

ADVISORY COMMITTEE
WHITE LEAD PROMOTION PROGRAM

Minutes of Fourth
Meeting

New York, N.Y.

September 17, 1939

A meeting of the Advisory Committee of the White Lead Promotion Program was held at the offices of the Lead Industries Association on Wednesday, September 17, 1939, at 10:00 A.M. Present were:

The Eagle-Picher Lead Company	E. L. Gouedy
	W. H. Hayt
	M. M. Zoller
International Smelting and Refining Company	F. O. Case
National Lead Company	William Krust
	Harold Rowe
St. Joseph Lead Company	E. V. Peters
United States Smelting Refining & Mining Co. Inc.	F. F. Colcord
J. L. Cobbs, Jr. - Arthur Kudner Inc.	
F. F. Formser,	Secretary-Treasurer
R. L. Zierfeld,	Assistant Secretary
D. Van Norden	

The meeting was called to order with Mr. E. V. Peters in the chair.

TREASURER'S REPORT

A report on the receipts and disbursements of the White Lead Promotion Fund from January 1 to August 31, 1939, was submitted, as per Exhibit "A" attached. The Treasurer explained that the program was operating well within the budget of \$248,000 set last spring; that expenditures for the entire calendar year were estimated to be about \$210,000 unless some activities not now contemplated were undertaken this fall, and that total receipts would be about \$275,000 - larger if, as hoped, the Sherwin-Williams Company subscribed to the fund.

REVIEW OF PROGRESS
OF CAMPAIGN

The Secretary reported the campaign as steadily gathering momentum in the six months it had been underway, but that it was too early to measure its effects. He thanked the com-

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mittee for the individual assistance unstintingly given in the preparation of the initial advertisements and those following. No change had been made in the schedule of advertisements as originally planned. Bulletins on certain developments of the campaign had been distributed to members from time to time.

PUBLICITY - A book of clippings on newspaper publicity was displayed and a report made by Arthur Kudner Inc. on the lineage, circulation, etc., was read, as per Exhibit "B" attached.

Mr. Cobbs made further comments on the publicity, in which he pointed out that they felt that we were having good success with the newspaper publicity but that the magazine and trade paper publicity should be improved. He pointed out that this phase of the publicity program could be strengthened with a plentiful number of good news items and asked the cooperation of members in gathering material for all types of publicity inasmuch as this material had largely to originate in the field. Mr. Knust suggested that a letter sent to members requesting such publicity material would serve as a reminder.

Mr. Colcord suggested that master painters might be prevailed upon to insert personal items about houses they paint with white lead in local newspapers inasmuch as these local newspapers always use a large number of personal items.

The Secretary reported that magazine publicity for white lead appeared so much greater than it had been prior to our campaign. Some of the articles were supplied by the Association. While not directly responsible for others, the campaign, added to the advertising of members, was probably one reason for the increasing editorial consideration given white lead.

Mr. Gouedy suggested that we investigate the possibilities of getting white lead publicity through government and other films and broadcasts. Mr. Peters reported that he and the Secretary had looked into the matter of a talking film of our own but that it was considered beyond our means at present. He said, however, that information had been obtained for use at such time as we have funds to consider this medium.

Mr. Gouedy suggested that paint styling with white lead could be capitalized in publicity. This was generally felt a good hook to which to tie publicity articles.

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WHAT TO EXPECT FROM WHITE LEAD PAINT - The Secretary reported that the book had received an excellent reception from all classes of readers, particularly among painters, and that we had received many complimentary letters about it with no major criticism. He reported that approximately 10,000 copies had been distributed to date, including copies sent to member companies for their own use, and that approximately \$400 had been sent out in answer to consumer requests, included in the above total.

MANUFACTURERS OF PREPARED WHITE LEAD PAINT - The Secretary reported a growing interest on the part of prepared paint companies to manufacture pure white lead paint in colors. One of them reported excellent progress. Two circulars issued by the Hooker Glass & Paint Manufacturing Company advertising their ready-mixed pure white lead paint and which criticized paste white lead were discussed and the Secretary reported that he had recently talked with the Hooker Company about the circulars and they had promised to modify future statements to meet our views, and that they intended no reflection on paste.

AGRICULTURAL ACTIVITIES - The Secretary reported that Professor C. H. Van Vlack, of Iowa State College, had published a booklet on painting on the farm, Circular #51, entitled: "Selecting and Applying Paints" which included a strong white lead story. The Association had purchased 10,000 copies of this booklet for \$100, which are being distributed from Ames, Iowa, where the University is located, to all county agents and many farm loan institutions and other key organizations and individuals in the farm maintenance field throughout the United States. We are paying the mailing charges for this distribution.

The Secretary also reported a recent visit to the Association's office by Mr. F. L. Browne of the U. S. Forest Products Laboratory, who appeared even more favorably inclined toward white lead than in the past and who informed us that he had been working with numerous farm cooperatives in meeting their paint problems. He said he would be glad to help us in that field.

The Secretary reported that Ron Critchfield was devoting most of his time now to work with farm leaders and farm organizations. A trial painting project had been started with Iowa 4-H Clubs, which are important key organizations for young farmers, and that this would probably spread to other states. The Secretary pointed out that many large industrial companies were doing intensive work in the farm field but that no paint company, to his knowledge, was doing so and that, therefore, we had a splendid opportunity open to us. He also pointed out that preliminary interviews with city, county and state officials in certain sections of the country in connection with the work of the Lumber Products -

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Better Paint Campaign had shown that there was much constructive work we could do to promote white lead in that field. He pointed out that we are following field visits by sending our booklet, white lead specifications and other information, as well as by personal calls.

RADIO - The Secretary mentioned that Professor Van Vlack of Iowa State College had broadcast over the Goodyear Farm Radio program twice, once in the east and once in the middle west, (on time donated by Goodyear) so that his talk had thus reached farmers in practically the entire country.

PUTTY MANUFACTURE - The Secretary pointed out that reference to white lead putty in two of our advertisements had elicited several requests for information about this material. Upon investigation, we found that white lead putty is a regular item with only a few putty manufacturers, although all of them make up white lead putty on specification when required. Our studies also indicated that there is a sizable potential market in this field. We are taking preliminary steps to develop this market by working with sash and door manufacturers (first through their Association) to get them standardized on a white lead putty.

NATIONAL ADVERTISING - Mr. Peters inquired if the Committee had heard any criticism of the campaign from paint companies. He said that in a recent conversation in Cleveland, Mr. Martin, president of the Sherwin-Williams Co., had objected to the failure of the advertising to mention high lead content prepared paint and that this omission had caused him to change his mind and rescind the expected support of the Sherwin-Williams Co., to the campaign. He had previously indicated to the Secretary he would go alone. Mr. Peters pointed out to Mr. Martin that the campaign had begun by respecting the wishes of the paint industry (although under no obligation to do so), as expressed through a committee of its members and President Trier not to attempt to influence the formulation of prepared paint. Therefore, the remedy for Mr. Martin's criticism lay largely in his paint association's hands.

Discussion followed on the advisability of bringing emphasis on high lead content paint into the consumer copy. Some members felt the move necessary, others present believed caution warranted until the present situation had been further explored with the paint industry's representatives. The feeling was unanimous that move could be made now that would have been impossible at the start without inviting retaliation from the paint industry.

Mr. Peters stated that Mr. Van Matlack of Geo. F. Vetherill & Co., Philadelphia, (now manufacturing a white

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lead prepared paint) was of the same opinion as Mr. Martin that high lead content paint should also be stressed in the copy. The question was raised whether we would sell more white lead by talking 100 per cent white lead paint than by giving a blessing to, say, a 50 per cent white lead paint.

Mr. Cobbs then read the Agency's original thoughts on this point, which appeared in their presentation on pages 94 to 105.

Mr. Peters felt that we should ascertain exactly what the viewpoint is of the Sherrin-Williams Company, and the committee representing the mixed paint manufacturers and it was generally agreed that other officials of Sherrin-Williams Company, who might influence Mr. Martin's viewpoint, should preferably be present at the discussion.

What effect a change to emphasizing high lead content paints would have on those manufacturers who are now making pure white lead paint was discussed without reaching any conclusion.

DISTRIBUTION OF INQUIRIES

It was pointed out that such mixed paint manufacturers as the Hooker Glass & Paint Mfr. Company, who are now making pure white lead paint as we would like to have them do, want to have the names of people who inquire for white lead paint information through the Association advertising. It was generally agreed that to give inquiries to such companies might antagonize other mixed paint companies who use large amounts of white lead but who do not make a 100 per cent white lead paint. It was decided to distribute to all contributing members of the White Lead Promotion Program of the Lead Industries Association, the names of all inquirers who ask for a source of supply of white lead paint and that the prepared paint companies could obtain the inquiries through their white lead suppliers.

CONFERENCE WITH MERCHANDISING COMMITTEE OF PAINTING AND DECORATING CONTRACTORS OF AMERICA

A letter received from Mr. J. P. Dewar, Chairman of the Merchandising Committee of the Painting and Decorating Contractors of America, commending the campaign was read, inviting a conference of representatives of their association and ours. It was felt advisable to accept but that first it would be best to have a talk with Mr. Dewar personally before meeting with any group from the painting contractors association.

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COOPERATION WITH
JOURNEMEN PAINTERS

The possibility of doing constructive work, through field men, with journeymen painters was discussed and it was generally felt that it would be highly desirable.

EXHIBITS

Mr. Gouedy suggested that where member companies were requested to exhibit at State Conventions of the Painting and Decorating Contractors Association, the exhibit expense be pooled and the exhibits conducted by the Lead Industries Association instead of the individual members. In this way the cost to each member could be reduced. (This activity was merely to use the facilities of the Lead Industries Association and had nothing to do with the advertising fund.)

READERSHIP REPORTS ON
GENERAL MAGAZINE
ADVERTISING

The Clark readership reports on our general magazine advertising were summarized by Mr. Cobbs who said that in the main they showed an increasingly high readership among men and considerably lower among women, with a gratifying increase from the first advertisement to the most recent one. This was to be expected because the copy is male copy. The thought was expressed that an effort might be made to increase feminine interest in our advertising without reducing masculine interest. It was brought out that women have relatively little influence on the type of paint purchased for outside painting, as indicated by several surveys in the past.

PLANS FOR 1940

It was generally agreed that nothing further should be done at this meeting until Mr. Peters had obtained the views of the paint industry through further talks with Mr. Martin and officials of the Sherwin-Williams Co., and with the committee of the paint association. These should be obtained at the earliest possible moment so that another meeting could be held shortly to outline 1940 plans.

Meeting adjourned at 1:00 P.M.

H. J. Johnson
Secretary

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WHITE LEAD PROMOTION FUND

RECEIPTS AND DISBURSEMENTS

January 1 to August 31, 1939

RECEIPTS:

White Lead Promotion Fund	
Subscriptions	\$188,047.39
Less Outstanding Subscriptions	
as of August 31, 1939	<u>19,782.60*</u>
TOTAL RECEIPTS	\$168,264.79

DISBURSEMENTS:

Furniture, Fixtures and Equipment	\$ 955.32	
Salaries	\$,703.79	
Traveling Expenses	474.94	
Entertainment and Luncheons	22.10	
Printing	\$,474.12	
Mailing	1,078.13	
Illustration	517.92	
"Lead" **	1,151.44	
Office Supplies	115.12	
Miscellaneous	712.00	
Advertising Space	\$179,437.50	
Less Discount	<u>8,295.55</u>	
	187,141.95	
Publicity	\$,545.51	
Production	<u>6,082.48</u>	
TOTAL DISBURSEMENTS	\$155,925.74	
Balance, August 31, 1939	<u>12,339.05</u>	
	\$168,264.79	

* These outstanding subscriptions have been received since August 31, 1939.

** Includes cost of increased size of "Lead."

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C O P Y

ARTHUR KUDRUP INC.
International Building
Rockefeller Center
New York, N. Y.

September 26, 1939

Mr. Felix E. Wormser, Secretary
Lead Industries Association
450 Lexington Avenue
New York, N.Y.

Dear Felix:

Here is the latest publicity report for the Home
Owners Forum and other publicity efforts on Lead Industries
Association.

Every state but North Dakota and Vermont are in-
cluded in the following compilation:

		<u>Clips</u>	<u>Lines</u>	<u>Circulation</u>
March 14 to May	11	431	44,427	5,345,066
May 12 to June	8	351	38,451	900,198
June 7 to July	31	941	178,814	4,741,819
August 1 to September 11		<u>771</u>	<u>83,603</u>	<u>2,077,750</u>
Complete Total from March 14 to September 11		2,395	301,355	14,765,945

Sincerely yours,

KAPL HFLM (SIGHT)