

LEAD INDUSTRIES ASSOCIATION

480 LEXINGTON AVENUE

NEW YORK, N. Y.

March 11, 1948

BULLETIN NO. 48

1948 WHITE LEAD
PROMOTION PLAN

To Members Supporting the White
Lead Promotion Program:

The Lead Industries Association's cooperative white lead advertising campaign has now been launched for 1948, its fourth year. Following the layout and copy theme as suggested, revised and approved by the Advertising Committee in conjunction with the Agency, the first consumer and trade advertisements (reprints already sent you) have been released to the April issues of the shelter group and trade publications as well as for the March 21 issue of the Saturday Evening Post. The revised budget and media schedule are attached with the understanding that these may be subject to revision as unforeseen circumstances may require.

Due to a reduction in excess of \$50,000 from the appropriation available for the 1948 program, the advertising Committee agreed with the agency that it was advisable to delete Collier's and Successful Farming as well as several trade publications from the media list in order to maintain established schedules, considered irreducible for adequate effect, in the Post and shelter group.

Home Owners Forum and the House of the Month, our regular monthly publicity releases have been discontinued after a thorough study revealed that such publicity features have greatly reduced effectiveness under current conditions. Our regular practice will continue of preparing feature articles for release to lumber, paint and incidental periodicals.

Attention is called to the March issue of the Country Gentleman which features an excellent article on exterior painting highly favorable to white lead, another example of the increasing attention being paid to white lead as a result of our advertising.

A marked copy is attached.

Very truly yours,

J. E. Worman

Secretary.



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WHITE LEAD PROMOTION CAMPAIGN1942 BUDGETESTIMATED RECEIPTS

Balance at end of 1941 available for 1942 expenses	\$ 8,900.00
Receipts from members	<u>157,000.00</u>
Total Receipts	<u>\$165,900.00</u>

ESTIMATED EXPENDITURES

Advertising space	\$129,228.27
Production	12,000.00
Association expenses	11,000.00
Publicity, possible additional space and contingencies (by difference)	<u>10,671.73</u>
Total Expenditures	<u>\$162,900.00</u>

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ADVERTISING SCHEDULERECAPITULATION

	<u>CIRCULATION</u>	<u>COST</u>
Magazines	7,910,734	\$103,160.00
Farm Publications	2,194,873	16,760.00
Trade Publications	280,642	11,482.50
	<u>10,385,251</u>	<u>\$131,402.50</u>

TOTAL ESTIMATED CHARGE.....\$131,402.50
 CASH DISCOUNT..... 2,177.25
 TOTAL ESTIMATED SPACE CHARGE..... 129,225.25
 ESTIMATED ART & PRODUCTION..... 12,000.00
 TOTAL ESTIMATED CHARGE TO
 ADVERTISER.....\$141,225.25
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MAGAZINES

<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>
• Saturday Evening Post Wkly		3,848,454	1 pg. B&W	8	\$8,000.00	\$68,000.00	\$1,106.00
Mar. 21, Apr. 11-25, May 18, June 6-27, 1942							
Aug. 23, Sept. 19, Oct. 10, 1942				2	4,800.00		
Better Homes & Gardens	No. 2,606,813		1/2 pg. B&W	4	3,200.00	12,800.00	326.40
April, May, June, July September, October, 1942							
American Home	No. 2,153,469		1/2 pg. B&W	8	3,180.00	18,960.00	322.82
April, May, June, July September, October, 1942							
		<u>7,910,734</u>				<u>\$103,160.00</u>	

• Tentative insertion to be released only on
 special authorization--not included in
 above totals.

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PAR. PUBLICATIONS

Publication	Edition	Circulation	Space	Inser- tions	Rate	Total Cost	Cash Disc.
Country Gentleman	No.	2,185,930	1/2 pg. B&W	6	\$2,650.00	\$15,900.00	\$270.30
April, May, June, July, September, October, 1942							
Agricultural Leader's Digest	No.	28,843	1 pg. B&W	4	\$15.00	\$80.00	14.62
March, May, June, September, 1942							
		<u>2,214,573</u>					<u>\$16,780.00</u>

TRADE PUBLICATIONS

Publication	Edition	Circulation	Space	Inser- tions	Rate	Total Cost	Cash Disc.
American Painter & Decorator	No.	75,080	1 pg. B&W	6	\$ 275.00	\$1,650.00	--
March, April, May, August, September, October, 1942							
National Painter's Magazine	No.	60,158	1 pg. B&W	6	\$18.00	2,490.00	\$42.23
March, April, May, June, September, November, 1942							
Architectural Forum	No.	39,100	1 pg. B&W	6	\$20.00	2,520.00	\$2.84
March, April, May, July, September, November, 1942							
American Paint & Oil Dealer	No.	25,668	1 pg. B&W	6	\$20.00	1,660.00	--
March, April, May, June, September, October, 1942							
American Builder (General Section)	No.	69,899	1 pg. B&W	6	\$50.00	3,000.00	\$1.00
March, April, May, June, August, October, 1942							
American Builder (Dealer Distribution Section)	No.	10,987	1/3 pg. B&W	6	\$2.78	162.50	2.42
February, July, September, November, December, 1942; January, 1943							
		<u>260,843</u>					<u>\$11,642.50</u>