

WHITE LEAD PROMOTION PROGRAM

LEAD INDUSTRIES ASSOCIATION

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

July 8, 1938.

Bulletin No. 9
Distribution of Broadside
Employee and Stockholder
Leaflets.

To Members Supporting the White Lead
Promotion Program:

To date the Association has distributed three printed pieces
in connection with the White Lead Promotion Program. They are:

1. Broadside to dealers
2. Employee Leaflets
3. Stockholder Leaflets

BROADSIDE

Broadside announcing the campaign were mailed to approximately
26,000 paint, lumber and hardware wholesalers and retailers. In
addition, 200 copies of the broadside were distributed by some of
our members to local chambers of commerce and other interested or-
ganizations.

EMPLOYEE LEAFLET

Many members of the Association have cooperated in distrib-
uting announcements containing small reproductions of the first adver-
tisement of the White Lead Promotion Program to their employees and
company payroll checks. To date the following companies, their
subsidiaries and branches, have distributed employee notices:

Dunker Hill & Sullivan Mining & Concentrating Co.	Eccla Mining Co.
The Eagle-Picher Sales Co.	International Smelting & Ref. Co.
Federal Mining & Smelting Co.	National Lead Co.
W. P. Fuller & Co.	St. Joseph Lead Co.
United States Smelting Refining & Mining Co.	Tintic Standard Mining Co.

A total of 80,800 have thus been distributed.

Member companies have also assisted in hanging posters of the
first advertisement in conspicuous places on bulletin boards.



July 5, 1938.

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The Association will be pleased to mail members at any time
reprints of our advertisements for posting purposes if they so desire.

BLACKLISTING LEAD MINES

Members and non-members have also distributed announcements containing
small-scale reproductions of the first advertisement of the campaign to
their shareholders on company's dividend checks. Some companies have
broken all precedents in so doing. To date the following com-
panies have distributed or are planning to distribute white lead cam-
paign notices to shareholders:

American Smelting & Refining Co.
Kaiser Mining Co.
National Lead Co.

Park City Utah Mines Co.
St. Joseph Lead Co.
Platte Standard Mining Co.

The total number distributed is 22,500.

Circulation of these shareholders has already resulted in
developing some business for white lead paint. Several shareholders
write to their companies requesting information as to where they could
obtain white lead paint, complaining that they were unable to buy it.

Respectfully yours,

J. W. Johnson
Secretary.