

ADVISORY COMMITTEEWHITE LEAD PROMOTION PROGRAMMinutes of Third
Meeting

New York, N.Y.

June 7, 1939

A meeting of the Advisory Committee of the White Lead Promotion Program was held at the offices of the Lead Industries Association on Wednesday, June 7, 1939, at 2:30 P.M. Present were:

The Eagle-Picher Lead Company	W. R. Dice
The Eagle-Picher Lead Company	H. Conley
The Eagle-Picher Lead Company	W. H. Hayt
The Eagle-Picher Lead Company	M. M. Zolner
International Smelting & Refining Company	J. M. McDonald
National Lead Company	Wm. Knust
National Lead Company	Harold Rowe
St. Joseph Lead Company	I. H. Cornell
St. Joseph Lead Company	E. V. Peters
United States Smelting Refining and Mining Co. Inc.	F. F. Colcord

J. L. Cobbs, Jr. - Arthur Kudner Inc.
F. E. Wormser, Secretary
R. L. Ziegfeld, Assistant Secretary
D. Van Norden

TREASURER'S REPORT

The Treasurer made a report of the receipts and disbursements from January 1 to May 31, 1939. He explained that expenditures were within the budget and that each member had a copy of the budget with which he could compare this report. The Treasurer's Report is attached as Exhibit "A". All discounts available to the Association had been taken. The Treasurer also informed the meeting that it would probably be necessary to send a subscription solicitation during the month of June.

REPORT ON PAINT INDUSTRY'S
RELATION TO CAMPAIGN

Mr. Wormser reported on a conference he had had recently with Mr. Trigg, who informed him that no unfavorable criticism of our campaign had come to his attention from the paint industry. Mr. Wormser also reported that he was hopeful of obtaining the Sherwin-Williams Company's support of the campaign and that he would see Mr. Martin shortly in this connection. Mr. Martin had told him when the campaign started that the Sherwin-Williams Company would support it if Mr. Trigg found no objection to it and Mr. Trigg had no such objection.

Mr. Rowe informed the meeting that he had seen Mr. Sprague of The Glidden Company about this campaign, who said he was in favor of it from the start but that other officials of his Company were not.

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It was felt that it would be well to call on The Glidden Company in Cleveland at the same time a visit was made to Sherwin-Williams Company in an attempt to enlist The Glidden Company's support.

Mr. Peters reported on his visits with various mixed paint manufacturers in recent weeks. He said that with one or two exceptions he had enjoyed a good reception and that a number of mixed paint companies now have ready-mixed pure white lead paint in colors on the market, or are about to place it on the market. He spoke specifically of the Phelan-Faust Paint Manufacturing Company of St. Louis, who had this paint on the market for about three weeks. They have approximately 250 to 300 dealers. The Hooker Glass & Paint Manufacturing Company in Chicago will have its paint available almost immediately and are having a sales meeting about it this week. They have approximately 950 dealers. Patek Bros. of Milwaukee has had a pure white lead paint on the market for several years and has enjoyed a reasonable amount of success with it. The Minnesota Lead & Oil Paint Company, although not enthusiastic about the idea, are marking time and awaiting developments and, should a demand develop for a pure white lead paint in ready-mixed form, they will possibly put such a paint on the market to satisfy the demand. Passonno-Hutcheon Company of Cleveland now has this paint on the market. Geo. D. Wetherill Company of Philadelphia, has put a pure lead in oil paint on the market for some years but has never pushed it. They have now become enthusiastic, have published a new color card and literature, and are giving 100 per cent cooperation. Sampson Paint & Color Company, Inc. of Richmond, is planning to put out a pure white lead paint in the very near future.

Mr. Peters pointed out that one question that has come up in his discussion with most of these paint companies is: If they are successful in developing a market for ready-mixed pure white lead paint, what will the white lead manufacturers themselves do? Having done the missionary work, will the white lead manufacturers place pure white lead ready-mixed paint on the market themselves in competition with the mixed paint manufacturers?

A letter sent by the Keystone Varnish Company to its dealers, was read at the meeting. The letter pointed to the lead content of their paint and made a virtue of it.

The advisability of advertising the price of paste white lead to consumers inasmuch as pure white lead paint now being placed on the market in ready mixed form sells for about \$1.00 a gallon more, was discussed. It was brought out that the consumer price on paste white lead was only advertised in the farm papers but it was felt that this matter should be given further consideration.

Mr. Peters read an editorial which Phelan-Faust Paint Manufacturing Company had asked him to try to get placed in various newspapers in Missouri, which is much stronger in its advocacy of pure white lead than anything the white lead manufacturers have ever dared to say. It was an indication of the enthusiasm of some mixed paint manufacturers for ready-mixed white lead paint.

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REPORT ON PROGRESS OF
PUBLICITY

Mr. Wormser reported on the progress of newspaper, magazines, and other forms of publicity, and exhibited a scrap book thick with clippings from the first few weeks of the campaign, for the circulation of the Lead Industries Association publicity material sent out from March 14 to May 11, showed total clippings 431; total lineage 44,403; total circulation 5,345,046, and that 387 newspapers had requested the Home Owner's Forum Service.

He also exhibited copies of the AMERICAN WEEKLY, May 21, 1939, the Sunday magazine section of the N.Y. Journal-American, and the May, 1939, issue of AMERICAN FORESTS as an indication of indirect publicity not specifically emanating from this office, or from the agency, that we are now enjoying. He also spoke of arrangements to have Prof. Van Vlack of the Iowa State College speak on Painting on the Farm over the Goodyear program on Friday, June 9, at 1:15 P.M., being broadcast over Station WJZ.

REPORT ON DISTRIBUTION
OF SHAREHOLDERS' LEAF-
LETS

Mr. Wormser reported that several of the member companies had already mailed out leaflets to stockholders and that several very favorable letters and inquiries for lead paint had been received in response to these leaflets. Folders for additional cooperating companies were being printed.

REPORT ON STATUS OF FARM
WORK

The report on the progress of farm work was passed over briefly with the information that it was progressing rapidly and that we were impressed with the possibilities for getting the white lead story before the 4-H Clubs, in text books and elsewhere.

REPORT ON STATUS OF WHITE
LEAD BOOKLET

The status of the consumer booklet on white lead was next reported upon and it was indicated that the only thing delaying its printing now was the question of whether ready-mixed white lead paints should be mentioned in the booklet.

After discussion, it was decided that ready-mixed white lead paint should be mentioned as also being available but that no mention should be made of high lead content ready-mixed paints other than the 100 per cent variety inasmuch as the paint manufacturers themselves have requested the campaign not to deal with the subject.

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Methods of distribution of this booklet were also considered. In addition to using the booklet for answering inquiries resulting directly from our advertising, it was decided to provide members with sufficient copies for their own organizations, free of charge, and to supply non-member companies, such as the manufacturers of ready-mixed pure white lead paint with copies at cost of printing only, without regard to preliminary expense.

It was also decided that the booklet should be distributed by the Association to such key men as county agents, architects, etc.

It was decided that no detailed definition of white lead should be given in the booklet other than it is a chemical compound of lead.

SLOGAN USES

The question of the use of the logotype by others than members was again brought up and it was decided, as it had been previously, that its use should not be permitted on labels.

A suggestion was made to use the slogan on envelopes and it was decided to leave this up to the individual members. The Secretary reported that many members were planning to use the slogan on their stationery, advertising literature and elsewhere.

MEMBERSHIP IN ASSOCIATION OF PAINTING AND DECORATING CONTRACTORS OF AMERICA

It was decided that because of the policy of the Association, as established by the Board of Directors, of not joining other Associations, the Committee should refrain from recommending membership in the Association of the Painting and Decorating Contractors of America. At least two, and possibly more of our members are already affiliated with that Association, which was felt gave sufficient cooperation.

ADVERTISING IN "SPOTLIGHTS"

The request to advertise in SPOTLIGHTS, monthly publication of the Association of the Painting and Decorating Contractors of America was also rejected since at least one and possibly more of our individual members have taken or will take space in it.

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ADVERTISING COPY
FOR TRADE PAPERS

The question of the type of advertising copy to use in the trade papers serving mixed paint manufacturers was discussed. While some members felt that these media had no value to us and that we could discontinue using them, several members felt that they could be used properly very profitably. They felt that the type of copy should be a straight selling appeal setting forth the advantages of using white lead in ready-mixed paint.

SEAL OF APPROVAL
SUGGESTION

Labels certifying as to the white lead content of paints, as suggested by the Eagle-Picher Lead Company, as a compromise for the Seal of Approval were discussed. These labels were merely to be of uniform design, certifying the white lead content in per cent, but not bearing the Association's name. Representatives of the Eagle-Picher Lead Company, as well as others at the meeting, felt that it was still premature to consider such a proposal and that it should be held in abeyance for future action. It was pointed out that there would be no way of stopping manufacturers putting smaller amounts of lead than we would care to see in their paints from using a similar label.

MOTION PICTURE
OR SLIDE FILM

The question of the use of motion picture or slide films in connection with our work was considered and it was decided to hold this matter in abeyance for further discussion at a later meeting.

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Mr. Peters pointed out that it would be highly desirable to have the representatives of the Lead Industries Association spend more time in the field, particularly calling on ready-mixed paint manufacturers who might produce pure white lead paint ready for the brush, attending sales meetings and helping those companies who are already producing it. It was felt that this could not be properly handled by representatives of individual member companies.

Meeting adjourned at 5:15 P.M.

R. Adams
Secretary

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Exhibit "A"
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WHITE LEAD PROMOTION FUND

RECEIPTS AND DISBURSEMENTS

January 1 to May 31, 1939

RECEIPTS:

White Lead Promotion Program Fund Subscriptions	\$90,227.28	
Less Outstanding Subscriptions as of May 31, 1939	<u>3,216.00</u>	\$87,011.28

DISBURSEMENTS:

Furniture, Fixtures and Equipment	\$ 811.02	
Salaries	1,642.39	
Traveling Expenses	222.20	
Entertainment and Luncheons	31.35	
Printing	1,823.32	
Mailing	845.75	
Illustration	7.92	
"Lead" **	104.31	
Office Supplies	107.94	
Miscellaneous	14.36	
Advertising Space	54,536.94	
Publicity	896.04	
Production	2,348.41	
Advances	125.00	
TOTAL DISBURSEMENTS		<u>\$63,554.95</u>
Balance May 31, 1939		<u>23,454.33</u>
		<u>\$87,011.28</u>

** Includes cost of increased size of "Lead."