

Cleveland, Ohio

May 26, 1950

A joint meeting of the Advertising and Technical Committee of the Lead Industries Association was held on May 26, 1950 at the Hotel Cleveland to discuss a proposed promotional program on the use of lead pigments in ready mixed house paints. The following persons attended:

Advertising Committee

Technical Committee

E. L. Gossaty, Eagle Picher Co.
William Rusty, National Lead Co.
Carl Toll, Sherwin-Williams Co.
T. H. Turvey, The Oldfield Co.

Cloris Adams, Sherwin-Williams
A. C. Owens, Eagle-Picher
O. F. Shober, The Oldfield Co.
Alex Stewart, National Lead

Robert L. Elgfield, Secretary-Treasurer
C. J. Vander Valk
Thomas W. Hall, O. S. Green and Company,
Advertising Agency

Mr. Elgfield stated the purpose of the meeting and from the tentative promotional program previously approved by the Paint and Lead Division and Board of Directors of the Lead Industries Association.

Mr. Stewart next reviewed the factors contributing to the popularity of lead-containing mixed pigment house paints. He illustrated technical material to support each point of superiority of lead house paints over leadless paints.

The proposed copy and dummy layout for the first trade advertisement was distributed to each individual. It was then discussed that it was planned to supplement the trade journal advertising with an instructive booklet on the use of lead pigments in house painting, the presentation of talks before technical groups and by the distribution of technical reparties.

After all these points had been reviewed and discussed briefly, the theme of the advertising copy was approved by a show hands.

The advertising and technical representatives then went separately to work on the final details of copy and layout for the first advertisement.



Robert L. Elgfield
Secretary