WHITE LEAD PROMOTION PROGRAM

Minutes of Ninth Meeting

New York, N.Y. December 13, 1940

A meeting of our members subscribing to the White Lead Promotion Program was held at the office of the Lead Industries Association, New York City, on Friday, December 13, 1940, at 10:30 A.M. Present were:

COMPANY	REPRESENTATIVE
Eagle-Picher Sales Co.	E. L. Gouedy
Eagle-Picher Sales Co.	W. H. Hayt
International Smelting & Refining Co.	J. W. McDonald
National Lead Co.	Wm. Knust
St. Joseph Lead Co.	E. V. Peters
United States Smelting Refining & Mining Co. Inc.	F. F. Colcord

F. E. Wormser, Secretary
D. Van Worden
J. L. Cobbs, Jr., Arthur Kudner, Inc.

The meeting was called to order at 10:30 A.M. with Mr. Peters in the chair.

The chairman reviewed the progress toward the basic objectives of the white lead campaign through promotional efforts during the past twenty months. Although the primary objective to reverse the downward trend in the consumption of white lead over twenty-odd years had not yet been accomplished, one corollary objective, that is, making white lead paint generally available to the public had at last been realized through the recent decision of the National Lead Company to join an increasing group of paint manufacturers in the production of ready-mixed pure white lead paint. Private statistics indicated a general decline in exterior paint sales during 1940, which was also reflected in a drop in the production of white lead. Indications are that the general availability of ready-mixed white lead paint, plus expected orders for national defense will result in a considerable increase in production and sale of white lead during 1941.

The secretary had helped in procuring Government business lately involving probably the largest paint order in history, with specifications requiring either 100% white lead paint or a minimum of 70% white lead in a lead-zinc-inert formulation. The chairman noted that the Government specifications paralleled the recommendations of the campaign, i.e., pure white lead or high lead content paint.

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BUDGET FOR 1941

Due to the decline in white lead sales during the past year and the consequent reduction to be expected in the subscriptions to be received from white lead manufacturers during 1941, the chairman submitted two budgets prepared by the Agency, based on expenditures of $200,000 and $235,000 respectively. Both budgets featured the elimination of some trade and farm media, it being the strong feeling of the Agency that the consumer's schedule should be maintained at its present effectiveness in spite of any budget revisions. Following a discussion, the $200,000 schedule was finally adopted with certain space reductions and media restorations to meet the requirements of specific companies. The budget as finally agreed upon will be found attached as Exhibit "A." It was agreed that the tempo of the campaign should be maintained as vigorously as possible.

COPY TREATMENT

Mr. Cobbs submitted layouts and copy proposed by the Agency for 1941, all of which were accepted with enthusiasm following minor revisions as to fact and text. It was recommended as a basic policy that mention of Governmental orders for white lead paint should be eliminated from the copy.

ATTACKS ON WHITE LEAD

The chairman announced that several attacks on white lead had been discovered and investigated and readily corrected during the past year, and that there was a definite improvement in the attitude of the offending companies. In each case, a willingness to cooperate was evidenced with the consequent elimination of a display, or correction of the offending copy or editorial comment.

The meeting adjourned at 2:00 P.M.

F. E. Downs
Secretary

RECAPITULATION

LEAD INDUSTRIES ASSOCIATION BUDGET

1 9 4 1

Estimated Revenue		$200,000
Association Requirements		$ 20,000
		$180,000
Magazines	$137,160.00	
Farm Publications	15,900.00	
Trade Papers	14,227.50	
	$167,287.50	
Cash Discount	2,740.74	
	$164,546.76	
Art and Production	10,500.00	
	$175,046.76	$175,046
Publicity and Reserve		$ 4,954

ADVERTISING PROPOSALS

SUMMARY PUBLICATION SPACE

1 9 4 1

	CIRCULATION		COST
Magazine	10,140,351		$137,160.00
Farm Papers	2,120,015		15,900.00
Trade Papers	388,338		14,227.50
	12,648,715	Gross Space Charge	$167,287.50
		Total Cash Discount	2,740.74
		Net Space Charge	$164,546.76
Estimated Art and Material			10,500.00
		GRAND TOTAL	$175,046.76

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LEAD INDUSTRIES ASSOCIATION

ADVERTISING PROPOSALS

MAGAZINES - 1941

PUBLICATION	CIRCULATION	SPACE	UNIT COST	NO. INS.	TOTAL COST
Saturday Evening Post	3,227,481	1 pg.B&W	$8,000.00	8	$48,000.00
		½ pg.B&W	$4,000.00	3	$12,000.00
Collier's	2,888,506	1 pg.B&W	$6,500.00	4	$26,000.00
		½ pg.B&W	$3,250.00	4	$13,000.00
Better Homes & Gardens	2,192,585	½ pg.B&W	$3,200.00	6	$19,200.00
American Home	1,831,779	½ pg.B&W	$3,160.00	6	$19,960.00
	10,140,351	Gross Space Charge ...			$137,160.00
					2,331.72
		Net Space Charge..			$134,828.28

ADVERTISING PROPOSALS

FARM PUBLICATIONS - 1941

PUBLICATION	ED.	CIRCULATION	SPACE UNIT	UNIT COST	NO. INS.	TOTAL COST
Country Gentleman	Mo.	2,120,028	½ pg.	$2,650	6	$15,900.00
			Gross Space Charge..			$15,900.00
			Cash Discount			$ 270.30
			Net Space Charge...			$15,629.70

LEAD INDUSTRIES ASSOCIATION

ADVERTISING PROPOSALS

TRADE PUBLICATIONS - 1941

PUBLICATIONS	ED.	CIRCULATION	SPACE UNIT	UNIT COST	NO. INS.	TOTAL COST
Painter and Decorator	Mo.	113,000	1 pg.B&W	$316.25	6	$1,897.50
American Painter and Decorator	Mo.	75,167	1 pg.B&W	$275.00	6	$1,650.00
National Painters Magazine	Mo.	60,973	1 pg.B&W	$415.00	6	$2,490.00
Paint, Oil & Chemical Review	B/W	1,578	1 pg.B&W	$ 95.00	6	$ 570.00
American Paint Journal	Wkly.	1,836	1 pg.B&W	$ 55.00	6	$ 330.00
American Paint & Oil Dealer	Mo.	25,885	1 pg.B&W	$280.00	6	$1,680.00
Architectural Forum	Mo.	39,089	1 pg.B&W	$480.00	6	$2,880.00
American Builder	Mo.	70,830	1 pg.B&W	$525.00	6	$3,150.00
		388,338				

Gross Space Charge ...$14,227.50

Cash Discount .....$ 128.72

Net Space Charge $14,098.78