

LEAD INDUSTRIES ASSOCIATION

480 LEXINGTON AVENUE
NEW YORK 17, N. Y.

White Lead Advertising and Technical Committees

Cleveland, Ohio

May 18, 1950

A joint meeting of the Advertising and Technical Committee of the Lead Industries Association was held on May 18, 1950 at the Hotel Cleveland to discuss a proposed promotional program on the use of lead pigments in ready mixed house paints. The following persons attended:

Advertising Committee

E. L. Gossedy, Eagle Picher Co.
William Knust, National Lead Co.
Carl Toll, Sherwin-Williams Co.
T. H. Turney, The Glidden Co.

Technical Committee

Clovis Adams, Sherwin-Williams Co.
A. C. Goets, Eagle-Picher Co.
O. F. Shobe, The Glidden Co.
Alex Stewart, National Lead Co.

Robert L. Ziegfeld, Secretary-Treasurer
C. J. Vander Valk
Thomas W. Hall, O. S. Tyson and Company,
Advertising Agency

Mr. Ziegfeld stated the purpose of the meeting and summarized the tentative promotional program previously approved by the White Lead Division and Board of Directors of the Lead Industries Association.

Mr. Stewart next reviewed the factors contributing to the superiority of lead-containing mixed pigment house paints. He submitted illustrated technical material to support each point of superiority of lead house paints over leadless paints.

The proposed copy and dummy layout for the first trade journal advertisement was distributed to each individual. It was then explained that it was planned to supplement the trade journal advertising with an instructive booklet on the use of lead pigments in house paints, by the presentation of talks before technical groups and by the direct mailing of technical reprints.

After all these points had been reviewed and discussed briefly, the theme of the advertising copy was approved by a show of hands.

The advertising and technical representatives then convened separately to work out the final details of copy and layout for the first advertisement.



Robert L. Ziegfeld
Secretary