

LEAD INDUSTRIES ASSOCIATION

480 LEXINGTON AVENUE

NEW YORK 17, N. Y.

November 29, 1951

SUBJECT: PROGRESS REPORT-1951
RECOMMENDED PROGRAM
AND BUDGET-1952

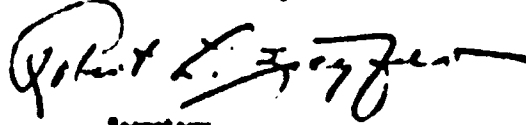
To The Members of the White Lead Division

We are attaching:

1. Progress Report of the White Lead Division from January 1 to November 28, 1951 (page 1-2),
2. Financial Statement for the Division covering actual expenditures from January 1 to October 31, 1951 and estimated expenditures for year 1951 (page 3),
3. Recommended Program for the Division for 1952 (page 4), and
4. Recommended Budget for the Division for 1952 (page 5).

This material has been prepared after informal discussions with the pigment manufacturers who are members of the Division and with the assistance and approval of the Division Chairman. As the budget will be submitted to the Board of Directors on December 7, 1951, may we please have your approval or comments on the Recommended Program and Budget before that date.

Very truly yours,


Secretary.

WHITE LEAD DIVISIONPROGRESS REPORTJanuary 2 to November 20, 1951

At the Annual Meeting of the L.L.A. in April, 1950, it was decided to undertake a technical advertising and promotional program to the paint manufacturing industry to demonstrate the need for using white lead, in any of its forms without distinction, in mixed pigment house paint. At that time budgets for the last six months of 1950 and for the year 1951 were approved.

The program was to include at least these general approaches:

1. Paint trade paper advertising.
2. Direct mail advertising.
3. Personal field work.

Trade Paper Advertising

Immediately an advertising agency, O. S. Tyron & Company of New York, was selected from a group of five agencies recommended by members and interested in handling the account. At the same time a technical committee and an advertising committee were set up, comprised of one representative from each member manufacturing white lead. These committees met promptly and submitted and approved material for several trade paper advertisements. An advertising schedule was also approved.

As a consequence the first advertisements appeared in July, 1950. Following is the complete advertising schedule to the end of 1951.

American Paint Journal - 2 - 4 page and 13 - 2 page spreads.

Official Digest - 1 - 4 page spread and
16 - 2 page spreads.

Paint, Oil & Chemical Review - 1 - 2 page spread and
16 - 1 page

Western Paint Review
(Paint Industry Section) 2 - 2 page and 14 - 1 page

Paint & Varnish Production Magazine - 12 - 1 page

Oil, Paint & Drug Reporter - 1 - 60" insertion and
10 - 30" insertions

Booklet

As soon as the trade paper advertising campaign was under way the technical committee and staff began work on a booklet to tell the technical advertising story to paint manufacturers more completely and in more detail than could be done in trade paper ads. This required collection of considerable additional data and some research on the part of members, results of which were also used in subsequent advertising.

The text of the book received the approval of the technical and advertising committees and the book was published in October, 1951, being distributed first at the Annual Paint Show. It is being mailed to our entire mailing list of more than 3,000 members of the National Paint, Varnish and Lacquer Association and the Federation of Paint and Varnish Production Clubs. Copies will also be used for personal distribution and will be made available to members in quantity at cost.

Technical Bulletin

The technical committee also agreed on five primer and eight house paint formulations to meet varying exposure conditions to be used as recommendations to paint manufacturers asking help on paint formulations. These were printed as "White Lead Technical Bulletin No. 1" which is being distributed first as an insert in the booklet and later in person or by mail in answer to specific inquiries.

Exhibit

In order to get personal contact with a large number of paint manufacturers at low cost, it was decided to exhibit at the Paint Show during the Annual meetings of the Federation of Paint and Varnish Production Clubs and the National Paint Varnish and Lacquer Association in Atlantic City, October 31 to November 3, 1951. Space was taken in conjunction with the Red Lead Division of the Association. The booklet and Technical Bulletin previously mentioned got their first distribution at our booth at the Paint Show and some of the paints featured in the booklet and in the advertising were featured in the display. This exhibit appeared to be well worth while and more than 1,650 pieces of our literature were distributed there.

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WHITE LEAD DIVISION
(Formerly General Promotion Fund)

Financial Statement

January 1 to October 31, 1951
and Estimated Full Year

	<u>Expenditures</u> <u>Jan. 1 to Oct. 31</u>	<u>Estimated</u> <u>Expenditures</u> <u>Full Year</u>
Advertising Space	\$6,461.22	\$9,000.
Advertising Fees		
& Production	4,808.14	6,000.
Printing	2,469.80	7,800.
Exhibits & Conventions	689.07	1,200.
Travel	379.51	1,000.
Mailing	21.94	500.
Custodian Fee	26.50	30.
Miscellaneous Expense	<u>52.52</u>	<u>300.</u>
Total Expenditures	\$14,968.10	\$25,830.
Balance, January 1, 1951:		
U. S. Treasury Notes Series B	\$34,000.00	\$34,000.00
1½%, due July 1, 1951	16,179.72	16,179.72
Savings Accounts	<u>29,099.11</u>	<u>29,099.11</u>
Cash	79,278.83	79,278.83
Receipts:		
Interest	<u>441.30</u>	<u>640.00</u>
	79,720.13	79,918.83
Less: Expenditures	<u>14,968.10</u>	<u>25,830.00</u>
Balance, November 1, 1951	\$64,732.03	Est. Jan. 1, 1952 \$54,088.83
U. S. Treasury Notes	\$34,000.00	
Cash Savings Accounts	20,099.22	
Cash	<u>10,632.81</u>	
	\$64,732.03	

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A survey of a representative group of large and small paint companies was recently conducted by the Association to determine the effect of this program so far. This survey definitely showed that the advertising of the Association has attracted widespread attention. It is, therefore, felt that in 1952 trade paper advertising should be continued on the same theme and in approximately the same amount as in 1951. Also, the booklet and Technical Bulletin No. 1 have had a favorable reception in the trade and it is recommended that two or three additional technical bulletins be issued in 1952.

It is also recommended that the White Lead Technical Committee set up such research projects, or gather such technical information as may be necessary, to provide additional advertising material and to give further support to the points already made in our advertising. The possibility of some means of reaching paint companies' executive management, possibly through a series of occasional brief and semi-technical letters and bulletins, slanted towards management's interest in paint formulation, should be explored.

In addition to the foregoing, sufficient personal contact should be maintained with representative paint companies to keep us informed as to the industry's reaction to our efforts, to acquaint us with the industry's thinking, and thus to help us in preparing advertising and literature which will be most effective.

Efforts should also be made to tie member companies' sales activities in closely with this program, possibly through sales meetings with individual members' sales forces, where our program can be explained fully and ways and means of tying in with it can be adequately explored.

To conduct such a program the budget on the following page is recommended. It is slightly higher than actual expenditures of \$26,000 in 1951, largely due to the fact that no salaries were charged to the White Lead Division in 1951 but should be in 1952. The proposed budget, however, is \$3,500 less than the approved budget for 1951. It should further be noted that if the white lead budget as recommended is approved, it will affect a reduction in the Red Lead Division's expenditures of several thousand dollars in salaries so that the combined expenditures on white lead and red lead in 1952 would approximate the combined expenditures in 1951 and would be less than the combined approved budgets for 1951.

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Recommended Budget, 1952

Advertising Space	\$11,000
Advertising Fees & Production	6,000
Printing	4,000
Exhibits	1,500
Mailing	1,000
Salaries	4,500
Travel	1,500
Miscellaneous	<u>500</u>
	\$30,000