

ADVERTISING COMMITTEE

WHITE LEAD PROMOTION PROGRAM

Minutes of Second
Meeting

New York, N.Y.

November 14, 1939

A meeting of the Advertising Committee of the White Lead Promotion Program was held at the office of the Lead Industries Association on Tuesday, November 14, 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 Co.	William Knust
St. Joseph Lead Co.	E. V. Peters

J. L. Cobbs, Jr., Arthur Kudner Inc.
F. E. Wormser, Secretary
H. L. Ziegfeld, Assistant Secretary

NATIONAL HOME BUILDERS
BUREAU

The Secretary brought up the correspondence and told of visits he had had from Mr. W. Wadsworth Wood, National Director of the National Home Builders Bureau, Inc., soliciting advertising for his publications. All of the committee members indicated that they had, likewise, had frequent visits from this gentleman. It was felt that Mr. Wood's proposition should be turned down, at least until he had demonstrated what he could do as it was felt that some of his work in the past had not lived up to predictions. It was decided to turn the correspondence over to Mr. Cobbs for reply and Mr. Wormser would continue to keep in touch with the situation.

ADVERTISER'S INSURANCE

The question of the advisability of advertising insurance as brought to the attention of the Association by a letter from Arthur Kudner Inc., was discussed. Those present requested copies of the letter so that they might give the matter further study and also would like to have information as to the cost of this insurance. The general feeling was that if the cost was low, such insurance might be advisable.

TREASURER'S REPORT

The Secretary then presented a report of the expenditures from January 1 to October 31, 1939, and estimated expenditures for the full year in comparison with the approved budget, as per Exhibit "A" attached.

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BUDGET - 1940

The Secretary presented a work sheet as a basis of discussion for the 1940 budget. This was discussed item by item taking first the activities now in progress.

1. Office Expense - It was felt that the office expense incurred during 1939, including salaries of additional employees, would have to be continued in 1940.

2. "Lead" - Likewise, "Lead" would have to be continued in 1940, in its enlarged size and mailing list, charging a proportion to the White Lead Fund.

3. Reprint "What to Expect from White Lead Paint" - It was felt that an additional printing of "What to Expect from White Lead Paint" will be necessary in 1940 and that approximately 20,000 copies would be adequate.

4. Broadside to Dealers - It was also felt desirable to send another large broadside to dealers, similar to the one used in 1939 and that this should be as striking in size and character as the original broadside.

5. Stockholder and Employee Leaflets - It was also felt desirable again to circularize stockholders and employees of member companies.

6. Painter Leaflets - It was not felt necessary, however, to provide painters with sales helps of any kind as the member companies supplied them a great deal of this material.

7. Publicity - It was felt that a great deal more could be accomplished through publicity than has been accomplished during the year 1939, through better organization of publicity efforts and perhaps through the use of some creative publicity. The suggestion was made that the Secretary determine how much such publicity activities would cost to do an adequate job.

8. Field Work with Journeyman Painters - The Secretary suggested the possibility of doing field work with journeyman painters, pointing out while our member companies did considerable work with painting contractors, none, to his knowledge, did much with the journeymen and that the journeymen's association of 125,000 members would be receptive to this type of work. He pointed out how successful similar activities had been in our Plumbing Promotion Program. It was decided that this work could be tried out through the employment of one field man, preferably a member of the journeyman painters' union, who could attend union meetings, address them, perhaps show a slide film, encourage the establishment of apprentice training classes, and see that painting courses adequately covered the question of materials.

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9. Color Service - The Secretary explained that due to changes in the National Lead Company's Technical Paint and Color Service, Mrs. E. K. Roberts' services were available to the Association. He asked the Committee for its views as to the advisability of the industry establishing a color service, of also using her knowledge in preparing magazine articles, addressing women's meetings and other activities related to our work with lumber groups. It was generally agreed that a color service alone is not worthwhile, which was the probable reason members had decided on a less elaborate service than maintained in the past.

10. Advertising Space and Production - Mr. Cobbs then presented in detail the agency's recommendations for advertising space and their estimated cost of production of this advertising. In view of other necessary expenditures, it was felt that approximately \$10,000 would have to be cut from the appropriation for advertising space and production. The members of the committee expressed various views, and the agency was instructed to present a revised media list taking these views and the limitation of funds into account.

The budget as arrived at after taking into account the committee suggestions is attached as Exhibit "B."

The meeting adjourned at 5:30 P.M.


Secretary

LIA08854

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Exhibit "A"
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WHITE LEAD PROMOTION PROGRAM

	<u>Expenditures</u> <u>January 1 to</u> <u>Oct. 31, 1939</u>	<u>Estimated</u> <u>Expenditures</u> <u>January 1 to</u> <u>Dec. 31, 1939</u>	<u>1939</u> <u>Approved</u> <u>Budget</u>
Publicity	\$5,710.96	\$4,500	\$12,000.00
Salaries	3,409.39	4,100	9,525.00
Additional Rent and Office Expense	2,760.19	3,000	3,000.00
"Lead"	1,556.45	2,300	4,000.00
Mailing Pieces, including postage	8,160.64	8,500	21,000.00
Space	176,654.89	184,000	182,666.50
Production	7,838.75	10,000	15,000.00
TOTAL	\$204,091.27	\$216,400	\$248,191.50

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Exhibit "B"
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1940

WHITE LEAD PROMOTION BUDGET WORK SHEET

TENTATIVE

EXPENDITURES:

Advertising space and production	\$213,900
Continuing present collateral activities	
Office expense, including salaries (3)	6,100
"Lead" (portion charged to White Lead Fund)	3,500
Reprint, "What to Expect from White Lead	
Paint" (20,000 copies)	1,700
Broadside, dealers (26,000)	1,500
Stockholder and employee leaflets	500
Mailing	1,400
Publicity	10,000
Field work with journeyman painters	6,000
Contingency Fund	9,000
	\$253,600

RECEIPTS:

Estimated receipts	\$235,000
Estimated carry-over	18,600
	\$253,600