

WHITE LEAD PROMOTION PROGRAM**LEAD INDUSTRIES ASSOCIATION**

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

January 28, 1941

BULLETIN NO. 28

RED CEDAR SHINGLE BUREAU
FILM "LAND OF THE TOTEM"

To Members Supporting the White
Lead Promotion Program:

The Red Cedar Shingle Bureau of Seattle, Washington, is beginning the distribution of its kodachrome film, "Land of the Totem" throughout the United States. I had an opportunity to see the film shown at the convention of the North-eastern Retail Lumbermen's Association in New York last week. It is a beautiful film, full of colored shots of magnificent scenery in the northwest and on the Pacific Coast with, of course, emphasis on the red cedar shingle industry.

Of special interest to us is the section in the film on the painting of red cedar shingles, which was developed in cooperation with our own activities and features white lead. Upon inquiry I learn that the Red Cedar Shingle Bureau will be glad to arrange for showings of this film before interested groups. As it may very well be that our own members will find an opportunity in their promotional work to key the showing of this film with their own or related activities, I suggest that you either notify me or write to the Red Cedar Shingle Bureau, 5608 White Building, Seattle, Washington, directly if you have any opportunity for its display.

The film appears to me to be of such general interest and beauty that it may be shown before almost every type of audience. I would urge our members to see it for themselves.

Sincerely yours,

J. E. Johnson
Secretary.

