

WHITE LEAD PROMOTION PROGRAM**LEAD INDUSTRIES ASSOCIATION**

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

September 26, 1939

Bulletin No. 28

Complimentary Letters on "What to
Expect from White Lead Paint"

To Members Supporting the White
Lead Promotion Program

Our booklet, WHAT TO EXPECT FROM WHITE LEAD PAINT, has had an excellent reception in many directions of importance to us in promoting White Lead. Extracts from some of the letters received are attached, together with comments about the program itself.

Respectfully yours,

H. W. Torrey
Secretary.



From G. S. Stuart, Executive Director, Painting & Decorating Contractors of America, dated July 28, 1939

"At the regular mid-summer meeting of the Executive Board consideration was given to the great national advertising program for the promotion of the White Lead Industry being carried forward by the Lead Industries Association, and I was instructed to express officially to you the appreciation of our national organization for the helpful cooperation of your national campaign.

"That miner, smelter, refiner and manufacturer of lead should combine efforts to sponsor a nation wide advertising campaign in the national magazines to widen the market for and further the use of white lead is indeed most gratifying to the application branch of the industry, as represented by the Painting and Decorating Contractors of America. Among the millions who will regularly read your messages, we feel that sales will be stimulated. We welcome your publicity as does every painting contractor who prides himself in quality workmanship and who has at heart the welfare of his industry.

"Your published advertisements have been referred to our Trade Relations Committee for study. It will be our pleasure to cooperate with you in your great publicity campaign in every manner possible.

"The interests of the lead manufacturers and the interests of the contracting branch of the industry as represented by the Painting and Decorating Contractors of America have much in common. For this reason we know that in your copy you will want to emphasize to the purchasing public the services of the painting and decorating contractor, rather than the craft painter, in making the painting job satisfactory to the purchaser.

"We trust that the results of your promotional program will prove as eminently satisfactory as to justify its continuance permanently."

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From J. B. Dwyer, Decorating Contractors, Pittsburgh, Pa., dated August 1, 1939

"..... I read it through, and I have to congratulate you on a very fine job. I hope that your association will see its way clear to at least send a copy of WHAT TO EXPECT FROM WHITE LEAD PAINT to every member of our Association.

"I would appreciate it if you could send me about a half-dozen additional copies. I would like to have each of our job foremen have one of these in his possession as a manual."

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From Henry Adams, Past President of the Painting & Decorating Contractors of America, Denver, Colo., dated August 15, 1939.

"I have read WHAT TO EXPECT FROM WHITE LEAD PAINT from cover to cover. The reasons for using white lead are constructive and true. You have given us the why and wherefore and it should be a real education to every painting contractor to read this brochure.

"Above all may I compliment you on the article Paint Application in which you stress so effectively the necessity of employing not only a skilled painter but a reputable painting contractor. This is most excellent and by far the best treatise I have ever read on the subject of why a painting contractor should supervise the proper painting and decorating of any surface."

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From Ben Pickberg, President of the Painting & Decorating Contractors of America, Oklahoma City, Okla., dated August 3, 1939.

"..... and after checking through same I find that you have given this matter considerable study."

"The booklet is written in a clear and concise manner and, of course, I am delighted to see your reference to the painting contractor and to good application, which is, after all, what we are primarily interested in."

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From E. J. Bush, Gen'l Secretary, Painting & Decorating Contractors of America, Peoria, Ill., dated August 1, 1939

"It is worthy of comment that throughout the book, especially under the article 'Paint Application', it is advocated that for best results and as an assurance to the property holder that he is receiving full value, the work should be placed in the hands of a reliable painting contractor.

"If this fact is forcibly presented to the buying public from time to time, together with the reasons for placing the work in this manner, not only will the painting contractor and his employees benefit but the manufacturer will be assured that his material is being treated in the proper manner, which will produce the results which may be claimed."

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From W. F. Feigenbaum, Secretary, Local Section of Painting & Decorating Contractors of Mansfield, Ohio and Vicinity, August 26, 1939

"Having read your advertisement in the NATIONAL PAINTERS MAGAZINE, I believe that it would be a good idea, if the members of our association were to have a copy of your booklet, WHAT TO EXPECT FROM WHITE LEAD PAINT.

"Enclosed you will find a copy of a handbill that was recently distributed in our city..... it also carries the names and addresses of our membership.

"We would be very glad to receive this booklet and any other information that you may have from time to time for painting contractors."

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From L. P. Lindalef, General President, Brotherhood of Painters, Decorators and Paperhangers of America, Lafayette, Indiana, August 2, 1939

"..... and compliment you most highly upon the set-up and the information contained in your booklet.

"Being as I am - a skilled painter from the 'old school' and having engaged in no actual painting for the past 25 years you can at once realize that I know very little; in fact nothing at all about these manufactured composition paints that are being used so extensively.

"My contention is and always has been that if a paint job is to be done satisfactorily it must be with lead and oil especially if it is on the outside where it is exposed to the ever-changing conditions of the weather as nothing but WHITE LEAD will withstand the elements. Personally, I would not recommend anything other than WHITE LEAD for any painting job. I am so very consistent in the matter that this fall when my residence here in Lafayette is painted I shall distinctly stipulate THAT ONLY WHITE LEAD BE USED.

"Trusting your efforts to educate the painter as well as the public - to use only first class material such as white lead on all painting operations will be attended by success."

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From E. M. Garner, Secretary, Carolina Lumber and Building Supply Association, Charlotte, N. C., August 1, 1939.

"Many thanks for your new publication WHAT TO EXPECT FROM WHITE LEAD PAINT. Having sold white lead paint myself for about 25 years, this is quite interesting to me and I think it would be a valuable publication to place in the hands of every lumber and building supply dealer, especially those who sell or buy white lead paint products. We do not know what distribution you intend to give this but if you intend to distribute it generally, we would like to cooperate with you in placing it in the hands of a representative number, if not all, of our dealers in the Carolinas."

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From California Redwood Distributors, Inc., New Orleans, La., September 1, 1939

"The writer has read WHAT TO EXPECT FROM WHITE LEAD PAINT with considerable interest and thinks the information of so much value that he would appreciate your sending copies to all of our representatives under this office."(24)

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From: E. L. Cary, Western Pine Association, Portland, Oregon, August 16, 1938
 "Your book WHAT TO EXPECT FROM WHITE LEAD PAINT is an excellent publication and we are naturally much pleased to note that you used the illustration of the Western Pine Home on Treasure Island in this booklet. The publication is one which our field promotion men could use to good advantage. For this purpose we could conveniently distribute 12 copies. If the request is not out of order would like also to send a copy to each member of our Promotion Committee, in which case the total number needed would be 20 copies. If you should wish to extend the distribution still further, I am sure the booklet would be of considerable value to each member of our Association and I am sending a copy of our current membership list in case it would be possible for you to make this extensive a distribution to the manufacturers in our organization.

"It has been a pleasure to work with you folks on matters of this sort and I think you know that we wish to continue this fine relationship."

From: A. E. Landrum, Sales Manager, St. Paul & Tacoma Lumber Co., Tacoma, Wash., August 30, 1938

"Your pamphlet WHAT TO EXPECT FROM WHITE LEAD PAINT contains interesting and valuable information on the subject of painting and we think it would be well worth while if all of our sales representatives had a copy. We are, therefore, enclosing a list of these representatives, and would appreciate it if you will send these copies to them direct. If you will advise us that you are doing so, we would like to write the salesman, calling particular attention to them. If, however, you would prefer to forward the required number of copies to us and have us mail them out ourselves, we will be glad to do that."

From: C. G. Steward, Patek Bros., Inc., Milwaukee, Wisc., August 2, 1938

"We have just finished reading your booklet WHAT TO EXPECT FROM WHITE LEAD PAINT and must say you have done a grand job in telling your story. Would it be possible for us to secure 40 copies of this booklet for distribution among the men on our sales staff?"

From: B. W. Kunst, Advertising Manager, Hooker Glass & Paint Mfg. Co., Chicago, Ill., August 23, 1938

"Received copies of the White Lead booklet and want to compliment you on a most beautiful piece of advertising literature. It should do a tremendous amount of good for the industry. Will await further information regarding cost of additional copies with our imprint."

From: College of Agriculture, University of Wisconsin, Madison, Wisc. Aug. 2, 1938

"I am glad to have your latest publication WHAT TO EXPECT FROM WHITE LEAD PAINT and hope you can send me 5 copies of it for use in our classrooms. It will be valuable material for us in instructional work."

From: Civil Service Commission for Municipal Employees, Raleigh, N. C., June 10, 1938.
 "Please send me your free booklet on painting and please furnish me 15 or 20 questions and answers that a good painter should know. This information is requested for use in a Civil Service Examination for painters by the Raleigh Municipal Civil Service Commission."

From: Wm. G. Ellis, Industrial Councillor, U.S. Penitentiary, Leavenworth, Kansas, September 18, 1938.

"Please send us five copies of your book WHAT TO EXPECT FROM WHITE LEAD PAINT. This material will be used by our trainees who are taking the vocational training course in Painting and Decorating."

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From: E. S. Eastman, Eastman, Scott & Co., Atlanta, Ga., August 29, 1939

"We note in your booklet WHAT TO EXPECT FROM WHITE LEAD PAINT that the White House at Washington was painted with white lead. Presumably, Gum Turpentine was used in mixing the paint for the White House, and we are anxious to verify this, if possible. We would greatly appreciate your cooperation, if you can ascertain the facts in this connection.

"We also note in the same booklet that 80% of the Painting Contractors use white lead when painting their own homes. I wonder if the information gathered from these Painting Contractors included information as to the thinner used. Presumably the same percentage would hold true on Gum Turpentine. We would appreciate any information which bears on this question.

"Do you know whether or not the Division of Architecture of the New York State Department of Public Work includes Gum Turpentine in the standard specifications calling for pure white lead paint for exterior and interior work, etc.

"We handle the advertising for the American Turpentine Farmers Association Cooperative, and since many of our interests are identical, we will greatly appreciate your cooperation in connection with the information requested.

"By the way, the booklet 'What to Expect from White Lead Paint' is one of the most readable and effective booklets I have ever seen on paint."

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From Louis H. Wing, Instructor, Arsenal Technical Schools, Indianapolis, Sept. 16, 1939.

"I would appreciate having a maximum of thirty copies of 'What to Expect from White Lead Paint' to use in my classes, if you care to send them. I am a teacher of painting and decorating. At present I have a class of nineteen boys, between the ages of 14 and 18 who are learning to be house painters and decorators. During the school year, there will be at least 100 more boys in my classes for a period of nine weeks to learn something about painting."

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