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LEAD INDUSTRIES ASSOCIATION

420 LEXINGTON AVENUE
NEW YORK 17, N. Y.

CONFIDENTIAL
SUBJECT TO REVISION

WHITE LEAD DIVISION MEETING

Chicago, Illinois April 14, 1950

A meeting of the White Lead Division of the Lead Industries Association was held on April 14, 1950, at the Drake Hotel, Chicago, Illinois.

Present	Representing
Jean Villeques	American Metal Co.
William B. Clancy	American Smelting & Refining Co.
Simon D. Strauss	" " " " "
J. B. Haffner	Bunker Hill & Sullivan Mining & Concentrating Co.
P. L. Hallas	Consolidated Mining & Smelting Co.
H. G. McBoyle	" " " " "
M. A. Wolfkill	" " " " "
Burton Shupp	Eagle-Picher Co.
Miles M. Zoller	" " "
Arthur R. Knight	Eastern Lead Co.
John P. Ruth	The Glidden Co.
John R. MacGregor	J. R. MacGregor Lead Co.
David A. Morson	National Lead Co.
Alex Stewart	" " "
Gloyd M. Wiles	" " "
Charles R. Ince	St. Joseph Lead Co.
Felix E. Wormser	" " " "
G. H. LeFevre	U. S. Smelting Refining & Mining Co.

Guest

J. K. Richardson	Utah Mining Association

Robert L. Ziegfeld, Secretary-Treasurer
David M. Bersina
C. J. Vander Valk

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The meeting was called to order by Chairman Felix E. Wormser at 8:35 a.m.

The chairman then requested the secretary to outline the proposed White Lead promotion program. The secretary thereupon briefly summarized the detailed program (attached as Exhibit A). He also pointed out that the proposed program was discussed in person with the advertising managers and technical representatives of several of the White Lead manufacturing companies and, though there were some differences of opinion expressed, he felt that these differences could be easily overcome.

During the ensuing discussion the following thoughts were presented:

1. The theme of the proposed advertising "stabiliser and plasticiser" is an excellent means of promoting the use of lead in paint.
2. No attempt should be made to convince dealers or consumers about the advantage of lead in paint; rather all emphasis should be pointed to the paint manufacturer.
3. Facts about white lead should be presented to technical men and paint formulators.
4. As many papers as possible about the advantages of lead in paint should be presented to paint and other interested groups.
5. Strong attempts to reverse the trend to leadless paints should be made.
6. The one-coat system has not proved itself and emphasis should be placed on a two- or more coat paint system.
7. The competitive position of white lead at this time is very favorable.

The chairman then read a report on paints that was very favorable to lead, which appears in the April, 1950 issue of the "Consumers Research" bulletin.

It was felt that the first part of this report could be very useful when combined with the technical knowledge at the disposal of this group.

There being no further discussion, the chairman requested the secretary to present the details of the proposed budget (a part of Exhibit A attached). The motion was thereupon made, seconded and unanimously carried that the program as submitted by the secretary be approved.

It was also felt desirable that an advisory committee be appointed to assist the secretary and that this committee be composed of at least one technical man and one advertising man from each of the White Lead manufacturing companies.

The secretary was also instructed to invite the Sherwin-Williams Company to cooperate in the program.

There being no further business, the meeting formally adjourned at 9:30 a.m.

Robert E. Zapp
Secretary