

ADVISORY COMMITTEE
WHITE LEAD PROMOTION PROGRAM

Minutes of Seventh
Meeting

New York, N.Y.

May 15, 1940

A meeting of the Advisory Committee of the White Lead Promotion Program was held at the office of the Lead Industries Association, New York City, on Wednesday, May 15, 1940, at 2:15 P.M. Present were:

The Eagle-Picher Lead Company	E. L. Gouedy
International Smelting & Refining Company	L. H. Donaldson
National Lead Company	R. L. Hallett
National Lead Company	William Knust
St. Joseph Lead Company	E. V. Peters
United States Smelting, Refining & Mining Co. Inc.	F. F. Colcord

J. L. Cobbs, Jr. - Arthur Kudner, Inc.
J. H. S. Ellis - Arthur Kudner, Inc.

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

The meeting was called to order at 2:15 P.M., with Mr. Peters in the chair.

REPORT OF THE CHAIRMAN

The chairman opened the meeting by reading a letter from the Federal Trade Commission, as Exhibit "A" attached, inquiring about certain statements used in the advertising of the Lead Industries Association. He stated that the Secretary had begun work upon a reply.

The Secretary's rough draft was read and after discussion the Secretary was provided with numerous suggestions and requested to prepare a preliminary draft for circulation to the Committee members at an early date.

TREASURER'S REPORT

A comparison of the 1940 budget of the Lead Industries Association and expenditures to April 30, was discussed and made part of the record, as Exhibit "B" attached.

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COOPERATION WITH 100% WHITE
LEAD PREPARED PAINT COMPANIES

The question of lending future cooperation and assistance to paint manufacturers producing pure white lead paint came up for discussion. It was agreed that the existing policy as laid down originally by the Advisory Board continue both as to the distribution of material and the answering of requests. It was suggested that an attempt be made in the near future to ascertain the names of all the paint manufacturers in the country producing pure white lead paint. Mr. Cobbs volunteered to take this request up with the Agency.

WORK WITH JOURNEYMAN
PAINTERS

It was decided to forward Association literature to a selected number of journeyman painters on Mr. Frazee's field report lists.

REPORT OF ARTHUR
KUDNER, INC.

The meeting adjourned following a presentation by Mr. Ellis of Arthur Kudner, Inc. of a report graphically illustrating a method for the evaluation of the effectiveness of variously composed advertising copy.

The meeting adjourned at 5:30 P.M.



Secretary

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C O P Y

FEDERAL TRADE COMMISSION

Washington

Office of the
Chief Examiner

April 28, 1940

Lead Industries Association
420 Lexington Avenue
New York, N.Y.

Gentlemen:

The attention of the Commission has been directed to the following statements concerning white lead which appear in some of your advertisements placed in the American Home and other magazines:

1. "And besides making paint that lasts longer, white lead keeps it from cracking and scaling."
2. "Yet a white lead paint job actually costs you less because it wears so much longer!"
3. "You can't, for example, get a more durable paint than one containing 100% white lead."

For the use of this office in its consideration of the matter presented, it is requested that you submit full and complete information as to the basis for the above quoted claims, together with such evidence as you may have in support thereof.

A franked envelope which requires no postage is enclosed for the convenience of your prompt reply.

Yours very truly,

FEDERAL TRADE COMMISSION

Jas. A. Horton

Chief Examiner

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Exhibit "C"
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	<u>1940</u> <u>Budget</u>	<u>Expenditures</u> <u>Jan. to April 30, 1940</u>
Advertising Space and Production	\$213,900	\$81,342.22
Office Expense Includ- ing Salaries	8,500	3,892.49
"Lead"	3,500	615.64
Reprint "What to Expect from White Lead Paint"	1,700	1,161.02
Broadside	1,500	1,683.48
Stockholder and Employee Leaflets	500	394.31
Mailing	1,400	1,331.00
Publicity	10,000	3,697.39
Field Work with Journeyman Painters	6,000	2,343.99
Contingency Fund	4,900	
TOTAL	\$251,900	\$96,459.53