

WHITE LEAD PROMOTION PROGRAM**LEAD INDUSTRIES ASSOCIATION**

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

April 17, 1939

Bulletin No. 2

REPORT AND MEDIA

To Members Supporting the White Lead
Promotion Program

The budget for the White Lead Promotion Program for
1939 has been apportioned, together with the media that were
finally selected to carry the message of the Lead Industries
Association, as per the attached memorandum.

Respectfully yours,

J. S. Wanser
Secretary.



Cost of Magazine Advertising		\$183,644.80	
Cost of Preparation and Production		<u>18,000.00</u>	\$198,644.80
1. Publicity			
(a) Field	\$1,800		
(b) Consumer	6,000		
(c) Editorial preparation and production costs	3,000		
(d) Contingencies	<u>1,200</u>	\$12,000.00	
2. Appraisal Bureau			
(a) Staff Assistant	\$2,800		
Clerical Help (2)	2,400		
Junior Clerk	600		
Other assistance	<u>1,000</u>	9,848.00	
(b) Additional rent and office expense		2,000.00	
(c) Mailing pieces, including postage			
Broadsides and posters	\$2,800		
Employee leaflets	300		
Consumer booklet	8,000		
Stimulant leaflet	800		
Farm booklet	2,000		
Painter leaflet	2,000		
Field work	2,000		
Increased printing of "Lead"	4,000		
Lumber dealer booklet	1,000		
Painter bulge, logo-typed	1,000		
Booklet for cities, etc.	1,000		
Contingencies	<u>700</u>		
		<u>28,000.00</u>	<u>\$49,848.00</u>
TOTAL			\$248,492.80

- * Publicity - - directed by Publicity Department of Arthur Rubner Inc.
- ** Subject to modification as campaign progresses.

MEDIA REVIEW

	<u>Circulation</u>	<u>Total Cost</u>
Magazines	8,726,822	\$126,900.00
Farm Papers	2,024,235	32,737.50
Trade Papers	<u>431,056</u>	<u>25,022.00</u>
TOTAL	11,182,113	\$184,660.50

Magazines

Saturday Evening Post	7 insertions - 1 page
Collier's	6 insertions - 1 page
Better Homes & Gardens	6 insertions - 1/2 page
American Home	6 insertions - 1/2 page

Farm Papers

Country Gentleman	6 insertions - 1 page
Agricultural Leaders' Digest	6 insertions - 1 page

Trade Papers

American Paint & Oil Dealer	9 insertions - 1 page
American Painter & Decorator	9 insertions - 1 page
National Painters Magazine	9 insertions - 1 page
Painter & Decorator	9 insertions - 1 page
American Paint Journal	9 insertions - 1 page
Paint, Oil & Chemical Review	9 insertions - 1 page
Hardware Age	9 insertions - 1 page
Hardware Retailer	9 insertions - 1 page
American Builder & Building Age	9 insertions - 1 page
American Lumberman	9 insertions - 1 page
Architectural Forum	9 insertions - 1 page