

WHITE LEAD PROMOTION PROGRAM

Minutes of Eighth  
Meeting

New York, N.Y.

October 18, 1940

A meeting of the members subscribing to the White Lead Promotion Program was held at the office of the Lead Industries Association, New York City, on Friday, October 18, 1940, at 10:30 A.M. Present were:

|                                                       |                |
|-------------------------------------------------------|----------------|
| Eagle-Picher Sales Co.                                | W. R. Dice     |
| Eagle-Picher Sales Co.                                | E. L. Guedy    |
| Eagle-Picher Sales Co.                                | W. H. Hayt     |
| National Lead Company                                 | Wm. Knust      |
| International Smelting &<br>Refining Company          | J. M. McDonald |
| St. Joseph Lead Company                               | E. V. Peters   |
| United States Smelting<br>Refining & Mining Co., Inc. | F. F. Colcord  |

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

J. L. Cobbs, Jr. - Arthur Kudner, Inc.

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

REPORT OF THE CHAIRMAN

The chairman opened the meeting and called attention to the Secretary's report briefly summarizing the progress of the White Lead Program during the past twelve months. Copies had previously been submitted to the companies supporting the campaign. Progress report is attached as Exhibit "A."

The chairman stated that owing to the distortion of the statistical picture for white lead, caused by the war and by a poor painting season in 1940, it was difficult to draw any conclusions yet as to whether or not it had succeeded in checking the decline in consumption that had been going on for about fifteen years. It was noteworthy that dry white lead consumption had been maintained but the volume of white lead-in-oil sales in 1940 was disappointing. Private advices from competitive prepared paint companies to the chairman indicated that the 1940 exterior paint market had been one of the poorest on record. The chairman then stated that one important observable result of the campaign was a decline in the number of attacks on white lead by paint manufacturers and that it was easier to correct these that did appear than ever before.

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The chairman was privileged to make an important announcement that one of the fundamental objectives of the campaign, namely, to make white lead available in convenience or ready-mixed form to the consuming public everywhere, had been brought much nearer to accomplishment with a recent decision of the National Lead Company to join an increasing list of paint manufacturers, (stimulated by our campaign) in producing a ready-mixed white lead paint for nationwide distribution. The National Lead Company planned to make the paint suitable for two-coat work, making it available in containers as small as quart sizes. With this new two-coat product ready for release in time for next spring, it was agreed that the proposed promotional program for 1941 assumed added importance. The chairman hoped other white lead manufacturers would take a similar step.

The chairman remarked that as the cost of the campaign to subscribers would be deductible for Federal tax purposes its net cost to contributors would probably be about half the sum subscribed owing to the increasingly high Federal profit taxes.

REPORT OF THE SECRETARY  
AND TREASURER

The Secretary's report was accepted and approved as Exhibit "A" attached. The Treasurer's report and budget disbursements to date were also accepted and approved and are attached, as Exhibit "B."

Mr. Colcord suggested that in the future, the accounts be distributed on the books in itemized classifications rather than under generalized headings. It was agreed to prepare future financial statements in accord with Mr. Colcord's suggestion.

BUDGET - 1941

Due to a probable reduction in white lead-in-oil sales during 1940 as compared with 1939, the necessity was discussed for raising the established \$1.00 per ton assessment on the white lead corrodors in order to maintain the 1941 advertising budget at the current level. It was pointed out that white lead manufacturers would have extraordinary expenses in 1941 in marketing ready-mixed white lead. It was agreed that any budget reduction in this, the third and crucial year, should be avoided if possible. Final decision was held over for later consideration after alternative budgets had been prepared and the white lead companies and Advisory Committee had an opportunity to study them.

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Arthur Kudner, Inc. was requested to submit two programs for 1941; one to be based on an appropriation equal to that of the current year; the other with media curtailments necessitated by a reduced white lead production.

COPY TREATMENT - 1941

With the gradual evolution of the copy during the past two years to include recognition of high lead content mixed paints as well as pure white lead-in-oil, the question arose as to whether or not the 1941 program should give primary consideration to the new two coat ready-mixed white lead paint, which for the first time would give the campaign a definite product to promote. In answer it was agreed that until all the participating corrodors produced ready-mixed white lead that a fundamental shift in copy approach was inadvisable, but that emphasis on the nationwide availability of the new prepared paint was justifiable.

LUMBER PRODUCTS - BETTER  
PAINT CAMPAIGN

Since the Lumber Products - Better Paint Campaign and the White Lead Promotion Program are running along almost parallel lines, Mr. Colcord suggested the possibility of merging the two promotional efforts to simplify administration. Ensuing discussion brought out the difference in supporting membership and the desirability of maintaining an impartial heading for the lumber work to preserve the great amount of good will it had created. A decision was suspended, the present policy to continue pending further consideration.

SEAL OF APPROVAL

The possibility of designing and giving a Seal of Approval to manufacturers turning out pure white lead paint mixed to a given standard was considered but left in abeyance for further discussion. The question of sales control and the loss of brand prestige was a strong factor in opposition to the adoption of a seal policy.

FEDERAL HOUSING  
ADMINISTRATION

The chairman announced that the Federal Housing Administration had invited the Lead Industries Association to

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make a film to be placed through their distribution facilities. Because of a lack of funds and questionable desirability, the project was left open pending further developments.

The meeting adjourned at 12:30 P.M.

*J. E. Johnson*  
Secretary

White Lead Promotion  
Program Meeting

Exhibit "A"  
October 18, 1940

## LEAD INDUSTRIES ASSOCIATION

480 LEXINGTON AVENUE  
NEW YORK, N. Y.

FOR MEMBERS ONLY

**CONFIDENTIAL**  
NOT FOR PUBLICATION

### PROGRESS REPORT

#### WHITE LEAD PROMOTION PROGRAM

October, 1939 to September, 1940

The White Lead Promotion Program during the past twelve months has been intensified in all directions, but has followed the same basic plan as submitted by Arthur Kudner, Inc. in the spring of 1939. Insertions in both consumer and trade media have been increased over the original program, copy and layout being altered from time to time to strengthen and add fresh interest to the Campaign.

Publicity and collateral activities are likewise expanding over a wider field, restricted only by the limitation of funds. The entire program may well be divided into three major categories which are here summarized in full:

#### ADVERTISING

The advertising was prepared by the agency, subject to review and approval by our own Advertising Committee. From October 1, 1939 through September 30, 1940, seven full and two half-page ads appeared in the "Saturday Evening Post," five full and three half pages in "Colliers," seven half pages in "Better Homes and Gardens" and "American Home," as well as six full pages in the "Country Gentleman" (total circulation 11,600,000.)

In addition 12 or 13 full page ads appeared in each of the following trade papers (total circulation 430,110:)

|                                   |                              |
|-----------------------------------|------------------------------|
| American Paint & Oil Dealer       | Paint, Oil & Chemical Review |
| American Painter & Decorator      | Hardware Age                 |
| National Painters Magazine        | Hardware Retailer            |
| Painter and Decorator             | American Lumberman           |
| American Paint Journal            | Architectural Forum          |
| American Builder and Building Age |                              |

Eight full pages were taken in the "Agricultural Leaders' Digest" (circulation 24,831.)

#### PUBLICITY

Thirty-six feature articles as well as numerous short items have been placed during the past year in a wide variety of consumer, trade, agricultural, marine, scientific, municipal and lumber periodicals ranging from "Field and Stream" through the "Florist's Review" (complete list Exhibit A attached.)



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One of the finest articles ever to appear on paint - "Painting Pointers" by Carl Mass, was published in the March issue of "Better Homes and Gardens" (circulation 2,000,000.) We had the privilege of helping Mr. Mass prepare this article which follows pictorially some of the treatment given white lead in our own booklet, "What to Expect from White Lead Paint."

An excellent paint article appeared in the June issue of "Successful Farming." Although we had nothing to do with the preparation of this instructive paper, it is unquestionably one of the results of our white lead promotional program. The circulation of the issue was 1,184,000.

"The Painter and Decorator," official publication of the Brotherhood of Painters, Decorators and Paperhangers of America, with a monthly circulation of 110,000 journeyman painters, offered us an opportunity to furnish articles each month. Since September, 1938 fifteen illustrated articles as well as 3 cover illustrations furnished by us have been published. From now on white lead articles will be presented for publication at the rate of two per month.

Thirty-six columns of the Home Values Forum have been released in mat form to approximately 500 newspapers from which has been received an estimated average printed circulation of 426,000.

"House of the Month" mats are a new inexpensive feature which has been well received. The first mat was released to 500 newspapers in May with a resulting printed circulation based on clippings received of 90,000. Mats were also released in June, July and September with equal success.

"News Oddity" mats were released in February, March and May to 350 newspapers with an average printed circulation based on clippings received of 225,000.

Oregon State College extension service bulletin #640 published in March, 1940 on "Roofs and Exterior Walls of Red Cedar Shingles" devotes two pages to a discussion of painting shingles with white lead. This is an example of the results achieved through cooperation with the lumber industry.

The Small Homes Data Book included our "What to Expect from White Lead Paint" booklet centerspread free of charge when we agreed to supply reprints at cost.

COLLATERAL ACTIVITIES

Thirty thousand broadsides were mailed to paint, hardware and lumber dealers announcing the continuance and expansion of the Campaign. Included in this number were the 26,000 paint dealers on the list of the American Paint & Oil Dealer.

Thirty-four thousand stockholders leaflets were distributed by our member companies.

Twenty-one thousand employee leaflets were distributed by our member companies to their employees.

Thirty-nine thousand copies of "What to Expect from White Lead Paint" have been distributed to all sources since the campaign started, 11,000 being

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forwarded as the result of direct mail consumer requests. Of the 11,000 requests approximately 7,000 were received this year.

About 1600 personal letters have been written by the Association answering requests stimulated by our consumer advertising.

Thirty-five thousand copies of the new leaflet "How Lumber and Paint Keep Your Home Always in Style" are being distributed by the National Lumber Manufacturers Association, without cost to us, through their National Homes Foundation Program to a selected list of lumber dealers and builders cooperating with the lumber industry's promotional efforts. Additional copies have now been offered to painters and consumers through trade publications.

Forty-one hundred decalcomanias of the logotype "You're Money Ahead When You Paint With White Lead" have been distributed through the offices of our member companies as well as by the field man representing the Association.

"Lead," the house magazine, appears every two months and one-third of its cost is borne by the white lead promotion program. It has a circulation of 32,000 which includes:

|                                             |        |
|---------------------------------------------|--------|
| Architects                                  | 10,000 |
| Agricultural engineers and<br>county agents | 4,400  |
| Building superintendents                    | 500    |
| General Contractors                         | 1,300  |
| Painters and decorators                     | 4,000  |
| Educational institutions<br>and libraries   | 500    |
| Housing authorities                         | 225    |
| Lumber associations, etc.                   | 200    |
| Municipal officials                         | 1,400  |
| Realtors                                    | 1,300  |
| Miscellaneous                               | 8,175  |

Approximately 60% of the space in each issue is devoted to white lead publicity material.

SUMMARY REPORT OF AGRICULTURAL SERVICE DIVISION

This work has been conducted by Don Critchfield and Arlen Fischer, the latter devoting his full time to 4-H Club activities.

1940 4-H CLUB PROGRAM

In cooperation with Iowa State College and the State 4-H Club authorities, the Lead Industries Association presented a 4-H Club Paint Demonstration Plan to club leaders in 76 of the 100 counties in Iowa. As a result over 60 counties requested material kits and instructions, this total being reduced to 40 upon advice of state authorities due to the limitation of judging facilities at the State Fair. A record number of 33 teams finally competed at the Fair, that from Warren County winning the grand championship.

All participating teams were furnished with wooden trunks or boxes filled by us with small jar samples of the important pigments and oils to form the background for a comprehensive demonstration. The boxes or trunks were supplied through the cooperation of the following Lumber Associations:

West Coast Lumbermen's Association  
Western Pine Association  
California Redwood Association  
Douglas Fir Plywood Association

U. S. Forest Products Laboratory bulletins and Iowa State College circular No. 261 "Selecting and Applying Paints" were used as source material in developing the layout and script for the demonstration performances. A list of our own publications and those of member companies was given as further reference material. For convenience, the necessary information was condensed in a small booklet included in all the kits entitled "Suggestions for 4-H Club Demonstrations on Exterior Paints and Painting." Appropriate pictures of one of the 1939 paint demonstrations were included to suggest display possibilities.

Brass watch fobs were given to all contestants by the Association, those furnished the winning team at the State Fair being gold plated.

The Warren County championship team is to receive a trip to the American Livestock Exposition at Kansas City, November 12, in addition to a tour of the lead belt in Southern Missouri.

To encourage these teams exhibiting to continue demonstrations before agricultural groups in their respective counties, a follow-up state wide contest is being sponsored by the Association until December 10. Prizes will be awarded on a percentage basis of demonstrations and attendance according to the possibilities afforded by the population and facilities of the several counties.

PLANS FOR 1941 4-H CLUB PROGRAM

Based on the experience of the initial program in Iowa, conferences have been held during the past year with the leaders of agricultural colleges in the following states for the purpose of discussing the possibilities of or-

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ganizing 4-H Club programs for 1941 suited to their specific requirements:

|          |           |
|----------|-----------|
| Colorado | Missouri  |
| Kansas   | Nebraska  |
| Ohio     | Wisconsin |
| Oklahoma | Wyoming   |

A preliminary plan has already been worked out in detail with the Kansas officials for a 4-H Club paint demonstration program in that State in 1941, if the Lead Industries Association is able to cooperate as in Iowa.

Mr. H. L. Wilson, director of extension work, United States Department of Agriculture, Washington, D. C. is enthusiastic about the proposed extension of our 4-H Club paint work which will be carried out with the advice and cooperation of his departments in the several states.

#### GOVERNMENT AGENCY BULLETINS

Upon invitation, we have been cooperating in the preparation of a manuscript on paint for use by the supervisors of instruction in the 1000 branches of the National Youth Administration. Over 300,000 young men are enrolled in these government sponsored training schools and work shops.

This Association has been assisting Mr. W. A. Ross of the U. S. Office of Education, Department of the Interior, in the preparation of a teacher's training manual covering exterior and interior painting on all types of construction. This release will principally be used as text material by the 8000 vocational agricultural instructors in high schools throughout the country.

We have likewise been cooperating with Mr. C. E. Van Vlack of Iowa State College in the preparation of his booklet on interior paint and painting. This is the companion booklet to "Selecting and Applying (Exterior) Paints" which has exceeded 100,000 circulation since the first printing in July, 1939. This latter booklet now has a nationwide distribution among governmental agencies, lumber associations and dealers, and libraries; 50,000 alone having been ordered and delivered for use by high school teachers, extension workers and construction engineers. This booklet has also been reprinted to date by agricultural colleges in the following states for their own use:

|               |              |
|---------------|--------------|
| Idaho         | North Dakota |
| Maine         | Rhode Island |
| Nebraska      | South Dakota |
| Nevada        | Virginia     |
| New Hampshire | Wyoming      |

#### PAINT SPECIFICATIONS

In June, 1940 our representative was appointed chairman of the Paint Specification Committee of the American Society of Agricultural Engineers and it is believed our suggestions will be considered favorably by the coming conference in December. The specifications adopted will be recommended to all agricultural colleges and farm owners.

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1940 LUMBER CONVENTION PROGRAM

With attendance at the circuit lumber conventions (Indiana, Minnesota, Ohio, New York, Kansas, Michigan, Iowa, Illinois, Wisconsin, Nebraska, Texas) as a background, close contacts have been maintained with the various lumber associations furthering the distribution of paint specification leaflets with lumber materials as well as providing for the wide distribution of the Iowa State Agricultural College circular #261, "Selecting and Applying Paints" and our booklet, "What to Expect From White Lead Paint" among lumber dealers. As a result the West Coast Lumbermen's Association, largest in the field, has distributed both booklets to their entire membership.

The Red Cedar Shingle Bureau invited us to stage the painting sequence in their beautiful new feature 16 millimeter movie in full color on the gorgeous scenery of the Pacific Northwest in general and the use and manufacture of red cedar shingles in particular. The talking script accompanying this sequence is entirely favorable to white lead, advocating as the ideal combination for home construction pure white lead in oil or a high lead content mixed paint on red cedar shingles. The film will be given widespread circulation in the United States and Canada.

Assistance has been offered in the preparation of manuals sponsored by the various lumber associations, i.e., (West Coast Lumbermen's Association and Douglas Fir Plywood Association.) Along this line a suggestion is being made to Professor Van Vlack of the Iowa State College for a circular entitled "How to Use Lumber on the Farm" with particular reference to plywood and paint.

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SUMMARY REPORT OF FIELD WORK AMONG JOURNEYMAN PAINTERSCovering eight months from Feb. 1 to Sept. 30, 1940

Mr. W. L. Frasee, the most recent addition to the field staff of the Association, has been active for eight months among journeyman painters and others since February 1 last in the following states, listed in the order of activity importance:

|           |           |
|-----------|-----------|
| Illinois  | Tennessee |
| Indiana   | Nebraska  |
| Missouri  | Kentucky  |
| Iowa      | Arkansas  |
| Kansas    | Wisconsin |
| Louisiana |           |

Seventy-three painters' meetings; with a total attendance of 2,094, were addressed and interviews held with 144 foreman painters on private construction, 118 foremen on state, county and municipal projects, 131 superintendents and engineers as well as a wide range of property owners and real estate operators.

Two journeyman painters' conventions were addressed in Iowa and Nebraska, and one each in Indiana, Kansas and Louisiana.

Mr. Frasee is a member of The Brotherhood of Painters, Decorators and Paperhangers of America and during the year was elected president of the Central States Painters Organization.

Possibilities for improvement in the white lead situation are evidenced in the enthusiastic reception accorded our representative everywhere from journeymen and contractors alike, the vast majority already being firm believers in white lead. All are eager for any information concerning high quality paint to reinforce their convictions about white lead.

It is indicated by these various activities, however, that white lead is universally on the defensive. Ready-mixed paint salesmen in large number are flooding all territories endeavoring to shoulder out pure white lead and oil as well as selling over the head of the painter and endangering his position in the trade. Contacts with contracting and journeyman painters in the interests of white lead seem to have been inadequate to stem this trend in the past. In one test district, for example, of 37 painting contractors, only one knew a white lead salesman, the remainder having neither seen nor heard from a white lead representative in two or more years. In consequence, it would seem that the prospects for increased use of white lead by painters are limited by the field men available to carry on the work. One representative can not but hope to scratch the surface even in a restricted area.

As an example of the possibilities of a comprehensive educational and sales program, in Mt. Carmel, Illinois, where our representative has worked and white lead is actively pushed, all of the 9 contractors questioned specify and use white lead paint.

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It was also found that the poor class of painter common to the South in years gone by is being rapidly replaced by more efficient workers from the North who are receptive to the facts concerning high quality paint. Thus, if white lead is pushed as actively as competitive materials, a considerable sales increase might be expected in that section.

The close affiliation of our representative with the editors of the Union publication "The Painter and Decorator", which has a monthly circulation of 120,000 among journeyman painters, has enabled us to obtain more editorial publicity, directed at the trade, than ever before. Fifteen illustrated feature articles on a wide variety of painting subjects as well as three cover illustrations furnished by this office have been printed since September, 1938.

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REPORT ON ACTIVITIES WITH MUNICIPAL, COUNTY AND STATE AUTHORITIES  
FOR YEAR ENDED SEPTEMBER 30, 1940

This work was conducted by Belden B. Brown, who formerly assisted in our activities among lumber dealers. The bulk of this work consisted of personal interviews with municipal, county and state authorities who purchase or specify paint.

In the period covered 188 interviews were held with such authorities in the interests of white lead paint as follows:

|              |    |               |   |
|--------------|----|---------------|---|
| New York     | 61 | Delaware      | 8 |
| New Jersey   | 32 | West Virginia | 8 |
| Pennsylvania | 26 | Michigan      | 8 |
| Wisconsin    | 19 | Minnesota     | 6 |
| Connecticut  | 17 | Massachusetts | 3 |
| Kentucky     | 8  | Maryland      | 3 |

These calls were divided as follows:

|                       |    |
|-----------------------|----|
| Municipal governments | 79 |
| Municipal schools     | 61 |
| County governments    | 27 |
| State governments     | 16 |
| Miscellaneous         | 5  |

The following percentages were compiled from the 188 individual reports:

|                      | <u>Cities</u> | <u>City Schools</u> | <u>Counties</u> | <u>States</u> |
|----------------------|---------------|---------------------|-----------------|---------------|
| Buy paint on spec.   | 18%           | 33%                 | 30%             | 64%           |
| Use WL for exteriors | 46%           | 46%                 | 80%             | 80%           |
| Use WL for interiors | 32%           | 29%                 | 46%             | 80%           |

Our representative also participated by invitation in an inspection tour of paint on 28 Kentucky bridges. This tour was conducted by the Kentucky State Highway Department and included representatives of the lead, zinc and aluminum paint industries. A report has been sent to all members.

A compilation of Lead Industries Association specifications for white lead, red lead and blue lead was completed with the assistance and approval of members. They are used for distribution to government officials to facilitate their purchases of lead paints.

In the course of his work with government officials in the neighborhood of New York City, our representative also conducted a survey of painting practices of 36 real estate developments. A separate report of this survey has been sent to interested members.

The work of this representative resulted in a number of good publicity articles on government painting and the painting of early American landmarks which were used, primarily, in LEAD.

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It was found from these activities that governmental authorities generally gave our representative a good reception as representative of an industry, rather than an individual company with branded merchandise. It was further found that due to the great number of paint salesmen as compared with white lead salesmen, authorities were not sufficiently informed about white lead in many cases and they welcomed more information. This indicated that work of this nature can be very fruitful.

White Lead Promotion ProgramEXHIBIT "A"Progress ReportPUBLICITY ARTICLES

From October 1, 1939 to September 30, 1940, the following articles on white lead prepared by or through the Lead Industries Association have appeared in consumer and trade publications:

| <u>MAGAZINE</u>              | <u>ISSUE</u>   | <u>CIRCULATION</u>               | <u>ARTICLE</u>                                            |
|------------------------------|----------------|----------------------------------|-----------------------------------------------------------|
| Public Works                 | Nov. 1939      | 10,351                           | "Paint and the Maintenance Man"                           |
| India Rubber World           | Dec. 1939      | 3,106                            | "Quick-Drying Red Lead Paint"                             |
| Compressed Air               | Dec. 1939      | 29,082                           | No memo (Industrial notes columns)                        |
| Refrigerating Engineering    | Dec. 1939      | 2,982                            | "Developments in Red Lead and White Lead Paints"          |
| Scientific American          | Jan. 1940      | 45,333                           | "Improved White Lead"                                     |
| New York Times-Sunday        | Jan. 21, 1940  | 744,727                          | "Lead Linings for the Pool"                               |
| The Florists Exchange        | Jan. 13, 1940  | 9,643                            | "Paint, Putty and the Greenhouse"                         |
| The American City            | Jan. 1940      | 16,000                           | "Paint and Maintenance in City Departments"               |
| The Marine Journal           | Jan. 15, 1940  | 1,800                            | "The New Kautusket Can Stand the Gaff"                    |
| Mississippi Valley Lumberman | Jan. 26, 1940  | 1,800                            | "Exhibit Emphasizes Paint Styling and Lumber Versatility" |
| The New England Homestead    | Jan. 27, 1940  | 110,000                          | "Tinted to Taste"                                         |
| The Highway Magazine         | Feb. 1940      | (80,000 & 3,100 Special Spanish) | "Painting Metal Markers and Structures"                   |
| The Southern Lumberman       | Feb. 1, 1940   | 3,000                            | "Paints for Profit"                                       |
| Flower Grower                | March, 1940    | 59,467                           | "In the Little Greenhouse"                                |
| Field & Stream               | May, 1940      | 256,000                          | "For New Spring Clothing"                                 |
| The Pennsylvania Farmer      | April 20, 1940 | 161,000                          | "The Magic of Paint"                                      |

White Lead Promotion ProgramEXHIBIT "A"  
PAGE 2Progress ReportPUBLICITY ARTICLES

| <u>MAGAZINE</u>                    | <u>ISSUE</u>               | <u>CIRCULATION</u> | <u>ARTICLE</u>                                                 |
|------------------------------------|----------------------------|--------------------|----------------------------------------------------------------|
| The Beacon                         | April 18, 1940             | -                  | "Their Names May Be Funny But Their Jobs Are Not"              |
| California Highways & Public Works | April, 1940                | -                  | "Painting Problems Involved in Maintenance of Bay Bridge"      |
| Marine News                        | Feb. 1940                  | 2,370              | "Their Names May Be Funny But Their Jobs Are Not" (lightships) |
| " "                                | April, 1940                | 3,500              | "We Got Together Again"                                        |
| Agricultural Leaders Digest        | Feb. 1940                  | 23,643             | "The Question: How Well Does the Paint Wear?"                  |
| " " "                              | May, 1940<br>Pages 14-15   | 24,000             | "Save Lumber With Paint" Campaign in Iowa                      |
| The Painter and Decorator          | October, 1939              | 113,000            | "Chalking not a Paint Fault"                                   |
| " " " "                            | Nov. 1939                  | "                  | "Mildew and Discoloration"                                     |
| " " " "                            | Dec. 1939                  | "                  | "Glossy Finishes"                                              |
| " " " "                            | Jan. 1940                  | "                  | "About Tacky Paint"                                            |
| " " " "                            | Feb. 1940                  | "                  | "Moisture and Paint Failures"                                  |
| " " " "                            | March 1940                 | "                  | "Paint Styling on Shingles"                                    |
| " " " "                            | May, 1940                  | "                  | "Some Paint Tips for Painter and Customer"                     |
| " " " "                            | June, 1940                 | "                  | "Painting by the Salt Seas"                                    |
| " " " "                            | July, 1940                 | "                  | "Linseed Oil"                                                  |
| " " " "                            | " "                        | "                  | "Paint Protection for Metal"                                   |
| " " " "                            | August, 1940               | "                  | "Painting Swimming Pools"                                      |
| " " " "                            | Sept. 1940                 | "                  | "Lead, the Veritable"                                          |
| " " " "                            | " "                        | "                  | "Rural Painting with Stencils"                                 |
| The Nation's Agriculture           | May, 1940<br>Pages 7, 8, 9 | 433,000            | "Cleaning Up the Paint Situation"                              |

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PROGRAM MINUTESEXHIBIT "B"  
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FINANCIAL REPORTWHITE LEAD PROMOTION PROGRAMJanuary 1 to September 30, 1940

Balance, January 1, 1940

\$ 18,886.78

Receipts:

Subscriptions Assessed

\$238,244.00

Less: Outstanding Subscriptions

1,719.00

Subscriptions Received

238,526.40

\$238,125.18

Disbursements:

Rent and Light

630.00

Furniture, Fixtures and Equipment

476.80

Salaries

6,799.08

Traveling Expenses

4,823.08

Entertainment and Luncheons

180.62

Office Supplies

126.41

Miscellaneous

121.80

LEAD\*

2,389.74

Printing

4,680.64

Mailing

1,800.89

Illustrations

84.79

4-H Club Work

806.11

Advertising Space

\$192,686.88

Less: Cash Discount

\$3,136.88

Credits

1,723.184,859.08

187,826.80

Publicity

6,184.38

Advertising Production

13,611.78

Advances

350.00

TOTAL DISBURSEMENTS

\$280,910.32

Balance, September 30, 1940

22,214.94

\$253,125.18

\*Includes cost of increased size of LEAD

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WHITE LEAD ABOLITION PROGRAMCOMPARISON OF ESTIMATED 1940 EXPENDITURES AND BUDGET

|                                                                      | <u>Approved<br/>Budget<br/>1940</u> | <u>Estimated<br/>Expenditures<br/>1940</u> |
|----------------------------------------------------------------------|-------------------------------------|--------------------------------------------|
| Advertising Space and Production                                     | \$215,800                           | \$215,125                                  |
| Office Expense, including<br>Salaries (\$)                           | 8,800                               | 7,500                                      |
| "Lead" (portion charged to White<br>Lead Fund)                       | 3,500                               | 3,000                                      |
| Reprint "What to Expect from<br>White Lead Paint"<br>(20,000 copies) | 1,700                               | 2,000                                      |
| Broadside, dealers (26,000 estimated)<br>(31,000 printed )           | 1,500                               | 1,700                                      |
| Stockholder and employee leaflets                                    | 500                                 | 400                                        |
| Mailing                                                              | 1,400                               | 2,200                                      |
| Publicity                                                            | 10,000                              | 7,000                                      |
| Field Work with Journeymen Painters                                  | 5,000                               | 5,800                                      |
| Miscellaneous Printing                                               |                                     | 700                                        |
| 4-H Club Work, including salary (1)                                  |                                     | 5,000                                      |
| Extra clerical help (1)                                              |                                     | 650                                        |
| Contingency Fund                                                     | 4,900                               |                                            |
|                                                                      | <u>\$251,800</u>                    | <u>\$251,683</u>                           |

ESTIMATED CONDITION OF FUND AS OF DECEMBER 31, 1940

|                          |                 |
|--------------------------|-----------------|
| Receipts                 | \$254,845       |
| Expenditures (estimated) | \$251,883       |
|                          | <u>\$ 2,962</u> |