Bldg., 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.

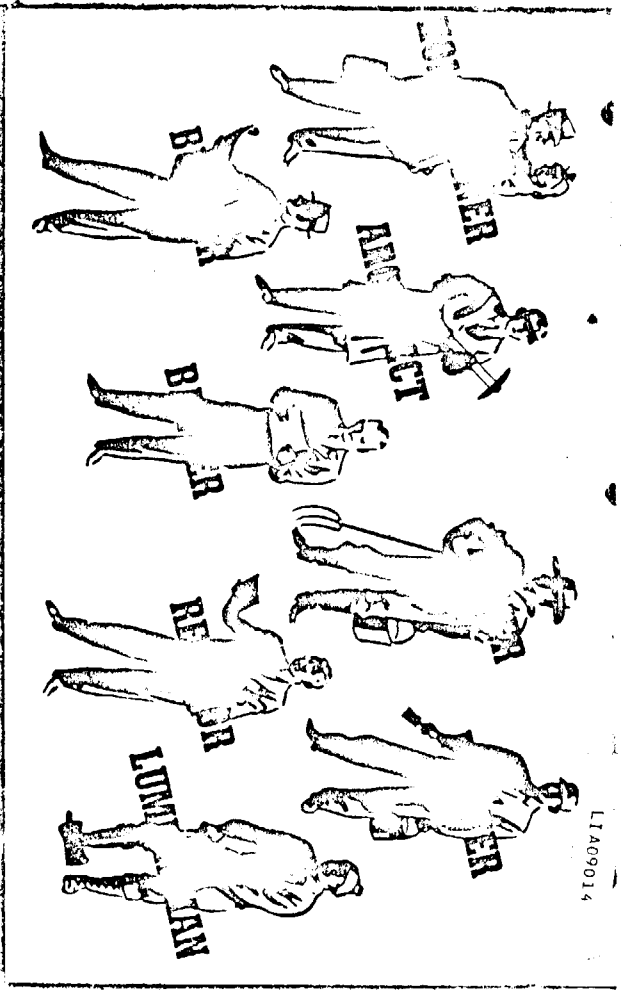
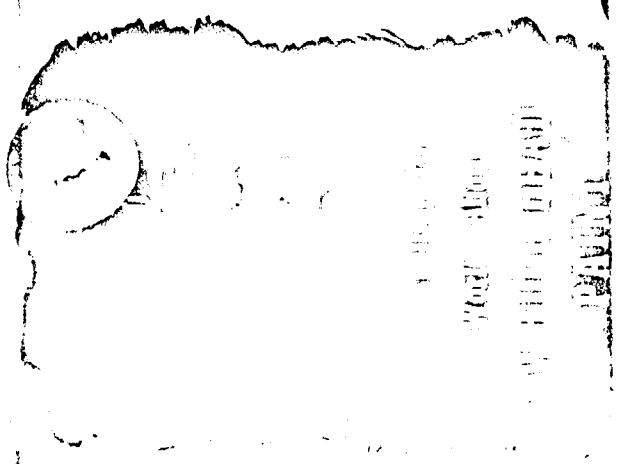
It is to your personal benefit to boost this campaign in every way you can. If you need further information about it, just let us know.

Very truly yours,

J. H. Brown
Secretary.



See Mailer
U.S. POSTAGE
PAID
St. Louis, Mo.
Permit No. 471



LIAG0014

THEY'RE ALL BEING TOLD

*Write money ahead... when you use
Coca-Cola*

SEEKS HOW

N 2985.01

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

The lead industry—painters, smelters, refiners and manufacturers—has combined to sponsor a nationwide advertising campaign in the magazines shown here. More than 100,000 people joining their great publicity effort—creating millions and millions of people mouth cover the market for you. More than 11,000,000 (after mail) look at these magazines and see how they can be helped. This advertising will be supported by direct mail, newspaper publicity, consumer lookers and personal sales promotion efforts.

Goody
Gullman

"A LEEA LEUS" Here's How You Can Get the Business If Creales!

Remember, this campaign launched by the Lead Industries Association will show you the present advertising. It is in addition to the new to get this new business. Here are the steps to take:

1. Find in your window the glass representation of the national magazine, April 19th Sunday Evening Post. (See it in the window, bring customers in.) It will point to your white lead and white lead products. Let people know that you will in your local advertising again identifying you with the campaign and telling people to come to buy.
2. Encourage your paint customers to their advantage by selling and preparing their customers to be sold white lead paint jobs. It is to your advantage because painters mean large wall sales.
3. And remember this campaign is no one-time shot. It will continue to build up demand as ads and publicity appear month after month.

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

