

WHITE LEAD PROMOTION PROGRAM**LEAD INDUSTRIES ASSOCIATION**

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

February 24, 1938

MEMBER NO. 8
EXPERIMENTAL LEAD PAINTING PROGRAM

To Members Supporting the White
Lead Promotion Program

One way in which subscribing members can give tangible assistance to the white lead campaign is by instituting white lead painting programs on their own property wherever possible. While, in the aggregate, plant buildings, company-owned houses, and other structures belonging to subscribers offer an appreciable market for white lead, of much greater importance is the example that would be set by such painting. It would draw the attention of dealers and property owners in the community to the campaign, could be used as a means of gaining publicity, and would encourage individuals and other companies to follow suit.

It is now expected that the first national advertisements in this campaign will appear early in April, and about the same time paint dealers all over the country will be fully informed about the campaign through the medium of a broadside. If subscribing members set an example by extensive painting with white lead, the whole should have the effect of getting the campaign off to an auspicious start.

Subscribing companies can give further impetus by enlisting the enthusiastic support of their thousands of employees, and, by encouraging these men to paint up their own homes with white lead and to talk it up to their friends.

We are bringing this to your attention considerably in advance of the first public appearance of the advertising, realizing that it may take some time for large companies to formulate their painting plans and put them into operation. At a little later date we will provide you with more detailed publicity and information for your employees.

As was pointed out by the Arthur Keadar Agency in the presentation of the campaign, "Enthusiasm like charity begins at home". Painting programs of subscribing members and their employees "can constitute a nucleus big enough to start a ripple of talk which can spread like dropping a pebble in a pool".



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It will be helpful if you will keep the Association office informed of whatever painting activities your company undertakes. We will also be glad to assist you if any problems arise in connection with your painting, and to provide you with additional copies of this Bulletin if you require them.

Respectfully yours,

J. E. Warner

Secretary.