

WHITE LEAD PROMOTION PROGRAM**LEAD INDUSTRIES ASSOCIATION**

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

March 6, 1943

BULLETIN NO. 691943 WHITE LEAD
PROMOTION PLAN

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 Rudner, 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	\$ 9,427.84
for 1943 expenses	
Receipts from members	<u>187,000.00</u>
Total Receipts	<u>\$196,427.84</u>

ESTIMATED EXPENDITURES

Advertising space	\$127,125.00
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>5,304.84</u>
Total Expenditures	<u>\$196,427.84</u>

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ADVERTISING SCHEDULERECAPITULATION

	<u>CIRCULATION</u>	<u>COST</u>
Magazines	8,270,078	\$123,180.00
Farm Publications	29,866	1,078.00
	8,299,729	\$124,258.00

TOTAL ESTIMATED CHARGE.....\$124,258.00
 CASE DISCOUNT..... 2,112.00
 NET ESTIMATED SPACE CHARGE..... 122,125.00
 ESTIMATED ART & PRODUCTION..... 10,000.00
 TOTAL ESTIMATED CASE CHARGE TO
 ADVERTISER.....\$132,125.00

NEGATIVES

<u>Publication</u>	<u>Service</u>	<u>Circulation</u>	<u>Space</u>	<u>Inserts</u>	<u>Rate</u>	<u>Total Cost</u>	<u>Cash</u> <u>Disc.</u>
SATURDAY EVENING POST	Wkly.	2,402,880	1 pg. E&M	18	\$4,800.00	\$85,000.00	\$448.00
April 10, 1945							
April 24							
May 12							
June 5							
June 26							
July 31							
August 28							
Sept. 18							
Oct. 16							
Nov. 6							
BETTER HOMES & GARDENS	No.	2,541,812	1/2 pg. B&M	6	2,800.00	14,800.00	\$24.40
May - 1945							
June							
July							
August							
September							
October							
AMERICAN HOME	No.	2,328,702	1/2 pg. B&M	6	2,100.00	12,900.00	\$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.	23,634	1 pg. B&W	8	\$218.00 (6 time rate)	\$1,075.00	\$ 10.23

April - 1943

May

July

September

October