

WHITE LEAD PROMOTION PROGRAM**LEAD INDUSTRIES ASSOCIATION**

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

April 9, 1940. (20)

Bulletin No. 17

To Members Supporting the White Lead
Promotion Program:

Subject: Report of Mr. W. L. Frazer

We are enclosing a summary of Mr. W. L. Frazer's reports to us covering the period of February 5 to March 12, 1940, also a notation of a visit which the Secretary and Mr. Frazer made to the Headquarters of the Brotherhood of Painters, Decorators and Paperhangers of America, in Lafayette, Ind. Mr. Frazer began field work for the Lead Industries Association on February 1.

Respectfully yours,

J. J. Worman
Secretary.



Report of E. L. Frazer

ARKANSASDaytonville, Ark.

February 11, 1940. I visited with several of the painters here who are mostly working on paperhanging now. They all say they have plenty of work lined up for spring. Called on Architect Benson at his office. Please put him on the mailing list for lead.

ILLINOISCairo, Ill.

February 13, 1940. I visited with many painters here and had a chance to give them my white lead story.

Champaign and Urbana, Ill.

March 11, 1940. There is a very high class of painter here. I attended the local meeting and met many old friends. At the close of my talk, the President took the floor and highly complimented me for the information I had given the members. A number of the boys stayed with me until midnight, talking about paint jobs and white lead.

The University of Illinois keeps its painters busy all year round and during vacations, there are as high as 75 or 80 painters working. In years gone by, they have used all kinds of paint, but today it is as near a 100 per cent white lead job as there is in the country. I had a long talk with Mr. Johnson, who is chief foreman, and I would like to tell you of some of his remarks.

He said that wherever there is any paint to be applied, we use nothing but white lead, inside and out. He said it did away with barrels of different kinds of paint, that all that was necessary to have around now was the lead, oils and colors and they made whatever color paint they desired. They made up a list of formulas and followed them year after year. He mentioned that white lead and oil washed better so they were using it, with some good varnish added, to obtain a gloss finish in the laboratories. With regard to price, he said that it might cost a little more in the mixing can for white lead, but when on the surface, it is the cheapest paint on the street, due to the way it covers, the freedom of its working, the beautiful effects when dry and last but not least, it will wash like a dish.

Mr. Johnson tested white lead paint and several makes of flat wall paint. Several months later, he gave them a wash test. The flat wall paints washed off with the first washing and white lead looked better the more it was washed. He then tried washing powder straight and still the white lead paint held up. He said all of his regular men swear by white lead. In fact, when the painters' union redecorated its meeting hall, it was done in white lead.

Mr. Johnson said the Superintendent of the Building, Mr. Doak, was so satisfied with white lead that he doubted very much if they would ever turn back to flat paint or any other paint outside of white lead and oil. Mr. Johnson and Mr. Schaefer, paint mixer, said so many nice things about white lead that I am going to try in the near future to see if they won't give me a signed statement that we can use to advantage.

- 2 -

Report of W.L. Frazer

ILLINOIS
(Continued)Charleston, Ill.

March 7, 1940. The first painter on whom I called here was using white lead on some wall work. The prospects for spring painting look good here.

Litchfield, Ill.

March 8, 1940. I called on various contractors who feel that as soon as the weather improves, they will have lots of business. They depend upon farm work and as this is a very rich agricultural section, farm painting is a large business. I, therefore, decided that I would stop in as many small towns as I could on my way to Mattoon, and I feel I accomplished a lot in doing this, for I was kept busy answering questions on white lead.

Mattoon, Ill.

March 9, 1940. I found the local here in bad shape and decided to do my work individually with the painters rather than through the local. In almost every case when I made myself known, the first thing the painter would say was "Oh! yes, I have seen a number of ads of the Lead Industries Association and they are sure good because they always show the picture of the painter painting and always say employ a good painter."

Murphytown, Ill.

March 10, 1940. The weather here was so bad that there was not a very large attendance at the meeting. Therefore, after a very short business session, the President adjourned the meeting and we gathered around the old stove and talked paint. I feel we got our story over just as good, if not better, than if I had made a talk. Here, as in other towns, many of the men would like to be put on the mailing list to receive white lead literature and I hope we will be in a position soon to do this.

Paris, Ill.

March 8, 1940. The painters here are not very interested. The manager of the Smith-Alsop Paint store asked many questions and told me he had received more information about white lead than he ever had before.

- 3 -

INDIANAReport of F. E. Wornaber,
Accompanied by Mr. Frasse.Lafayette, Ind.

March 18, 1910. The Secretary and Mr. Frasse called on Mr. L. P. Lindelof, President of the Brotherhood of Painters, Decorators and Paperhangers of America. Mr. Lindelof is an old friend of Mr. Frasse's and we were very cordially received. We told Mr. Lindelof that we were sincerely interested in doing what we could to encourage fine craftsmanship, and felt that the use of our material, white lead, lends itself better for the promotion of paint craftsmanship than other materials. Moreover, we deplored the tendency apparent in various parts of the country to do away with the use of lumber as a building material owing to the unfavorable painting results and paint maintenance costs experienced by many home owners. We felt that construction jobs which turned to the use of materials that did not require paint also diminished the opportunity for members of the union to use their skill.

Mr. Lindelof expressed himself as completely in sympathy with our program. In fact, he had written us an unsolicited letter when our campaign started, copy of which was sent to members, strongly endorsing our program. He wanted us to sit down with his Executive Board to discuss ways and means in which we could cooperate closely.

Subsequently, we called on Mr. Clarence E. Swick, Editor of "The Painter and Decorator" and Mr. Long, his assistant. Mr. Long solicited even more material for use in his magazine than we had so far submitted. It gives us an opportunity to use this important organ of the journeyman painters to help them build up craftsmanship and to give them more information about the wisdom of using white lead in their painting work.

The visit to Lafayette paved the way for some important cooperative work with this organization in the future.

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Report of W.L. Frazer

KENTUCKYCranford, Ky.

February 18-19, 1940. I spent the major part of the 18th, talking to painters in my hotel room. In fact, it was more or less of a school and I was kept busy answering questions. I feel it went a long way towards making friends for white lead.

On the evening of the 18th, I attended the local meeting. There was not a very large attendance because of the weather. The meeting was turned over to me and I talked about twenty minutes and then had a question class. At the close of the meeting, every man thanked me for the information given. I was very well pleased with this meeting, as I think it went a long way to help white lead sales. The next morning when I was leaving at 7:15, one of the oldest painters in town was waiting for me and wanted some additional information.

Lexington, Ky.

February 19, 1940. I got in touch with some of the firm leaders in this town. I stayed in Lexington talking to painters in semi groups and will plan to visit this town again on a meeting night.

Louisville, Ky.

February 20, 1940. I visited the Business Agent and spent several hours talking over the painting question and several members dropped in so I was able to talk to a number who, you might say, are the "bell sheep" of the group. I was invited to attend the meeting that night, a meeting to form another painters' union. I believe there were 25 present. I was introduced by one of the organizers who gave white lead and myself quite a boost.

I understand from the talks I have had with painters here that the ready-mixed paint companies had a painters meeting in the winter and gave white lead a good knocking. I, therefore, didn't pull any punches in telling the painters what poor ready-mixed paint is doing to the trade. I feel that my talk will make them realize that white lead is their friend.

Owensboro, Ky.

February 21, 1940. I was invited to attend a meeting of several of the contractors and again a discussion of white lead versus ready-mixed paint came up, and after about four hours debate, I will say that white lead was the winner. Here again, they all feel that when the weather improves, there will be plenty of work. A meeting was to be held that evening, but as there seem to be too factors working against each other, I thought it best not to attend the evening meeting.

Paducah, Ky.

February 22, 1940. I contacted about twelve painters here through personal calls as the local has no regular meeting night. There is very little work going on now but the members feel that with the nice weather coming on and several Government projects nearby, they will be busy in the spring.

Report of W.L. Prager

MISSOURICarthage, Mo.

February 8, 1940. The Local had changed its meeting night and I will plan to revisit this city when I am in this locality. I visited with some of the painters in this town.

Columbia, Mo.

February 5, 1940. The first call I made on my arrival in this city was at the office of the city engineer who was an old friend of mine and had the power to purchase all paint. On my arrival at the office I learned that he had just dropped dead the night before. I then got busy looking up the painters. The weather being unfavorable for painting, most of them were at home. I attended the meeting at the local headquarters and met a number of old friends. I was given the floor after a very nice introduction by one of my oldest friends. I talked about forty minutes, explaining the many uses of white lead, the cost compared with other paints, and the position the lead companies have taken in their advertising, giving advice to the public to employ a painter. I also mentioned when the painters did a job with white lead, they could always go back on the job and be proud of it. There were 21 members present.

At the conclusion of my talk, I was given a good hand and many members took the floor and expressed their thoughts and ideas regarding the use of white lead which was all in our favor. The Secretary agreed to mail me the names and addresses of the members of the Local.

Jefferson City, Mo.

February 6, 1940. I was very much disappointed here. The weather had turned so bad in late evening that when it was time to call the meeting, there were not enough present to hold it. I visited with those that were there. I will stop here again and give the members of this local a talk.

Joplin, Mo.

February 16, 1940. I attended the local meeting here and was introduced by the President who said I could have the floor as long as I wanted it. I talked for forty to fifty minutes and was given a wonderful hand. I was kept busy for at least an hour and a half after the meeting answering questions. There were 22 present.

Nevada, Mo.

February 18, 1940. I visited several painters here and found there was a large paint program in contemplation at the State Hospital. I called on the foreman and he informed me that the job would be all white lead and mentioned that any place he could boost lead, he would. Here again, the men I visited would like to be placed on the mailing list to receive all printed information on white lead.

- 6 -

Report of F.L. Frazee

MISSOURI
(Continued)

St. Joseph, Mo.
March 1-2, 1940. I was especially invited to attend the meeting of the Central States Painters Organization, covering the States of Iowa, Kansas, Illinois, Missouri, Arkansas, Nebraska and Oklahoma in this City. The Chairman advised me that the ready-mixed paint people were also invited. I arranged with him to have the ready-mixed talks first and when finished, the Chairman announced that the meeting would not be complete without hearing about white lead. I talked for about twenty minutes and I don't think that the mixed paint people liked the hand I received at different times during and at the close of my talk.

There were some 131 painters present, four ready-mixed paint representatives and five white lead representatives. After the meeting, the delegates flocked around the white lead representatives and the mixed paint representatives were left alone.

The meeting the following day was called to order at 9:00 A.M. After the noon recess, the Chairman turned the meeting over to me to conduct, which I did for about three hours. While in the chair, one of the delegates brought up the subject of what a painter can do to better himself. Several other delegates spoke on the subject and I then gave my white lead story. I think the story went over good for I was given a good hand and after the meeting, a lot of the boys said how true my story was.

A number of paint stores in the City had promised to take a small ad in the program, the proceeds to go towards defraying the expense of the convention. Most of them failed to live up to their promise and the boys came to me to suggest a means of making up the difference. I took the matter up on the floor and the white lead representatives responded 100 per cent.

A vote of thanks was extended to the white lead representatives at the close of the meeting for the kind attention they had given as well as their financial help which is something the mixed paint representatives did not receive. I think the white lead members will benefit by their attendance at the meeting as the minutes will be read at some 100 local printers meetings as well as at the headquarters in Lafayette, Ind.

St. Louis, Mo.
February 7, 1940. Having worked in the trade in this City some 25 years ago, there were a number of the boys I knew. It was a surprise to them to see me, but I was received with a very cordial welcome. I was introduced at the meeting by the man for whom I had worked some thirty years ago. I delivered my talk and at its close, the old timers mentioned the various jobs they had done with lead years ago and told the younger ones if they intended to stay in the trade, the best way to follow it was with lead. There is very little work going on but the painters feel weather conditions are the cause of this and are looking forward to a good spring and summer. Most of the members contract for themselves. There were 19 members present.

- 7 -

Report of W.L. Fraser

MISSOURI

(Continued)

Springfield, Mo.

February 9, 1940. I spent considerable time talking to a number of the painters. The weather has stopped all work but everyone feels that spring will see the painting work start. There have been a lot of new homes built here in the past two years and as most of the homes are of frame construction, it makes this a very good paint town. I find from talking to a number of the general contractors that most specification on new works calls for three coats. I plan to visit this city again when I can attend one of their meetings.

TENNESSEE

Chattanooga, Tenn.

February 15, 1940. I visited a number of the painters who were not working on account of the unfavorable weather and was invited to the local meeting. This was one of the best conducted meetings I have attended for a long time. Toward the close of the meeting, I was given the floor with a very nice introduction and talked some forty minutes. One remark made by the Business Agent at the close of my talk was - "If we painters don't quit using mixed paint and start using white lead, the trade will be shot all to pieces." After the meeting, I don't think I was ever asked so many questions in my life and told about as many good and bad paint experiences - poor ready-mixed - good white lead.

I was told I would be welcome in the City at any time and to make their hall my headquarters. There were about forty present.

Knoxville, Tenn.

February 14, 1940. All painting was about stopped here, but I find that there is enough work planned for the spring to keep all the men busy. I gave a thirty minute talk. Here again, several of the boys stayed after the meeting to discuss white lead and I met several of the contractors who belong to the local and several of the maintenance foreman painters. There were eighteen present. These boys would also like all printed matter available on white lead.

Memphis, Tenn.

February 16, 1940. I was given the floor at the Local meeting, and delivered my talk. I met most of the foreman painters, for contractors do not belong to the organization. From the comments made, I will say that white lead is their friend. The Business Agent reported in the meeting that the prospect for work in the City was very favorable. There were 92 present at the meeting.

- 8 -

Report of W.L. BrasacT E N N E S S E E
(Continued)Nashville, Tenn.

February 13, 1940. I called on the Business Agent who invited me to attend their meeting. I was given a very nice reception when introduced and talked about 40 minutes. On several occasions during my talk, the applause given showed that I was expressing food for thought. At the close of my talk, at least a dozen men took the floor and expressed themselves on the subject of white lead. I wish our members could have heard the remarks. There were 52 present.

Every man able to work is working, and the local had to borrow 22 men from locals in nearby towns. I understand the work planned for this year will cause the local to be short-handed most of the year.

After the meeting, I stayed until after midnight talking to painters who were seeking more information about white lead. The many requests for printed information on white lead I received made me think it would be a good idea if each of the five white lead companies would send all the printed matter they have to those on the lists I send in. In fact, I promised these boys that I would see that they received everything of interest on white lead.
