LIA09036

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

July 11, 1930

Bulletin No. 11

Publicity in Newspapers, Magazines

To Members Supporting the White Lead Promotion Program

Publicity for the White Lead Promotional program is being handled mainly by our agency, Arthur Kudner Inc. One of the avenues of publicity open to them is the development of a column for country newspapers entitled, HOME OWNERS FORUM, consisting of questions and answers of interest to our home-owning population. A sample release is attached. Newspapers arranging to take this service total 387, with an approximate circulation of 1,064,000.

A large album of clippings from newspapers and magazines on our campaign and white lead is available for inspection at this office.

Compilation of linage and circulation of publicity material sent out by Arthur Kudner Inc., from March 14 to May 11 shows total clippings, 451; total linage, 44,403, total circulation 8,345,066.

One surprising and interesting development, whether or not attributable to the effort of the campaign, has been the amount of mention of white lead in newspapers and magazines where we have not made any special effort to obtain publicity.

For example, the SATURDAY EVENING POST, with the largest magazine circulation in the country, in its May 31, 1930 issue, carried an article entitled, "Sprucing Up With Paint" by Mrs. Christine Frederick, which gave white lead strong endorsement. Reprint of this article is attached.

Respectfully yours,

F. R. Wolcott
Secretary.

N 2994

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EDITOR: Herewith are four features of the weekly service on the Home Owners Forum supplied in complete mat form without charge in response to your request.

THE HOME SERVICE BUREAU, 310 East 45th St., New York City.

SPECIAL NOTE:

Attention is invited to the Home Service Bureau's offer, at the end of each column, to answer home maintenance questions for readers. Please forward to us all inquiries and they will be promptly answered.

FOR IMMEDIATE RELEASE

HOME OWNERS FORUM

By ARNOLD GORDON

CREAKY stairs are an avoidable annoyance, caused by poor construction or by wood shrinkage.

Well constructed stairs have their legs grooved into treads and treads in turn grooved into risers. The treads are likewise grooved into risers at the wall string.

Where such construction is employed wedges are driven under treads as well as behind risers making a permanent, tight job of the way.

With the use of well seasoned wood properly nailed with high quality threads no stairs becoming slow to shrinkage or tiresome disintegration.

Q - How can refrigerators be painted and what materials are suggested?

A - Paint and refrigerator should be thoroughly cleaned with a stiff wire brush to remove all traces of rust and dirt to assure the best adhesion of paint.

These units are manufactured on permanently engineered metal surfaces subject to heat. A coat or priority of two between metal and paint will be a time investment for the user.

To harden drying coat (those dried by through paper between coats).

Apply priming coat composed of 12 parts paste red lead, 10 parts raw linseed oil, 1 part turpentine, 1 part liquid drier.

For flat finish apply second and finish coats composed of equal parts soft paste white lead and lead reducing oil. To obtain desired volume add paints in oil.

For gloss finish apply high quality prepared enamel.

(The Home Owners Forum of the Home Service Bureau will be glad to help you solve home maintenance problems. Address inquiries to Arnold Gordon, Home Owners Forum, 310 East 45th St., New York City. Please enclose stamped, self-addressed envelope for reply.)

HOME OWNERS FORUM

By ARNOLD GORDON

PAINT the underside of porch floors as a protection against moisture.

Frequently square and post beneath flooring is damp due to insufficient ventilation. Such conditions breed wood destroying organisms, causing boards panel to buckle and paint is allowed to continue rotting of the porch floor often results.

To prevent this apply coat of high quality exterior paint to underside of porch floor. Such treatment protects flooring and reduces growth producing molds.

Experience has proved that an excellent paint for such painting purposes is composed of equal parts soft paste white lead and raw linseed oil. Add 1 part of dryer for each 5 gallons of linseed oil.

Q - Is a permit necessary for home plumbing installations and must a licensed plumber do the job?

A - In most communities plumbing installations are controlled by ordinances which make it required a permit for such as well as remodeling work, and likewise specify that work be done by licensed plumbers.

In many cases inspection is required after completion of work to see that it complies with plumbing and health laws.

Q - Suggest remedy for persistent condensation on interior walls during hot weather.

A - Interior condensation is caused by exposed by improper ventilation. Air circulation provided by opening windows should improve. If not the trouble may be more serious.

Q - Kindly state reasons why linseed oil should not be applied to a concrete floor to reduce the surface to no more dust?

A - No. Such dusts are caused by the application of linseed oil.

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HOME OWNERS FORUM

By ARNOLD GORDON

WHEN blended with the surrounding, the proper furniture adds to garden beauty as well as comfort.

Whether the furniture is made of wood or metal, paint is the valuable economical medium for its decoration and protection against weather and wear.

Surface must be dry clean, and rough areas smoothened before the application of paint.

At least three coats are essential for satisfactory work, extra coats depending on quality of work.

A few pints of time for some coats to assure work to be a dry time foundation for the next.

An excellent wood priming coat is composed of 3 parts soft paste white lead, 2 parts linseed oil, 1 part turpentine. Add 1 part of dryer for each 5 gallons of linseed oil.

For flat finish apply body and finish coats composed of equal parts soft paste white lead and lead reducing or lead mixing oil.

For gloss finish substitute high quality enamel for flat finish coat. Enamel will not remain sticky under body coat like gloss finish oil paint.

Prime metal with coat of 12 parts paste red lead, 10 parts linseed oil, 1 part turpentine, 1 part dryer.

For body and finish coats use wood formula.

Q - Does shellac make a durable floor finish?

A - Shellac gives a fairly durable finish provided the floor is not subject to rough usage.

Those of floor coats, thinned with good quality denatured alcohol are recommended for all wood floors.

Shellac per fairly between coats.

Wax over shellac coat will greatly increase durability of a shellac finish.

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HOME OWNERS FORUM

By ARNOLD GORDON

ADEQUATE window and doorhead flashing is essential to prevent leakage at this vulnerable point. Without such protection, it is impossible to make the joint between siding and sash water-tight. Moisture entrapped inside inevitably is unsightly stains on sash paint or plaster as well as failure of sash paint inside and out making necessary costly redecoration and repair.

Flash all head joints with a strip of plastic flashing material extending several inches up on back of siding and turned down about ½ inch over face of head trim.

Tarr and asphalt provide best sheet used is ideal for flashing as it will not stain surrounding surfaces.

Suitable sheet metal combinations do the work at small expense.

Q - Can flat wall oil paint be applied over factory prepared primed paint?

A - It is advisable to wash all surfaces before redecorating with oil paint. Coarse dust not adhere to a surface firmly enough to carry the weight of two coats of oil paint.

It would be an insurance precaution, probably causing the paint to crack and peel shortly after application.

Q - Our bathtub drain is very sluggish. Drain materials are ineffective to produce always returns.

A - Have a plumber investigate.

There may some original construction left obstructions in pipe or joints which catch paper in the water, grease, hair, lint, etc. up a stoppage.

Metal pipes are rusting internally causing the roughness.

In any case the best solution is to install a plunger type rubber suction cup to the bowl.

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N 2994.01

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N 2994.02

THE AMERICAN WEEKLY
Greatest Circulation in the World
"The Nation's Reading Habit"
Sunday, May 21, 1939



Sprucing Up With Paint

By Mrs. Christine Frederick,
The Distinguished Authority on Household Efficiency