

ADVISORY COMMITTEEMinutes of First MeetingWHITE LEAD PROMOTIONAL PROGRAMLEAD INDUSTRIES ASSOCIATION

New York, N. Y.

March 8, 1939

In order to help the White Lead Promotional Program to function effectively, Mr. Crane has appointed an Advisory Committee, consisting of the following representatives:

American Smelting & Refining Co.	K. C. Brownell
Eagle-Richer Lead Co.	W. R. Dice
National Lead Co.	Harold Howe
St. Joseph Lead Co.	E. V. Peters
United States Smelting Refining & Mining Co. Inc.	F. F. Colcord

The Committee's province is to act on matters of policy or of direction of the program, which are bound to arise from time to time.

The first meeting of the Committee was held at the office of the Association on March 8, 1939. Present were:

American Smelting & Refining Co.	K. C. Brownell
Eagle-Richer Lead Co.	M. M. Zoller
Eagle-Richer Lead Co.	O. P. Hense
National Lead Co.	Harold Howe
St. Joseph Lead Co.	E. V. Peters
United States Smelting Refining & Mining Co. Inc.	F. F. Colcord

The meeting discussed the possibility of adopting a specification for the use of paint manufacturers producing 100 per cent white lead-in-oil paint untinted or in colors and the adoption of a Seal of the Lead Industries Association applicable to paint meeting the Standard of the Association. It was agreed that the use of the Seal and the Standard should not be put into effect at the moment but held in abeyance pending the actual launching of the program and experience with its development.

It was also agreed that most mixed paint manufacturers who desire to have information as to the proper formulation of 100 per cent white lead paint, and who write the Lead Industries Association for assistance, should be referred to the technical staffs of the supporting member white lead companies.

The distinction between carbonate and sulfate white lead was discussed and it was agreed that the campaign, in its advertising and literature, should make no distinction between

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the two as this was not a problem which would arise until the question of standard specifications had to be considered.

A suggestion was made that in the first publicity announcement of the campaign, reference be made to the manner in which the Lead Industries Association was organized, that is, that it is an Association of lead mining, smelting, refining and fabricating companies.

Announcement was made that the media to be used for the magazine advertising had been selected, through consultation with the agency and Messrs. Knust and Gouedy.


Secretary.