

WHITE LEAD PROMOTION PROGRAM**LEAD INDUSTRIES ASSOCIATION**

Croyder Building, 420 Lexington Avenue

New York, N. Y.

July 11, 1938

Bulletin No. 11Publicity in Newspapers,
Magazines**To Members Supporting the White
Lead Promotion Program**

Publicity for the White Lead Promotional program is being handled mainly by our agency, Arthur Enders Inc. One of the avenues of publicity open to them is the development of a column for country newspapers entitled, WAGE O'XERS FORUM, consisting of questions and answers of interest to our home-owning population. A sample release is attached. Newspapers arranging to take this service total 347, with an approximate circulation of 1,064,000.

A large album of clippings from newspapers and magazines on our campaign and white lead is available for inspection at this office.

Compilation of lineage and circulation of publicity material sent out by Arthur Enders Inc., from March 14 to May 11 shows total clippings, 451; total lineage, 44,603, total circulation 8,345,066.

One surprising and interesting development, whether or not attributable to the effort of the campaign, has been the amount of mention of white lead in newspapers and magazines where we have not made any special effort to obtain publicity.

For example, the MODERN WOMAN, with the largest magazine circulation in the country, in its May 21, 1938 issue, carried an article entitled, "Sprucing Up With Paint" by Mrs. Christine Frederick which gave white lead strong endorsement. Reprint of this article is attached.

Respectfully yours,

J. W. Dawson
Secretary.

EDITOR: Here with are four features of the weekly service on the Home Owners Forum supplied in complete mail form without charge in response to your request.

THE HOME SERVICE BUREAU, 310 East 45th St., New York City.

FOR IMMEDIATE RELEASE



By ARTHUR GORDIN

CREARY stains are an avoidable annoyance caused by poor construction or by animal discharge.

Well constructed drains have three traps grained into traps and traps in turn grained into walls. The traps are liberal in providing the necessary seal in the wall.

When the wall is not in line with the traps, the drains under the traps as well as behind them, making a permanent, clean, good seal.

With the aid of well constructed traps properly sealed with a quality sealant as shown, preventing the drainage is liberal in providing the necessary seal in the wall.

Q How can I get rid of the stains and what should I do to prevent them?

A First and foremost, there should be thorough cleaning of the drains to remove all traces of dirt and oil to insure the best possible seal.

Three traps are recommended as previously mentioned, with a liberal subject to test. A good quality of sealant between traps and walls will be a first consideration for the best.

To insure drying, pass three traps through paper between traps.

Apply grouting seal composed of 12 parts parts red lead, 10 parts red lead, 10 parts red lead, 1 part turpentine, 1 part liquid glue.

For fast finish apply second and third coats composed of equal parts of parts white lead and lead reducing or lead reducing oil.

For slow finish apply high quality grouting sealant.

If the Home Service Bureau of the Home Owners Forum will be glad to help you with any questions, please send the name of this page.



By ARTHUR GORDIN

PAIN is the underside of each floor is a protection against moisture.

Frequently square and not beneath flooring is damp due to moisture penetration. Such conditions bring about moisture absorption, causing the floor to be in a state of decay. It should be replaced, making of the floor floor after repair.

To prevent this, apply coat of high quality exterior paint to underside of floor. This treatment prevents moisture from entering and reduces the floor's decay.

Experience has proved that an excellent paint for this purpose is a combination of equal parts of parts white lead and red lead, 10 parts red lead, 10 parts red lead, 1 part turpentine, 1 part liquid glue.

Q Is it possible to have the best plumbing installation and then a bad plumber do the job?

A In most cases, the plumbing installation is completed by a plumber who has a good reputation for his work and is a good plumber. In many cases, the plumber is a good plumber, but the work is done by a bad plumber.

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Q Suggest remedy for moisture penetration in interior walls during bad weather.

A Interior condensation is caused by improper ventilation. An indication of this is a damp wall. The remedy is to improve the ventilation, making it a good one.

Q Why is it so difficult to get a good sealant for the surface to be sealed?

A No, such spots are usually removed by the application of a good sealant.

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By ARTHUR GORDIN

WHEN blended with the surface, the proper finish is added to the surface, making it a good one.

Whether the surface is made of wood or metal, paint is the variable element in the surface. It should be replaced, making of the floor floor after repair.

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By ARTHUR GORDIN

ADEQUATE window and doorwork is essential to prevent leakage of the vulnerable part.

Without such protection, it is impossible to make the joint between window and door water-tight. Moisture enters the joint, causing the joint to be in a state of decay. It should be replaced, making of the floor floor after repair.

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The Artist's Roaring Horse
 by J. H. P. ...
 Sunday, May 21, 1939

Sunday, May 21, 1939



Sprucing Up With Paint

By Mrs Charles Frothingham.

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1. The first of these is the *Journal of the Proceedings of the General Assembly of the Church of Scotland*, which is published annually in the month of May. It contains a full and complete account of all the proceedings of the Assembly, from the opening of the session to the closing of the same. It is a most valuable and interesting work, and is highly recommended to all who are desirous of knowing the state of the Church of Scotland, and the proceedings of its General Assembly.

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