

WHITE LEAD PROMOTION
PROGRAMMinutes of Eleventh
Meeting

New York, N.Y.

November 10, 1942

A meeting of members subscribing to the White Lead Promotion Program was held at the office of the Lead Industries Association, New York City, Tuesday, November 10, at 10:10 A.M. Present were:

<u>COMPANY</u>	<u>REPRESENTATIVE</u>
The Eagle-Picher Sales Company	E. L. Gouedy
The Eagle-Picher Sales Company	M. M. Zoller
International Smelting & Refining Co.	J. M. McDonald
National Lead Company	W. Knust
National Lead Company	H. Rowe
St. Joseph Lead Co.	E. V. Peters
U.S. Smelting Refining & Mining Company, Inc.	F. P. Colcord
	H. R. Taylor
Lead Industries Association	F. E. Wornaser, Secretary
	R. L. Ziegfeld, Assistant Secretary

The meeting was called to order with Mr. Peters in the chair.

The chairman briefly reviewed the history of the Campaign, stating that it had started as a three year program and then had been continued one year on a reduced basis because of world conditions. The purpose of the present meeting was to see where the Campaign should go from this point. The Secretary briefly summarized the report of 1941 activities which had already been circulated to the members on November 4, attached as "Exhibit A." He particularly thanked the members of the Association for their advice and assistance in the Campaign. The Secretary's report and financial statement was accepted. The Financial Report is attached as Exhibit "B".

The chairman stated that while white lead statistics are disappointing, no comparable figures are available for mixed paint but he felt that no sales of outside mixed paint had fared no better under war conditions. He stated that it is difficult to measure the results of advertising but his own feeling was that the Campaign had helped to make people lead conscious and he felt that the Association, having been successful in getting a cooperative effort of this kind started, should not let it drop. He pointed out that since the Campaign had been running for a number of years, the costs would be deductible for tax purposes.

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He suggested there were four alternatives that might be followed in 1943. They are as follows:

1. To continue the campaign on the present basis, maintaining the 1942 basis of subscription.
2. To have the campaign promote lead carbonate specifically, as no financial support is forthcoming from the lead sulphate production.
3. To drop the campaign entirely.
4. To initiate a broad campaign for lead products of all kinds, having in view the tremendous competition the industry will be facing after the war with all other competitive metals and products.

He further pointed out that due to the fact that this cooperative advertising campaign had been in existence for four years, the industry had a large investment in it, which should not be overlooked. He furthermore pointed out that if the industry had not been expending its money for this purpose in the past and were just now initiating a cooperative campaign, in all probability the money contributed for this purpose would not be deductible as expense for tax purposes. The policy of the Government as announced is to permit the deduction of these advertising expenses, unless it is something new and unusual which may possibly have been initiated for the purpose of setting up new and unusual deductible expenses which did not previously exist.

Without formal commitments, it was the unanimous opinion of those present that the campaign should be continued and combined with the promotional work for white lead in the agricultural field being conducted by the Association. A sub-committee composed of Messrs. Peters, Rowe and Zoller was appointed further to study the entire subject and to report back with a specific recommendation as to plan and policy. This committee will report at a later meeting at which detailed plans will be submitted for 1943, after which they will be submitted to all subscribing companies for their action.


Secretary

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Exhibit "A"
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PROGRESS REPORT

WHITE LEAD PROMOTION PROGRAM

January 1 - October 31, 1942

During 1942, the lead industry continued its important cooperative advertising and promotional campaign in the interest of white lead. Inasmuch as our previous progress report (1941) summarized the program, outlining its objectives and describing the many collateral activities of the program, we have tried in this report not to duplicate any of the information previously given. Suffice it to say that because of the war, expenditures for 1942 were reduced considerably - to a point believed to be the minimum from which full value would be received for the money appropriated. The campaign, as you know, embraces three promotional fields - advertising, publicity and collateral activities.

ADVERTISING

National advertising in general circulation, farm magazines and trade papers continued to be the backbone of the campaign. However, the space used was reduced by eliminating insertions in one general magazine, COLLIERS, and several trade papers. The advertising was prepared by our agency, Arthur Kudner, Inc., with the help of our Advertising Committee, and copies of all our advertisements were mailed to cooperating members. The campaign differed from the 1941 program in emphasizing paint pictorially and subordinating its former distinct mining flavor, and yet preserving continuity by including the lead miner as a symbol of the industry and mentioned in the copy the connection between the product of the lead miner and white lead itself.

Total circulation of the magazine selected by our Advertising Committee was as follows:

General Magazines	7,910,736
Farm Magazines	2,194,573
Trade Papers	421,197
Total	10,526,506

The complete advertising schedule for 1942 follows:

<u>Magazine</u>	<u>Size of Space</u>	<u>No. of Insertions</u>
<u>General Magazines</u>		
Saturday Evening Post	1 page	8
	1/2 page	1
Better Homes & Gardens	1/2 page	6
American Home	1/2 page	6

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<u>Magazine</u>	<u>Size of Space</u>	<u>No. of Insertions</u>
<u>Farm Publications</u>		
Country Gentleman	1/2 page	6
Agricultural Leaders' Digest	1 page	6
<u>Trade Papers</u>		
American Painter & Decorator	1 page	6
National Painter's Magazine	1 page	6
Architectural Forum	1 page	6
American Paint & Oil Dealer	1 page	6
American Builder (General Section)	1 page	6
American Builder (Dealer Distribution Section)	1/8 page	6
Painter & Decorator	1 page	3

The wide coverage of the advertising is indicated by receipt of letters requesting information about white lead from Mexico and other countries. Undoubtedly also, the advertising campaign has given the white lead industry a prestige it has not heretofore enjoyed and has helped open the door to co-operative action by such an organization as the American Turpentine Farmers Association Cooperative and such government agencies as the U.S. Office of Education.

PUBLICITY

It was felt that such publicity as Home Owners' Forum and the House of the Month, which were used successfully in this campaign in the past, would not be nearly so effective in 1942 because of competition with war news in the papers. Consequently these features were dropped. Regulations governing repairs offer an opportunity to stimulate home owners' interest in preserving their homes by painting with the possibility that the "Home Owners' Forum" may now be used to advantage. The Association's staff continued to prepare special articles on painting for various publications and to cooperate with others in the preparation in the preparation of additional articles on this subject. A partial list of articles prepared by or with the co-operation of the staff and magazines in which they appeared follows:

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Painter & Decorator	April, 1942	"Painting by the Sea"
Mississippi Valley Lumberman	Jan. 30, 1942	"Paint Takes Outstanding Role in Building Material Sales Program"
Country Gentleman	March, 1942	"Don't Gamble With Paint"
Southern Lumberman	Apr. 1, 1942	"Portfolio of American Landmarks #11"
	May 1, 1942	"Portfolio of American Landmarks #12"
	July 1, 1942	"Portfolio of American Landmarks #13"
	Sept. 1, 1942	"Portfolio of American Landmarks #14"
	Oct. 1, 1942	"Portfolio of American Landmarks #15"
Wood Construction	July 15, 1942	"Portfolio of American Landmarks #13"
	Aug. 15, 1942	"Portfolio of American Landmarks #14"
	Oct. 1, 1942	"Portfolio of American Landmarks #15"

COLLATERAL ACTIVITIES

The book "What to Expect from White Lead Paint" was again used to answer inquiries resulting from advertisements. More than 3,500 copies were distributed in the period covered by this report.

The magazine LEAD, a large proportion of the space in which is devoted to white lead, was published every other month and distributed to a list of more than 30,000 architects and others, most of whom are vitally interested in painting and building construction. No part of the cost of this publication is borne by the white lead campaign.

Hundreds of inquiries about paint problems requiring special replies were answered by letter by the Association Staff.

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PROGRESS REPORT
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Promotional work with farm organizations, government agencies, institutions and others was conducted by the Association under a separate fund. In this work, the American Turpentine Farmers Association Cooperative participated financially. A detailed report of the activities of the Agricultural Service Division is being furnished separately.

CONCLUSION

It is difficult, if not impossible, to make a sound estimate of the tangible results achieved by our campaign in 1942. This is true in large measure of all advertising campaigns in war time. The war has created a situation which makes it especially desirable to carry on the work begun four years ago, for the reason that a growing accumulation of pig lead in the United States with no shortage visible places us today in the position of actually having to seek markets for our lead products. At the same time, the war has created a prosperity, particularly in farm areas and industrial centers, which, coupled with the growing scarcity of merchandise, opens the possibility that painting of homes and other structures will receive more attention than it has during the last two years. We shall have to struggle for our share of this business against strong competition.

No matter how one analyzes the white lead situation, the following facts remain:

1. White lead is the premier paint pigment.
2. White lead must meet tremendous competition from low-cost competitive pigments and a probably intensification of this competition as a result of war time research and developments.
3. A large market continues to exist for the use of white lead.
4. There is a transition to ready-mixed white lead paint which requires the assistance of the lead mining industry to complete.
5. The white lead industry has the competition of prepared paint manufacturers, some of whom are working actively to make white lead disappear from the paint market altogether. They must be fought at all costs. The whole problem of protecting the comparatively small white lead industry is too big for a few companies alone to handle and requires the assistance of the lead miners and smelters.

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6. Our campaign has now been running four years and represents an investment by the lead industry that can be increased in value only by continuing our effort. On the contrary, to diminish our effort might lose for us a large measure of the value achieved.
7. As the war progresses and advertising expenditures come under close scrutiny by Government, the precedent we have established will be valuable in maintaining our right to advertise.
8. The cost is extremely moderate.
9. Last, but not least, I feel that of all the common metals, none needs advertise as much as lead in order to show its useful properties, its value to mankind, and to help dispel the fear of using it which I am sorry to say still exists strongly in many directions.


Secretary

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Exhibit "B"
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FINANCIAL REPORT

WHITE LEAD PROMOTION PROGRAM

January 1 to October 31, 1942

Balance, January 1, 1942		\$ 5,979.11
<u>Receipts:</u>		
subscriptions Assessed and Received		\$157,807.00
		<u>\$163,186.11</u>
<u>Disbursements:</u>		
Rent and Light	\$	900.00
Furniture, Fixtures and Equipment		9.29
Salaries		5,033.77
Social Security		113.63
Entertainment and Luncheons		4.00
Office Supplies		79.74
Miscellaneous		82.18
Printing		100.13
Mailing		452.64
Illustrations		174.77
Advertising Space	\$136,680.75	
Less: Discount	<u>2,245.20</u>	
		134,434.85
Publicity		1,449.16
Production		8,846.18
		<u>\$151,630.44</u>
BALANCE, NOVEMBER 1, 1942		11,555.67
		<u>\$163,186.11</u>