

Mr. David M. Borcina

Our space advertising program in 1964 will include three new areas of promotion, solder, calking lead and terme plate. The first two of these are major markets for lead and the other, terme plate, is small but with excellent growth possibilities.

In the case of solder and terme plate, our advertising will be an attempt to develop new markets. We will be going to the design engineer who is not familiar with these lead products and the magazines we will use are "Machine Design," "Materials in Design Engineering," "Product Engineering" for both products, "Metal Products Manufacturing" for terme plate and "Product Design & Development" for solder.

The major reason for this approach is that we found the solder and terme plate manufacturers doing a fine job in promoting their products in the areas of current use, such as the automotive, cans and electronics industries and we certainly did not want to duplicate their efforts.

As for calking lead, this program is an effort to maintain this very substantial market.

As many of you know, the cast-iron soil pipe industry is currently engaged in a very aggressive promotional effort extolling the virtues of non-lead type joints. The plumbing industry is being told how effective these new type joints are and with a wealth of engineering data to prove it. At least one manufacturer is "guaranteeing" the joints for fifty years and gives the plumber a certificate to that effect, even though the joints have only been on test less than five years.

Our calking lead advertising program will counter attack with facts, facts that the responsible plumbing contractor or official will have to consider when the decision is made as to the type of joint used.

You heard Prof. Montgomery's report yesterday on the research he is conducting on the effectiveness of lead-calked joints. It is also our intention to publicize the data he is developing. The magazines we are using are "American City" and "Plumbing-Heating-Cooling Business."

Our storage batteries for motive power campaign will continue in "Business Week," "Factory" and "Material Handling Engineering." We will again ask the electric utility companies and the electric truck manufacturers to tie in with our promotional efforts as we did so successfully last year.

The architectural and construction program will include the magazines "Engineering News Record," "Progressive Architecture," "Roofing, Siding & Insulation" and for the first time "Business Week."

In the field of noise control, we will have case history type of ads in "Engineering News-Record," "Factory" and "Progressive Architecture."

A stepped-up campaign on lead-asbestos anti-vibration pads will be seen this year in "Engineering News Record," "Factory," "Progressive Architecture," and "Business Week."

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Our campaign on lead sheathed power cable will be continued in "Electrical World" and because we have determined that many large industrial organizations purchase power cable to their own specifications we are also taking ads in "Factory" magazine.

Though reduced slightly, our advertising campaign in the ceramic field will continue in the "American Ceramic Society Bulletin," "Ceramic Age," "Ceramic Industry" and "Metal Product Manufacturing."

In the paint pigment field a much broader and more comprehensive program will be conducted on red lead and the newer rust-inhibitive lead compounds in "Engineering News-Record," "American Paint Journal," "The Official Digest" and for the first time the "American Painting Contractor." Lead chromate in the form of yellow traffic marking paint will also be promoted for the first time in "American City" magazine.

I would like to make it very clear at this point that our advertising expenditures do not remain static. We are constantly evaluating our programs and make such changes as conditions warrant. To help us do this we have devised a system whereby we are able to intelligently judge the effectiveness of any one of our ads or even an entire program. This, coupled with the knowledge and experience of our advertising agency, makes us feel that we are spending your money intelligently and wisely.

Total circulation of our space advertising in 1964 will be almost 1,100,000 compared with 900,000 in 1963. The number of individual advertising messages in 1964 will be around 10,600,000 compared to 6,750,000 in 1963. It works out to a cost of about 1.6 cents per sales message. Our agency people tell us that this is very good considering the types of campaigns we are running.

Supplementing our space advertising program is our direct mail and included in this is our quarterly publication "Lead," one of our most important efforts in this area. Just under 50,000 copies of each issue are sent to users and potential users of lead. In addition, booklets designed for specific applications of lead are distributed and what we are planning for 1964 will be discussed by the other members of the staff.

At the back of this room we have a display and included in this are examples of the ads we are running in the various publications mentioned. Also displayed is the literature we are distributing in response to the inquiries we receive. I hope you will take time out to look at these and let us have your comments. Any criticisms will be most gratefully received.