

WHITE LEAD PROMOTION PROGRAM

LEAD INDUSTRIES ASSOCIATION

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

December 28, 1940

Bulletin No. 81

1941 MEDIA

To Members Supporting the White
Lead Promotion Program:

The attached memorandum will give you the media selected
by our Advertising Committee to carry the advertising message of the
Lead Industries Association for 1941 on behalf of white lead, together
with the dates of the issues in which the advertisements will appear.

Respectfully yours,

J. W. Danner
Secretary.



LEAD INDUSTRIES ASSOCIATIONSCHEDULES - 1941

<u>PUBLICATION</u>	<u>JAN</u>	<u>FEB</u>	<u>MARCH</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUG</u>	<u>SEPT</u>	<u>OCT</u>	<u>NOV</u>	<u>DEC</u>
		15	15	12-26	17	14		23	13	11		
Saturday Eve Post		1-Pg	1 Pg	1 Page	1 Pg	1 Pg		1 Pg	1-Pg	1-Pg		
Collier's			8-29	24	24	28		6 - 20	4			
			1-Pg	1 Page	1 Pg	1 Pg		1 Pg	1-Pg	1-Pg		
Better Homes & Gardens			1-Pg	1-Pg	1-Pg	1-Pg		1-Pg	1-Pg			
American Home			1-Pg	1-Pg	1-Pg	1-Pg		1-Pg	1-Pg			

FARM PUBLICATIONS

Country Gentleman				1-Pg	1-Pg	1-Pg	1-Pg		1-Pg	1-Pg		
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LEAD INDUSTRIES ASSOCIATIONSCHEDULES - 1941TRADE PAPERS

<u>PUBLICATION</u>	<u>JAN</u>	<u>FEB</u>	<u>MARCH</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUG</u>	<u>SEPT</u>	<u>OCT</u>	<u>NOV</u>	<u>DEC</u>
Painter & Decorator	1 Pg		1 Pg		1 Pg		1 Pg		1 Pg		1 Pg	
American Painter & Decorator		1 Pg		1 Pg		1 Pg		1 Pg		1 Pg		1 Pg
National Painters Magazine		1 Pg	1 Pg		1 Pg		1 Pg		1 Pg		1 Pg	
Architectural Forum		1 Pg	1 Pg		1 Pg		1 Pg		1 Pg		1 Pg	
American Builder		1 Pg		1 Pg		1 Pg		1 Pg		1 Pg		1 Pg
Paint Oil & Chemical Review	23 1 Pg		13 1 Pg		6 1 Pg		17 1 Pg		11 1 Pg		20 1 Pg	
American Paint Journal		17 1 Pg		14 1 Pg		16 1 Pg		18 1 Pg		13 1 Pg		15 1 Pg
American Paint & Oil Dealer		1 Pg	1 Pg		1 Pg		1 Pg		1 Pg		1 Pg	