LIA09092

LEAD INDUSTRIES ASSOCIATION

Graybar Building, 420 Lexington Avenue
New York, N. Y.

October 6, 1930.

Bulletin No. 14

Publicity Suggestions

To Members Supporting the White Lead
Promotion Program:

The white lead program is constantly desirous of utilizing suitable white lead stories for publicity. Its own facilities for obtaining the kind of information which would lend itself well for the purpose are limited. We are, therefore, respectfully requesting our subscribing companies to do all they can to furnish a steady flow of suitable publicity material on white lead to this office. It should preferably consist of stories relating to white lead, illustrated, if possible, by interesting photographs.

As an indication of the publicity material we would like to have, the following table provides suggestions:

1. Famous landmarks being repainted with white lead.
2. Prominent buildings being painted inside or outside with white lead.
3. Large or small real estate developments being painted with white lead.
4. Industrial housing developments being painted with white lead.
5. Government projects being painted with white lead. (This would include Federal, Municipal, County and State structures.)
6. Large or unusual contracts let by members for the use of white lead.
7. New uses for white lead.
8. Outstanding examples of the beauty or durability of white lead.

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9. Speeches by members' representatives at conventions having any bearing on this load with the gist of remarks made.

This list by no means exhausts the possibilities.

If members are put to the expense of procuring photographs, we shall be glad to reimburse them.

May we have your help?

Sincerely yours,

J. W. Samson

Secretary.