

D. M. Borgina, Secretary and Assistant Treasurer

The Association will be spending in 1963 almost \$128,000 for space advertising. The same programs we were conducting in 1962 will continue with slight changes. However, two new campaigns will be conducted in 1963, one on battery powered vehicles and the other aimed at roofing contractors.

For the first time, we will be going into the magazine "Business Week" with 7-2/3 pages, devoted entirely to promoting the idea of battery powered vehicles. These are the ads we will be running in that important management magazine.

Added depth will be supplied to this effort by running these same ads in full page size in "Factory" and "Materials Handling Engineering."

To get added mileage from this campaign, we are working very closely with the Electric Industrial Truck Division of the Materials Handling Institute, Inc. and the industrial battery manufacturers. To these and all of the major electric utility companies in the U.S. and Canada, we have sent out this brochure asking for their cooperation and suggesting ways and means by which they can cooperate. Copies of the brochure were sent to all members on April 5, 1963.

Another new magazine in which we will be advertising during 1963 is "Roofing, Siding and Insulation," most of whose readers are roofing contractors. Our selection of this magazine was based on the fact that we found we could sell architects on the idea of a lead roof through our ads in "Progressive Architecture" and the work of our staff architect, Ed Martin. After the plans calling for lead left the architect's office and went out for bids from roofing contractors, we found the roof falling in on us. The roofing contractor, not being familiar with lead, would charge an outrageous, to us at least, premium and suggest another metal. Thus we found it necessary to convince the roofer that lead could be handled in the same manner and more important, the same cost as other metals. This is one of the ads we hope will help do this for us.

The rest of our 1963 campaign will continue pretty much on the same level as we had in 1962. These are the areas of activity and the magazines we will be in:

Architectural and Construction Magazines  
Design Magazines  
Ceramic Magazines  
Pigments  
Cable  
Vibration Control

Because none of us in the Association carry order books, it is very difficult to assess the value of our space advertising on the basis of tons of lead sold. The next best criterion then might be the number of inquiries we receive as a result of our promotional efforts.

D.M. Porcino

In the period April 1, 1962 to February 28, 1963, 11 months, the total number of inquiries received by L.I.A. was over 7,400, about 30 every working day. Of these, over 2,200 were directly attributable to the ad campaign.

And more important I believe is the fact that almost 1,000 of these were of a nature that required detailed answers by one or more members of the staff.

In answer to these inquiries we sent out over 33,000 pieces of literature, ranging in size from a one-page reprint to our 230-page book "Lead in Modern Industry." Our exhibit in the back of this room shows the literature we are currently distributing, the number of each sent out as a result of inquiries received in the last 11 months, and the number distributed through bulk mailings.

I believe a few concrete examples of the value of our promotional efforts are in order. Just last month, an engineer in the firm of I.M. Pei, one of the top architectural firms in the country, telephoned us about the use of sheet lead as a pool liner. We "hit" this poor fellow from all sides. As a result, the specifications call for a 6-lb. sheet lead lining in what will probably be the largest reflecting pool in the world, 160 x 120 ft., using over 50 tons of sheet lead. This job is in the Aviation and Space Building, Washington, D. C. He said he saw our ad in "Sheet's Catalog." Hence his call to us.

Another one of our "ads" on leaded porcelain enameled metal generated an inquiry from the U.S. Post Office asking if this porcelain enameled material would be satisfactory for mail boxes. We are of course going all out on this inquiry.

These are just two of many that I could relate.

A growing market that I firmly believe is due almost entirely to our promotional efforts is the use of lead-asbestos antivibration pads under buildings.

I would like to discuss for a moment a service the Association can offer its members and to do so I believe I can do it best by illustration.

Early in World War II, the U.S. Navy decided against red lead paint because it required a long drying period before the next coat of paint could be applied. With this blow to our market, the red lead manufacturers acted through the Association to form the Red Lead Technical Committee. Through this committee's efforts, fast drying red lead formulations were developed and tested. Many of these have become standard specification paints of the Navy and elsewhere and as our red lead manufacturing friends can attest, this committee can certainly be credited with helping to maintain the red lead market we now enjoy. The committee has broadened its scope recently to include all lead pigments and is now known as the Lead Pigments Technical Committee. The Ceramic Technical Committee is another example of how a similar situation was handled in that industry. There have been many other examples of joint efforts by the industry since L.I.A. started and perhaps there are among the members similar groups who could benefit through this type of Association activity. All we ask is that you let us know how we can help you.