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LEAD INDUSTRIES ASSOCIATION

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

March 4, 1943

BULLETIN NO. 49

1943 WHITE LEAD PROMOTION PLANS

To Members Supporting the White Lead Promotion Program:

The Lead Industries Association's important cooperative White Lead Advertising Campaign is now entering its fifth consecutive year (1943), on a schedule carefully prepared in the light of the existing emergency.

The layout and copy theme, suggested, revised and approved by the Advertising Committee in conjunction with our advertising agency, Arthur Kudner, Inc., is being followed and reprints of the first advertisement will soon be sent you.

The revised budget and media schedule as approved by the Committee are attached, with the understanding that these may be subject to revision as unforeseen circumstances may require.

Due to the enlargement of our promotional campaign in the agricultural field partially through the appropriation of some of the white lead advertising funds for this purpose, advertising in the COUNTRY GENTLEMAN and all trade paper advertising has been dropped while the schedule in the SATURDAY EVENING POST has been somewhat strengthened.

Very truly yours,

F. E. Johnson

Secretary.

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WHITE LEAD PROMOTION CAMPAIGN

1943 BUDGET

ESTIMATED RECEIPTS

Balance at end of 1942 available for 1943 expenses	$ 9,427.84
Receipts from members	157,000.00
Total Receipts	$166,427.84

ESTIMATED EXPENDITURES

Advertising space	$127,123.00
Production	10,000.00
Farm Book	6,500.00
"Property Protection with White Lead Paint" Book	4,000.00
Association Expenses	11,000.00
Reserved for Agricultural Service Division	7,500.00
Contingencies (by difference)	5,304.84
Total Expenditures	$166,427.84

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ADVERTISING SCHEDULE

RECAPITULATION

	CIRCULATION	COST
Magazines	8,270,073	$123,180.00
Farm Publications	29,656	1,075.00
	8,299,729	$124,255.00

TOTAL ESTIMATED CHARGE.....	$124,255.00
CASH DISCOUNT.....	2,112.00
NET ESTIMATED SPACE CHARGE.....	122,123.00
ESTIMATED ART & PRODUCTION.....	10,000.00
TOTAL ESTIMATED CASH CHARGE TO ADVERTISER.....	$132,123.00

MAGAZINES

Publication	Divis.	Circulation	Space	Insertions	Rate	Total Cost	Cash Disc.
SATURDAY EVENING POST	Wkly.	3,402,258	1 pg. B&W	10	$8,500.00	$85,000.00	$1,445.00
April 10,1943							
April 24							
May 15							
June 5							
June 26							
July 31							
August 28							
Sept. 18							
Oct. 16							
Nov. 6							
BETTER HOMES & GARDENS	Mo.	2,541,812	½ pg. B&W	6	3,200.00	19,200.00	$26.40
May - 1943							
June							
July							
August							
September							
October							
AMERICAN HOME	Mo.	2,328,702	½ pg. B&W	6	3,180.00	18,960.00	$22.32
May - 1943							
June							
July							
August							
September							
October							

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FARM PUBLICATIONS

Publication	Edition	Circulation	Space	Insertions	Rate	Total Cost	Cash Disc.
AGRICULTURAL LEADERS DIGEST	No.	29,686	1 pg. B&W	6	$215.00 (6 time rate)	$1,075.00	$ 10.26
April - 1943							
May							
July							
September							
October							