

LEAD INDUSTRIES ASSOCIATION

480 LEONSTON AVENUE

NEW YORK 17, N. Y.

Pigments and Chemicals Division

WHITE LEAD DIVISION

Proposed 1953 Program

During 1953 we plan to promote the use of white lead in mixed pigment house paints through continuance of the advertising program, publication of at least one long technical bulletin and publication of several short technical letters aimed at paint company executives.

We also plan to initiate a few short range research programs to obtain additional technical information for fresh advertising copy.

Publications

It is recommended that at least one multi-page-technical bulletin similar to White Lead Technical Bulletin No. 1 be published during the year. This might contain both formulations and test data on white lead base mixed pigment house paint systems.

We also feel that there is a need for the publication of brief bulletins (one or two pages) containing summary reports on the main attributes of white lead paints such as stability, flexibility, water resistance and drying. These technical letters should be issued at regular intervals, perhaps bi-monthly, for maximum effectiveness.

Advertising

It is felt that in 1953 trade paper advertising should be continued on the same theme and in the same amount as in 1952.

Exhibits

It is tentatively planned to exhibit at the 1953 Paint Industries Show in conjunction with the Red Lead Division.



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WHITE LEAD DIVISION

Proposed 1953 Budget

Salaries	\$ 5,300.00
Social Security Taxes	100.00
Advertising Space	12,000.00
Advertising Fees and Production	4,000.00
Travel	1,300.00
Conventions and Exhibits	1,000.00
Printing	2,500.00
Mailing	600.00
Research and Research Materials	1,000.00
Miscellaneous Expense	<u>500.00</u>
	\$28,000.00

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WHITE LEAD DIVISION
(Formerly General Promotion Fund)
Financial Statement
January 1 to September 30, 1952
and Estimated Full Year

	<u>Expenditures</u> <u>Jan. 1 to Sept. 30</u>	<u>Estimated</u> <u>Expenditures</u> <u>Full Year</u>
Salaries	\$ 3,962.99	\$ 5,300.00
Social Security Taxes	84.22	120.00
Advertising Space	9,110.01	10,650.00
Advertising Fees & Production	2,875.14	3,800.00
Travel	226.91	1,000.00
Conventions & Exhibits	348.50	1,850.00
Miscellaneous Expense	<u>369.90</u>	<u>450.00</u>
Total Expenditures	\$17,017.67	\$23,170.00
Balance, January 1, 1952	\$57,263.18	\$57,263.18
Receipts from W.L. Book	<u>82.50</u>	<u>82.50</u>
	57,345.68	57,345.68
Less: Expenditures	<u>17,017.67</u>	<u>23,170.00</u>
Balance, October 1, 1952	\$40,328.01	Est. Jan. 1, 1953 \$34,175.68
Cash	\$19,930.94	\$13,778.61
Savings Accounts	<u>20,397.07</u>	<u>20,397.07</u>
	\$40,328.01	\$34,175.68