

ADVERTISING COMMITTEEMinutes of First MeetingWHITE LEAD PROMOTION PROGRAM

New York, N.Y.

November 13, 1939

A meeting of the Advertising Committee of the White Lead Promotion Program was held at the office of the Lead Industries Association on Monday, November 13, 1939, at 2:15 P.M. Present were:

The Eagle-Picher Lead Co.	E. L. Gouedy
International Smelting & Refining Co.	J. M. McDonald
National Lead Company	Wm. Knust
St. Joseph Lead Co.	K. V. Peters

J. L. Cobbs, Jr., Arthur Kudner, Inc.

F. E. Wormser, Secretary
 R. L. Ziegfeld, Assistant Secretary
 D. Van Norden

COPY SUGGESTIONS ON PREPARED PAINT

Mr. Cobbs presented various possible treatments prepared by the agency for bringing mention of the white lead content of prepared paint into the advertising copy. It was brought out that these suggestions were submitted to the Committee not for a decision as to which treatment was the most desirable but for suggestions as to whether these examples would suffice depending upon the policy decided upon by the Policy Committee. A number of suggested changes were presented and it was decided that these should be incorporated as possible additional treatments, those presented by the agency also being retained. It was felt that it might be better in our case to use the term "prepared paint" rather than "ready-mixed paint" as ready-mixed paint gives the impression of mixed pigments. Mr. Cobbs agreed to draft a series of suggested treatments incorporating the views of the Advertising Committee - all to be submitted to the Policy Committee for consideration.

DEVOS & HAYNOLDS SLIDE FILM

The Committee then viewed a slide film prepared by William J. Ganz Company for the Devos & Haynolds Company, which made numerous comparisons between the Devos two-coat system and pure white lead paint, showing white lead to disadvantage.

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MEDIA RECOMMENDATIONS
FOR 1940

Mr. Cobbs presented briefly the agency's media recommendations for 1940 and emphasized the desirability of continuity throughout the year in at least one of the national publications. It was generally felt that such media as Sweet's Catalog Service need not be used by the Association as it is used by most of our members.

QUANTITY REQUESTS FROM
PAINTING CONTRACTORS FOR
OUR BOOK WHAT TO EXPECT
FROM WHITE LEAD PAINT

Several letters from painting contractors who received the book, WHAT TO EXPECT FROM WHITE LEAD PAINT, which requested additional copies ranging from a few to one thousand, were read. It was decided that the booklet was too expensive to distribute free of charge in this manner and that the best procedure would be to offer each a small quantity, say a half-dozen, free for their own use or the use of their salesmen, and to offer additional quantities in bulk for about 5¢ per copy. Likewise, it was felt that if any contractors wish to show the booklet to customers and have their customers write for individual copies, the Lead Industries Association would fill the requests.

Meeting adjourned at 5:30 P.M.

Secretary