

LEAD INDUSTRIES ASSOCIATION

480 LEXINGTON AVENUE

NEW YORK 17, N. Y.

SUBJECT TO REVISION

WHITE LEAD ADVERTISING COMMITTEE

Cleveland, Ohio

May 18, 1950

A meeting of the White Lead Advertising Committee of the Lead Industries Association was held at the Cleveland Hotel, Cleveland, Ohio, on May 18, 1950 at 2:00 P.M.

PRESENT

R. L. Gossely
T. H. Turney
William Knecht
Carl Toll

REPRESENTING

Eagle Picher Company
Glidden Company
National Lead Company
Sherwin-Williams Company

R. L. Ziegfeld, Secretary-Treasurer

T. H. Hall O. S. Tyson & Company Inc., Advertising Agency

Mr. Ziegfeld served as chairman. He asked the Committee if they would like to elect a permanent chairman. After some discussion it was decided that the Committee should be conducted on an informal basis and that the secretary of the Association should coordinate its work.

LAYOUT AND COPY

The layout and copy submitted by the advertising agency was first discussed and there was general agreement on the following points:

(1) That a headline should be developed which would quickly arouse interest in the subject of such great importance not only to the lead industry but also to the paint industry. Something along the lines, "Why does lead make a better mixed-pigment house paint?" was suggested.

(2) The illustrations should probably be smaller, particularly in view of the fact that the Technical Committee will probably add additional illustrations to be included.

(3) The copy should be so written as to make it perfectly clear that we are talking about mixed-pigment or multiple-pigment house paints and not straight white lead house paints.

(4) A slogan such as "Lead Contributes More To Mixed-Pigment House Paints Than Any Other Ingredient," should be worked into the copy even if it were simply a bold face sentence or paragraph.

(5) The signature of the Association should be included as the last line, right in the body of the copy and not as a separate signature, to draw too much attention to it.



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ADVERTISING SCHEDULE

The advertising schedule was next discussed and insertions were approved as suggested in the proposed program, with the exception of Paint & Varnish Production and Paint Industry Magazine. It was decided to omit both of these publications. It was also decided that the agency should look into the possibility of involving some space in Oil, Paint & Drug Reporter.

It was further agreed that the first advertisement should be repeated immediately in each publication used. It was also agreed that following this first insertion covering all the important points, subsequent ads should each emphasize a different point, merely summarizing the other points and that these ads should be staggered in the magazines as to cover all points each month.

PUBLICITY

There was a difference of opinion as to how publicity should be handled and it was agreed that the secretary should look further into publicity agents and to obtain from them a presentation of what they might be able to do.

TECHNICAL BOOKLET

Meanwhile, it was felt that the item of first importance was to prepare a technical booklet explaining the whole subject covered by the advertising in considerably more detail. The secretary should investigate the possibility of obtaining the services of some one to prepare the booklet, such as Tyler Rogers, Owens Corning Fibre Glass Co., Franklin Brill of Cecil & Presbrey, or a technical writer formerly with the E. J. Zinc Company whose name could be obtained from Mr. Davidson, advertising manager of that Company.

Meeting was adjourned at 1:00 P.M.

Robert L. Ziegler
Secretary.