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REPORT OF THE SECRETARY

The following report comprises a brief summary of the status of the various budgets recommended to carry on selected activities of the Lead Industries Association in 1942.

WHITE LEAD PROMOTION PROGRAM

On October 20 a meeting of the subscribers of the White Lead Promotion Program was held to review the three year program of the Association and to decide whether to continue, curtail or expand our efforts on behalf of white lead. It was unanimously agreed to continue the program and the Advisory Committee was instructed to prepare a budget for 1942 for submission to the participants in the campaign.

The Advisory Committee has recommended either of two budgets, Budget "A" for \$200,000, Budget "B" for \$117,000. At present this office is attempting to obtain a decision as to the size of a budget satisfactory to all subscribers.

Incidentally, white lead is in an unparalleled favorable position today with respect to its use in paint particularly because of its supply position relative to competitive pigments.

LUMBER PRODUCTS-BETTER PAINT CAMPAIGN

A meeting was held on October 20 of the subscribers to this campaign, at which it was decided to discontinue the campaign in 1942 among lumber dealers and to concentrate on 4-H Club activities. Experience had shown that 4-H Club work enlisted the interest and valuable cooperation of State, Federal and educational authorities to such an extent that many invitations had been received from states other than the five in which we had been working, urging us to expand the program in still other areas.

It was decided to recommend a larger budget for 4-H Club work, increased from \$25,000 to \$35,000. Since the budget decision was made the Secretary has conferred in Washington with Judge Farley Langdale, President of the American Turpentine Farmers Association, who has followed our work in Georgia in 1941 with much interest. I urged him to participate in our program in 1942. On his return to Georgia the Turpentine Association agreed to contribute \$10,000 to our program in 1942 so that it will not be necessary for our members to contemplate subscriptions in 1942 beyond what they made in 1941. In addition, the Douglas Fir Plywood Association will probably contribute \$5,000 toward our expenses.

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PLUMBING PROMOTION PROGRAM

The Plumbing Promotion Program has made great strides in the last eight years, so much so in fact that our members reviewing the record and desiring to seize the present opportunity facing lead to entrench itself solidly for post-war business, have recommended a budget increased from \$35,000 to \$69,000. I am quite confident without the work which the Association has done in plumbing over the last eight years the future outlook for lead in plumbing installations and its position today would be greatly altered.

The initiative for carrying on all our promotional activities has come from one or more interested members who realize the value of co-operative work from actual results achieved. The function of the staff has been to carry on any program as intensively and efficiently as possible. I have always felt that the Lead Industries Association should never undertake any program that could be handled more economically by individual member companies. This rule has been followed with all our work.

ORDINARY FUND ACTIVITIES

An unusually large volume of Government work necessitated by the defense program was thrown on our shoulders prior to and after the Lead Order L-38 appeared, as well as earlier in the year when our efforts were directed to seeing that lead was used wherever possible in the important Government defense program. Despite these added responsibilities the budget is very closely in balance for the year.

I believe that provision should be made in 1942 for a larger budget to allow for the increased cost of doing business and for any addition to personnel that might be needed to serve our industry properly in the emergency.

Attached please find a financial statement for all funds for the period January 1 to October 31, 1941, and a Budget Analysis for 1941 for the Ordinary Fund.

Respectfully submitted,



Secretary.