

WHITE LEAD PROMOTION PROGRAM**LEAD INDUSTRIES ASSOCIATION**

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

March 6, 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 Kuder, 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,

J. J. Johnson
Secretary



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WHITE LEAD PROMOTION CAMPAIGN1943 BUDGETESTIMATED RECEIPTS

Balance at end of 1942 available for 1943 expenses	\$ 8,427.84
Receipts from members	<u>187,000.00</u>
Total Receipts	<u>\$195,427.84</u>

ESTIMATED EXPENDITURES

Advertising space	\$122,122.00
Production	10,000.00
Farm Book	8,800.00
"Property Protection with White Lead Paint" Book	4,000.00
Association Expenses	11,000.00
Reserved for Agricultural Service Division	7,800.00
Contingencies (by difference)	<u>8,304.84</u>
Total Expenditures	<u>\$195,427.84</u>

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ADVERTISING SCHEDULERECAPITULATION

	<u>CIRCULATION</u>	<u>COST</u>
Magazines	8,270,078	\$123,180.00
Farm Publications	29,868	1,075.00
	8,299,946	\$124,255.00

TOTAL ESTIMATED CHARGE.....\$124,255.00
 CASH DISCOUNT..... 2,112.00
 NET ESTIMATED SPACE CHARGE..... 122,143.00
 ESTIMATED ART & PRODUCTION..... 10,000.00
 TOTAL ESTIMATED CASH CHARGE TO
 ADVERTISER.....\$132,143.00

MAGAZINES

<u>Publication</u>	<u>Edition</u>	<u>Circulation</u>	<u>Pages</u>	<u>Insertions</u>	<u>Rate</u>	<u>Total Cost</u>	<u>Cash Disc.</u>
SATURDAY EVENING POST	Wkly.	2,402,250	1 Pz.	18	\$4,500.00	\$81,000.00	\$448.00
April 10, 1945							
April 24							
May 12							
June 6							
June 20							
July 11							
August 29							
Sept. 18							
Oct. 14							
Nov. 6							

BETTER HOMES & GARDENS	Mo.	2,441,812	1 Pz.	6	2,800.00	16,800.00	\$26.40
May - 1945							
June							
July							
August							
September							
October							

AMERICAN HOME	Mo.	2,328,702	1 Pz.	6	2,100.00	12,800.00	\$22.32
May - 1945							
June							
July							
August							
September							
October							

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FARM PUBLICATIONS

<u>Publication</u>	<u>Edition</u>	<u>Circulation</u>	<u>Space</u>	<u>Inser- tions</u>	<u>Rate</u>	<u>Total Cost</u>	<u>Cash Disc.</u>
AGRICULTURAL LEADERS DIGEST	No.	29,636	1 pg. S&W	8	\$218.00 (6 time rate)	\$1,078.00	\$ 18.28

April - 1942

May

July

September

October