

ADVISORY COMMITTEE
WHITE LEAD PROMOTION PROGRAM

Minutes of Sixth
Meeting

New York, N.Y.

December 14, 1939

A meeting of the Advisory Committee of the White Lead Promotion Program was held at the office of the Lead Industries Association, New York City, on Thursday, December 14, 1939, at 8 P.M. Present were:

American Smelting & Refining Co.	K. C. Brownell
Fairle-Picher Lead Company	E. L. Gouady W. H. Hayt
International Smelting & Refining Company	J. N. McDonald
National Lead Company	William Knust Harold Rowe
St. Joseph Lead Company	I. H. Cornell F. V. Peters
United States Smelting Refining & Mining Co. Inc.	F. F. Colcord
J. L. Cobbs, Jr. - Arthur Kudner, Inc.	
F. F. Formser, Secretary	
P. L. Ziesfeld, Assistant Secretary	
D. Van Norden	

The meeting was called to order at 8 P.M. with Mr. Peters in the chair.

REPORT OF THE CHAIRMAN

Mr. Peters reviewed the beginning of the white lead promotion program as follows:

The purpose of this meeting is to review the White Lead Advertising Campaign at the close of its first year, and to receive the final report showing receipts and disbursements; to consider and approve plans for 1940; and also to approve the budget therefor.

A year ago now our industry considered and approved an advertising plan submitted by Arthur Kudner, Inc., which involved a three year program, and in general, that plan has been followed in our work this year. Those of us closely in touch with the prepared paint industry have been aware of the delicacy of this job and the necessity of handling a campaign of this character in such a manner as to accomplish our objectives and at the same time avoid repercussions and retaliation by the prepared paint industry that might easily

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be detrimental to white lead. We are pleased to say that very little antagonism has been encountered this year from the prepared paint industry as a result of our advertising. We feel that a foundation has been laid in the interest of white lead, which will enable us to become more specific and definite in our advertising than we felt was possible or advisable during our first year of activity.

Later today you will have the opportunity to consider the 1940 plans, but I would like to assure you that these plans have been conceived as a result of a great deal of thought and study by our own members who have devoted much time and study to this subject in the past few months. What we have to propose in the way of 1940 plans represents the unanimous conclusion of our Advertising Committee, our agency and the rest of us who have been sitting in these meetings. During the past year there have been a great many matters of policy on which there have been differences of opinion, but it is pleasant to be able to report that at the conclusion of our first year, most of these questions have been satisfactorily resolved and we find ourselves in quite general agreement on what has been done and accomplished. There are still many matters of policy that are not as yet settled, which continue to receive our combined thought and study, and we are sanguine enough to believe that a satisfactory solution will be found for these, because of the cooperative spirit being shown by all members of our industry in meeting such issues as they arise.

This campaign has been well and generally supported by our industry. As you know, the mining and smelting interests are quite generally represented, and we are very hopeful as we enter the second year of the campaign, that before long we will be able to report that the white lead interests are 100% represented. There are three white lead producers who did not contribute to this campaign in 1939. Two of them are mixed paint manufacturers, - Sherwin-Williams and The Glidden Co., - the third is a white lead producer in Chicago who has just joined us and will participate from now on. I am very hopeful, - more so than I have been for some time past, - that at least one of the prepared paint manufacturers will shortly be with us, and think that it is more than a 50-50 chance the second one will join us before 1940 is over. So that we go into 1940 with all of our old subscribing members, with one new addition and the chance is favorable for two others.

Before proceeding to the regular agenda of this meeting, I would like to thank all of the subscribing members for the splendid cooperation which they have shown in our work this year. Many of the companies have devoted considerable time to our work and in addition to their money contribution, have really contributed in time and expense of their people that has been a major factor in our work.

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As you have noticed, the headquarters of the Lead Industries Association have been moved to larger and more adequate space and facilities. The Secretary's office has handled a multitude of details in a most satisfactory manner. The budget which you approved has been subjected to the most rigid and economical control, as I think you will observe from the financial statement that will shortly be submitted to you. I think our industry, as well as Association headquarters, is entering into the work of 1940 with a spirit of cooperation and singleness of purpose that should give us all confidence in the future success of this campaign.

SECRETARY'S REPORT

The Secretary made a report of the 1939 activities with the aid of charts. The Progress Report from April to November 30, 1939, was submitted as Exhibit "A" attached.

TREASURER'S REPORT

The Treasurer then submitted a report of expenses from January 1 to November 30, 1939, and estimated expenditures for the entire year, attached as Exhibit "B," which was made a part of the record. He pointed out that because of the uncertainty as to the amount of funds that would be available during 1939, great caution had been exercised not to exceed receipts and that, as a result, a substantial balance was expected to be left in the fund. This had been partially accomplished by borrowing the time of one of the Lumber Products-Better Paint Campaign field men for some of the promotional work in the agricultural field.

The Treasurer explained that both campaigns had almost the same objectives. The lumber campaign recommended both white lead and high quality mixed paint; the white lead campaign recommended only white lead; 90% of the funds for the lumber campaign was subscribed by members of the white lead promotion program.

Mr. Colcord suggested that an attempt should be made to charge the White Lead Fund and credit the Lumber Products-Better Paint Campaign Fund with a sum representing the time of the field work borrowed, even though this was difficult to do exactly.

Mr. Cornell asked which of the various activities conducted under the White Lead advertising and promotional campaign was considered most valuable. Mr. Peters answered by saying undoubtedly consumer advertising, and pointed out some results which had been immediately felt, such as a growing tendency among some mixed paint companies to make 100 per cent white lead paint in colors.

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Mr. Cobbs at this point explained the agency's views, that the campaign should be considered as a whole and not as a group of separate activities, that it is one unified merchandising effort with consumer advertising as the basis.

ADVERTISING PLANS
FOR 1940

Mr. Cobbs then reported on the advertising plans for 1940. He introduced his remarks by expressing his appreciation of the help and cooperation of the lead industry during the difficult period of getting the campaign under way in 1939. He explained that a number of suggestions with regard to the advertising had been made by representatives of the member companies and that several of these suggestions had been incorporated in the 1940 plans. He showed layouts of the treatment as planned for 1940. The mixer will be continued as the central feature of the advertising but a picture of a good-looking, moderate-priced house is to be included as an insert in each ad, to introduce the beauty of painting with white lead. Also, the booklet, "What to Expect from White Lead Paint," is to be illustrated in the ads to draw more attention to it. The painter insert will be continued because of the good-will it has engendered among painters and painting contractors. The headlines will be changed from some of those used during 1939 in order not to show the mixer as an authority on paint. The closing paragraph of the copy will be expanded to include a reference to high lead content mixed paints.

Mr. Cobbs then read a report of the steps leading up to this particular phase of the new treatment as a result of the Chicago meeting on October 16, and some suggested pattern paragraphs. The following paragraph was approved unanimously as a pattern, not necessarily for wording, but for context:

"It's a good idea, when you're buying paint, to know how much white lead it contains - and it's a pretty safe rule to say, the higher the lead content - the better the paint. You can't, for example, buy a more durable paint than one containing 100% white-lead, such as your painter mixes from lead-in-oil or is sold ready to use."

The inadvisability of declaring 100% white lead paint as best in conjunction with a reference to mixed paint was brought out at this point, one reason being that it is not advisable nor representative of the best advertising to make such a direct comparison of one's own product with another.

Mr. Colcord and the Secretary both felt that the picture of the house in each ad might be larger. Mr. Cobbs pointed out that in the full-page ads, it is larger than in the half-page ads where it must necessarily be small because of the limitation of space and also that it was not desirable to make it large enough to detract from the main illustration.

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It was also felt that in the pictures of the miners, an attempt should be made to use only the strongest, most intelligent and cleanest cut faces.

MFIA - 1940

It was planned to use the same media as in 1939, as per Exhibit "C" attached, with some additional insertions in the "Saturday Evening Post," "Better Homes & Gardens," and "American Home," and using two half pages in several instances instead of one full page in order to spread the campaign over a longer period. In the trade papers, twelve insertions will be used to cover the entire year, whereas in 1939, the campaign covered only nine months. These additional insertions, including production expense, bring the total advertising cost to \$17,974.

PUBLICITY - 1940

Mr. Cobbs also spoke of increasing the publicity efforts in accordance with the suggestions made by the Advertising Committee recently, and mentioned a number of articles that were in preparation. He reported that while HOME OWNERS FORUM was primarily being used in the smaller city and town papers, it was being sent in the form of clip sheets to the large newspapers who would use paragraphs from time to time.

At this point the Secretary paid tribute to the Advertising Committee who had given unstintingly of its time and thought during the past year to help make the campaign the greatest possible success.

BUDGET FOR 1940

The proposed budget for 1940 was then presented. Mr. Peters and Mr. Formser explained the various items on the proposed budget, pointing out that additional clerical help and an additional writer for part or full time would be necessary during the coming year. Another printing of the booklet "What to Expect from White Lead Paint" would be needed, and stockholder and employee leaflets and another broadside to dealers would be required. A new activity, that of promoting white lead through the 15,000 journeyman painters in the United States which had been previously suggested by the Advertising Committee, was discussed and it was felt highly desirable. Provision for doing this was included in the proposed budget.

It was recommended to reimburse the Lumber Products - Better Paint Campaign Fund as suggested earlier by Mr. Colcord. The Secretary explained that doing so would wipe out the contingency fund and taking advantage of such opportunities as engaging Professor Van Vlack for special work, and any unforeseen opportunities that might come up during the year.

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The budget as presented was based on receipt of the same amount of funds as received in 1979 but that the subscription from a new member, John R. McGregor Lead Company, would increase the receipts.

The budget was approved as submitted and is attached as Exhibit "I", recognizing the obligation of the Lumber Products - Better Paint Campaign Fund and that that obligation should be adjusted to the satisfaction of both funds at some future time.

FORMULATION OF 100 PER CENT WHITE LEAD PREPARAT PAINT

In referring to mixed paint companies who are making 100 per cent white lead prepared paint, Mr. Peters summarized a letter from Dr. F. L. Brown, of the United States Forest Products Laboratory to the Secretary, which is attached as Exhibit "F", about the possible necessity of controlling in some way the quality of these paints to avoid damaging the fine reputation of lead-in-oil. Mr. Peters stated that our campaign had strengthened the position of some factors in the paint industry, had stimulated formula labeling, and probably other association paint advertising as well.

It was the general feeling that there is no need to worry about improper formulation of white lead mixed paint now as it probably doesn't amount to a very large amount of paint. Furthermore, the manufacturer of the paint itself has his own reputation to consider in deciding on his formulation. Likewise, white lead has built up a fine reputation as lead-in-oil despite the fact that many painters improperly formulate it when mixing it into paint. It was suggested that Dr. Brown's assistance might be solicited if the situation he described became serious.

PAINTING AND DECORATING CONTRACTORS OF AMERICA

The question of advertising in the Price Guide of the Painting and Decorating Contractors of America and of reconsidering membership in that Association was discussed and it was felt that the Association should do neither.

BROTHERHOOD OF PAINTERS, DECORATORS AND PAPER-HANGERS OF AMERICA

Likewise the question of advertising in the souvenir program for the annual convention of the New York State Journeyman Painters Association was discussed and it was felt that

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the best answer to this was that the Association could not advertise in any local papers inasmuch as some of the manufacturers subscribing to the program do not sell in all localities.

Meeting adjourned at 4:55 P.M.



Secretary

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REPORT OF THE SECRETARY

The White Lead Promotion Program follows closely the basic plan submitted to us by our advertising agency, Arthur Wagner, Inc., and may be conveniently divided into two parts, (1) national advertising, and (2) collateral activities. The advertising has used a striking and refreshing departure from ordinary paint advertising. It features a lead miner as an industry spokesman to tell our story to millions of people. The collateral activities considered essential to the success of the campaign are being carried on over as broad a field as possible, restricted only by the limitation of funds.

The basic principle that the white lead campaign has tried to follow has been that it should not duplicate or supplant any existing effort of member companies but that it should help to reinforce our members' trade promotion activities and that it should add the prestige and endorsement of the entire lead industry to the sale of its most important product. Our objective is to have the program stem the downward trend away from white lead and to translate itself into sales for our members as quickly as possible. The entire program, as the Treasurer's Report indicated, has been handled in an extremely economical manner considering the size of the campaign.

ADVERTISING

The advertising was prepared by the agency subject to review and approval by our own Association Advertising Committee. Seven full page ads appeared in the "Saturday Evening Post," six each in "Collier's" and "Country Gentleman," together with six half-pages in "American Home" and "Better Homes and Gardens." In addition, nine full page ads were prepared and taken in the following trade papers:

American Paint & Oil Dealer	Agricultural Leaders' Digest
American Painter & Decorator	Hardware Age
National Painters Magazine	Hardware Retailer
Painter & Decorator	American Builder & Building Age
American Paint Journal	American Lumberman
Paint, Oil & Chemical Review	Architectural Forum

Total circulation of all magazines used was more than 11,000,000 per issue.

Readership reports show that the advertisements have had an excellent reception.

COLLATERAL ACTIVITIES

A step by step outline of the collateral activities developed as the campaign progressed, now follows:

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1. Broadside - An announcement of the campaign, reproducing the first advertisement, was distributed to 15,000 paint, hardware and lumber dealers. Newspaper and magazine publicity was released. Gratifying and unusually complimentary editorial comment appeared in the "Journal of Commerce," New York City, "Salt Lake Tribune," "Joplin News Herald," "Engineering & Mining Journal" and "Mining & Metallurgy." Western Senators and representatives in Washington were advised of the launching of the program, also Governors of the western states.

2. Employee Leaflets - An effort was made to mobilize the interest of employees making their livelihood in the lead industry. About 10,000 leaflets describing the program were distributed by our members to their employees.

3. Shareholder Leaflets - Special leaflets were prepared for shareholders of member companies for inclusion with dividend disbursements. Over 55,000 of these leaflets were printed and distributed. Some of our member companies such as the St. Joseph Lead Company and the American Smelting and Refining Company which had never done anything of that kind before, gladly helped in the program. Actual business resulting in the sale of white lead jobs was traced to some of these leaflets.

4. Use of Slogan by Member Companies - Several mining companies, particularly the American Smelting & Refining Company, United States Smelting Refining & Mining Company and the St. Joseph Lead Company, tied in their own industrial advertising with our Campaign. Some of the white lead companies used our slogan wherever they could on their own stationery, literature and advertising.

5. "Lead" - Our house organ "Lead" was expanded to include more information on white lead. More inquiries resulted from this expansion than we ever had before. The mailing list was also expanded by adding about 8,000 names of persons particularly interested in paint.

6. "What to Expect from White Lead Paint" - A booklet "What to Expect from White Lead Paint" was prepared, designed to tell a straightforward, forceful story of our product in an unbacked manner. The book has had an extraordinarily fine reception in every direction and promises to be a useful sales help, having received the official endorsement of the painting contractors association, as well as the journeymen. It was received widespread favorable mention in the industrial press, "The American Builder" going so far as to reprint a large part of it in its own editorial pages. About 15,000 copies have been distributed to date.

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7. Iowa State College Circular - We learned early in the year that the Iowa State College was planning to revise its circular on painting and supplied Professor C. H. Van Vlack a large amount of information about our product for his consideration. The resulting Circular #11 "Selecting and Applying Paint" is one of the finest publications on paints and painting of a practical nature that has yet appeared. Reports from Iowa indicate that it has had an excellent reception, not only within the confines of the State, but elsewhere in the United States, from agricultural extension departments of universities and government bureaus. As the University only had a limited number of copies for its own distribution, we purchased a supply for our own use in the future in connection with prospective agricultural activities.

8. Promotion Among Prepared Paint Companies - Owing to the fact that 100 per cent white lead prepared paint in colors was not generally available in the United States, an effort was made to interest a few prepared paint companies in the manufacture and sale of this product. The following companies were sufficiently interested to do so:

** Finneran & Haley Inc.	Philadelphia, Pa.
Hooker Glass & Paint Mfg. Co.	Chicago, Ill.
** National-Boston Lead Co.	Boston, Mass.
G. F. Merritt & Son	Hutchinson, Minn.
Passonno-Hutcheon Co.	Cleveland, Ohio
** Patek Bros. Inc.	Wichitaven, Wis.
Phelan-Faust Paint Co.	St. Louis, Mo.
Sampson Paint & Color Co.	Richmond, Va.
Geo. I. Vetherill & Co.	Philadelphia, Pa.
A. Wilhelm Co.	Reading, Pa.
York Products Co.	York, Pa.

* White only.

** Made pure white lead paint before Campaign started.

Other companies are being added to the list which promises to grow. The reports we have indicate that the product can be sold at a higher price than prepared paint and that it rounds out the selection of white lead paints available to the public. The effect has been to rekindle the interest of dealers in marketing white lead for they have discovered they may make the size or more of a margin handling the 100 per cent white lead prepared paint than they may with any other line of prepared paints. It may be that the growth in the use of this product will help to overcome some dealer reluctance to push white lead.

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9. Radio Publicity - Professor Van Vlack was invited to broadcast on the Goodyear Farm Radio News Broadcast from New York and Chicago, which he did, thereby reaching practically the entire United States with his message.

10. Agricultural Contacts - Contacts in agricultural fields not only through visits to agricultural universities, but also through the work of the Federal Government departments, such as the Forest Products Laboratory, indicate that we have friends in high places favorable to our work and objectives who from long study and association with the qualities of white lead are as keenly interested as we are in seeing that the public is protected from disastrous paint failures resulting from the use of inferior or worthless paints.

11. 4-H Club Work - We made a few trial 4-H Club demonstrations near Cornell Buffs, Iowa, and found the interest so keen that steps have been taken to expand the program in Iowa as quickly as possible. The Assistant Director of the Iowa State College is so deeply interested in paints and painting that the College itself has sponsored the program, saving us from taking any initiative whatsoever. I look forward to seeing the 4-H Club demonstrations taken up by all the states in the near future or later. This is one place where white lead has a message that can be advantageously and forcefully presented to the farmer. I don't know of any other paint company or paint organization doing anything of that nature nor for that matter in a position to do so, as we are the only association that goes fully and thoroughly into the merits of our product, leaving nothing to conceal.

12. Publicity - We established a department known as "The Home Owners Forum," consisting of a short column of questions and answers on practical building information, including many references to white lead. Over 100 country newspapers are now using this service and in the aggregate, circulation has reached rather impressive figures. Numerous cartoons were syndicated quite successfully.

A special itemized report of the publicity achieved will be found appended to this report.

We tried a special stunt in featuring a home built by one of our staff which had not only been painted with white lead, but finished with sheet lead and with lead plumbing, and during the summer invited many leading architects, newspaper and magazine men, and others to see the type of construction this home represented. To our surprise and trial venture that the project was featured on the July cover of the "American Builder" and in a feature article inside the magazine. Many other magazines such as "House Beautiful" and "Pennell Points" referred to it.

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It may be a coincidence, but it is noteworthy that white lead has been receiving increasingly favorable comment by editorial writers and government publications since our Campaign began. Some of the articles favorable to white lead that have appeared in the press have been reprinted by us for distribution to interested people. I refer particularly to the articles by Dr. F. L. Brown of the U.S. Forest Products Laboratory "Painting your House," May, 1939, issue of "American Forests," and "Some Painting Problems Answered," September, 1939, issue of "National Lead Estate Journal."

We participated in the experiment of the Pierce Foundation by painting with white lead their low-cost plywood home which sells complete for \$1750. The styling given it by white lead should add to the salability of the home.

SUMMARY

The launching of a huge white lead cooperative program in which members with diversified interests participate, has not been without its intricate problems. Different points of view had to be reconciled, or compromised, before the campaign could be started. Consequently, the program has purposely made haste slowly and like a large machine is gathering increased momentum gradually but surely.

As the White Lead Promotion Program was launched in April, 1939, it is therefore a little over seven months old and is too short to measure the results. No Commission of this nature, attempting a nationwide job on an appropriation none too large for its task, can evaluate its results quickly and accurately. Statistics on white lead consumption are not a safe measure over a short period because they have to be compared with dissimilar conditions of prior years. They are also subject to underlying forces which it is difficult to change rapidly. Therefore it is not satisfactory to apply statistical measures to the program short of the three year period for which the program was originally planned.

There are however some signs in the wind which indicate definite progress. They are:

1. The painting contractor and journeyman painter, the backbone of the painting industry, are apparently immensely pleased with the Campaign. Both groups are ready and anxious to cooperate fully with us in promoting white lead. I think our Campaign will help to check any tendency on the part of some drifting contractors and journeyman painters to drift away from white lead, a trend which had been increasingly noticeable during the last few years. A bit of evidence of painting contractors' interest is the purchase of 100 copies of our book at five cents per copy by a large contractor for

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his own use, also the unsolicited complimentary letters from their organizations.

5. It has enabled us to procure publicity for white lead in magazines of national circulation which would not have been available to us otherwise.

7. Farming states are being aroused to the importance of white lead in farm construction and maintenance. For 1940, Iowa will sponsor a 4-H Club program on its own initiative through the State College of Agriculture and reach thousands of 4-H Club members and farmers. Other states are expected to follow suit.

4. It has stimulated the production and marketing of 100 per cent pure white lead paint in colors, ready for the brush, by several important prepared paint companies, a movement which promises to grow. Heretofore white lead had not generally been available in ready mixed form in colors, but only in paste.

5. Several thousand inquiries for booklets and help have been received at the Association's office, many of which should lead to white lead jobs during the next painting season.

6. It has received the commendation of important lumber associations throughout the United States and helped to cement the cordial relation existing between the two industries.

Our White Lead Campaign is also timely in endeavoring to reverse the tendency which has been apparent in late years among many paint manufacturers, to use as little white lead as possible in their formulations. (White lead being the most expensive of the common pigments, competition makes it attractive for the paint manufacturer to use as little of it as he can.) One important paint manufacturer in 1939 cut the white lead content of his outside paint. I have since learned that the white lead content of his product has been increased. Another paint manufacturer who has been featuring a completely leadless outside paint has now added lead to it. Our campaign helps to raise the quality of house paint sold in the United States.

Although your Secretary would wish to be the last person to appraise the results of the campaign to date or in the future he does feel that it is off to an excellent start and desires to express his deep appreciation to the many members who have been

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unstinting with their time and thinking during the progress of the work. With their assistance, we are laying a strong foundation for the program during 1940.

Respectfully submitted,



Secretary

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SPECIAL REPORT
ON
WHITE LEAD CAMPAIGN PUBLICITY

PREPARED AND RELEASED BY THE
LEAD INDUSTRIES ASSOCIATION

1. Space value of material published as of December 1 \$140,900
2. Space value of articles released and assured of publication - whole or in part - in near future \$ 1,500
3. Space value of requested articles under preparation as of December 1, \$ 900
4. Space value "Home Owners Forum" each month (average) \$12, 900

(All figures conservative estimates)

ARTICLES ALREADY PUBLISHED
PREPARED WHOLLY BY STAFF

- | | | |
|-----------------------------------|-----------|--|
| 1. "Painter and Decorator" | September | "Chalking" |
| 2. "Painter and Decorator" | November | "Mildew" |
| 3. "Painter and Decorator" | December | "Gloss" |
| 4. "Mississippi Valley Lumberman" | October 6 | Feature article:
"White Lead and the
Lumber Dealer." |
5. Expanded white lead section in "Lead" for May, July, September and November issues.
 6. Announcements concerning progress and reception of Campaign have appeared monthly in the various trade publications.
(Conservative estimate of space value \$1,500)

ARTICLES ALREADY PUBLISHED,
PREPARED IN CONJUNCTION WITH
PUBLICATION OF ITS LARGE
WHITE

- | | | |
|--------------------------------------|-------------------|---|
| 1. "American Builder" | July | "Stanford's Double
Lifetime Home" |
| 2. "Successful Farming" | (in part)
July | "Paint" (in part) |
| 3. "Agricultural Leaders'
Digest" | July | "Your Money's Worth
in Paint" |
| 4. "Agricultural Leaders'
Digest" | September | "Farm Paints Should
Carry Correct Vehicle" |

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| 5. "Public Works" | November | "Paint and the Maintenance Man" |
| 6. "Highway" | January, 1940, now in press | "White Lead for Highway Use." |

(Conservative estimate of space value \$1,000)

ARTICLES RELEASED AND ASSURED
OF PUBLICATION - WHOLE OR IN
PART - IN NEAR FUTURE

- | | |
|-------------------------------|--|
| 1. "American Builder" | "Paint and Home Construction" |
| 2. "Sheet Metal Worker" | "Tin Roof Painting." |
| 3. "Western Retail Lumberman" | "Paint and Lumber." |
| 4. "Fishing Gazette" | "Fed and White Lead for Marine Use." |
| 5. "American Chemist" | January, 1940 issue. Pictorial layout depicting the mining, smelting and refining of lead and the manufacture of white lead. |
| 6. "Painter and Decorator" | January, 1940, issue. "The Drying of Paint." |

(Conservative estimate of space value \$1,500)

ARTICLES REQUESTED BY PUBLICATIONS
AND UNDER PREPARATION

- | |
|--|
| 1. "Painter and Decorator" |
| 2. "Southern Lumberman" |
| 3. "Indiana Lumberman" |
| 4. "Florists' Review" - "Greenhouse Painting." |
- (Conservative estimate of space value \$900)

WANT OUNCE FOR TEN *

34 columns released to date, averaging 800 words per column, 4 columns per month.

November issue requested according to most recent count by 591 newspapers.

Clips received to date covering 14 columns (40 per cent of total considered good) 1718.

(Space value to date \$127,400 - average \$11,000 per month)

* Mats released through the Agency.

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REPORT ON

PUBLICITY PREPARED AND RELEASED

BY ARTHUR KUHNKE INC.

The following report summarizes returns received* on the various releases sent out from the Agency publicity office in the first six months of the current campaign.

It is interesting to note that the total circulation obtained in newspapers and magazines during these six months is 14,768,942 (articles and publicity released direct from Lead Industries Association not included).

Estimated value of this space (including HOME OWNERS' FORUM) \$333,633.

Value of Editorial and News space figured at usual rate of \$1.00 per line.

(* 40 per cent clipping return considered good.)

	<u>CLIPS</u>	<u>LINAGE</u>
News Oddities - Benbrandt	198	48,875
News Oddities - American Progress (This appeared in small dailies and large weeklies.)	106	32,575
In The Week's News - Two Thousand Years Old	183	16,363
In The Week's News - Barter System Hits New York (This appeared in small dailies and large weeklies.)	119	5,878
National Industries News Service		
Editorial - Painting, for Tomorrow*	17	1,750
Picture - Mr. Wormser, secretary, and rug (This picture appeared in the following: Paint, Oil & Chemical Review The Oil Paint and Rug Reporter American Carpet and Upholstery Journal)	4	389
Building News Clip Sheet (Returns on this release appeared in the following: Washington Star - Washington Times Herald Washington Post - Charleston Mail Rochester Democrat & Chronicle St. Petersburg Independent Los Angeles News Cincinnati Journal and Chicago News)	20	600
Release - (What Kind of Paint? by Abner Gordon)	17	675

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REPORT ON

PUBLICITY BENEFIT AND RELEASED
BY WHITE LEAD PAINT INC.
(Continued)

	<u>CLIPS</u>	<u>LINAGE</u>
Release - (Promotion Campaign in Behalf of White Lead Paint, etc.) (The above release appeared in the following papers: New York Herald Tribune Journal of Commerce New York Mirror - Printers Ink Sales Management - New York Sun New York Times - New York World- Telegram	9	381
Release - (Promotion Campaign to Foster Public Appreciation of White Lead Paint, etc.) (This appeared in New York Journal of Commerce, New York Sun and American Metal Market.)	4	211
Release - (Stucco should be allowed to stand and dry, etc.) (One of the papers that used the above release was the Providence Journal)	2	451
Release - (Lead Industries Benefiting by Pro- motional Campaign, etc.) (The New York Journal of Commerce was one of the papers to use the above release.)	5	757
Release - (National Promotion Campaign has direct and immediate response, etc.) (The above release was used in the following papers: Paint, Oil and Chemical Review Oil, Paint & Drug Reporter American Carpet & Upholstery Journal National Painters Magazine)	5	570
Two column ad - "Landmark of Day before Yesterday in Shadow of World of Tomorrow" appearing in magazine sections of small dailies and large weeklies.	140	11,170
TOTAL	1,017	121,082
HOME OFFICE FILE, FIRST SIX MONTHS	1,017	121,082
GRAND TOTAL	1,017	121,082

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WHITE LEAD PROMOTION FUND

RECEIPTS AND DISBURSEMENTS

January 1 to November 30, 1939

Receipts:

White Lead Promotion Fund
Subscriptions

\$124,999.24

TOTAL RECEIPTS

\$124,999.14

Disbursements:

Furniture, Fixtures and Equipment \$ 1,001.10
Salaries 2,825.67
"Lead" * 1,556.45
Traveling Expenses 711.41
Entertainment and Luncheons 110.45
Printing 5,635.53
Mailing 1,310.40
Illustration 541.11
Office Supplies 165.40
Miscellaneous 910.24
Advertising Space \$181,790.50
Less Discount \$1,978.91

179,811.59
5,110.15
8,615.92

TOTAL DISBURSEMENTS

\$110,453.82

Balance November 30, 1939

\$4,545.41

\$124,999.14

* Includes cost of increased size of "Lead"

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WHITE LEAD PROMOTION PROGRAM
COMPARISON OF 1939 EXPENDITURES AND BUDGET

	Expenditures Jan. 1, 1939 Nov. 30, 1939	Estimated Expenditures Jan. 1, 1939 Dec. 31, 1939	1939 Approved Budget
Publicity	\$5,110.85	\$6,000	\$12,000
Salaries	3,835.87	4,300	9,825
Office Expense	2,916.80	3,500	2,000
"Lead"	1,556.45	2,300	4,000
Mailing Pieces, including Postage	8,497.15	9,000	21,000
Advertising Space	179,811.59	184,000	183,646.50
Production	8,615.92	9,000	15,000
	<u>\$110,453.63</u>	<u>\$118,100</u>	<u>\$149,191.50</u>

"Office Expense" includes:

Furniture, Fixtures and
Equipment
Traveling Expenses
Entertainment and Luncheons
Office Supplies
Miscellaneous

"Mailing Pieces including
Postage" includes:

Printing
Mailing
Illustration

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MEDIA - 1940

	<u>CIRCULATION</u>	<u>COST</u>	
Magazines	8,853,019	\$140,755.00	
Farm Papers	1,071,954	33,800.00	
Trade Papers	418,599	30,179.47	
	9,354,572	\$104,134.47	Gross space charge.
		3,300.46	Total Cash Discount
		\$100,834.01	Net Space Charge
		\$ 13,000.00	Estimated Art and Material
		\$113,834.01	Grand Total

MAGAZINES - 1940

<u>PUBLICATION</u>	<u>CIRCULATION</u>	<u>SPACE</u>	<u>UNIT COST</u>	<u>NO. INS.</u>	<u>TOTAL COST</u>
Saturday Evening Post	3,103,019	1 page B&W 1/2 page B&W	\$8,000. \$4,000.	8 8	\$48,000.00 12,000.00
Collier's	1,744,475	1 page B&W 1/2 page B&W	\$8,500. \$2,150.	4 4	\$26,000.00 \$17,000.00
Better Homes & Gardens	2,000,000	1/2 page B&W	\$2,100.	7	\$28,400.00
American Home	1,750,000	1/2 page B&W	\$2,765.	7	\$19,355.00
	9,597,494				
		Gross Space Charge			\$140,755.00
		Total Cash Discount			1,331.84
		Net Space Charge			\$128,361.16

FARM PAPERS

<u>PUBLICATION</u>	<u>CIRCULATION</u>	<u>SPACE</u>	<u>UNIT COST</u>	<u>NO. INS.</u>	<u>TOTAL COST</u>
Country Gentleman	2,049,105	1 page B&W	\$5,300.	6	\$31,800.00
Agricultural Leaders Digest	14,231	1 page B&W	\$175.	6	\$1,422.22
	1,071,954				
		Gross Space Charge			\$33,100.00
		Total Cash Discount			254.40
		Net Space Charge			\$31,791.75

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TRADE PAPERS - 1940

<u>PUBLICATION</u>	<u>CIRCULATION</u>	<u>SPACE</u>	<u>UNIT COST</u>	<u>NO. INS.</u>	<u>TOTAL COST</u>
American Paint & Oil Dealer	25,974	1 page B&W	\$250.00	12	\$ 3,000.00
American Painter & Decorator	75,025	1 page B&W	\$250.00	12	\$ 3,000.00
National Painter's Magazine	59,974	1 page B&W	\$390.00	12	\$ 4,280.00
Painter & Decorator	113,000	1 page B&W	\$207.00	12	\$ 2,400.00
American Paint Journal	1,905	1 page B&W	\$ 50.00	12	\$ 650.00
Paint Oil & Chemical Review	1,544	1 page B&W	\$ 80.00	13	\$ 1,040.00
Hardware Age	20,990	1 page B&W	\$194.00	12	\$ 2,512.00
Hardware Retailer	15,464	1 page B&W	\$175.00	12	\$ 2,100.00
American Builder & Building Age	69,765	1 page B&W 1/8 page	\$500.00 \$ 62.50	9 3	\$ 4,500.00 \$ 187.50
American Lumber- man	9,461	1 page B&W	\$107.69	13	\$ 1,399.97
Architectural Forum	37,018	1 page B&W	\$400.00	12	\$ 4,800.00
	<u>430,110</u>	Gross Space Charge			\$30,879.47
		Total Cash Discounts			343.22
		Net Space Charge			\$29,936.25

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<u>PUBLICATION</u>	<u>SPACE</u>	<u>COST</u>	<u>SPACE</u>	<u>COST</u>
<u>MAGAZINES</u>				
Saturday Evening Post	7 B&W pages	\$56,000.00	8 B&W pages 3 B&W 1/2"	\$48,000.00 \$12,000.00
Collier's	6 B&W pages	\$39,000.00	4 B&W pages 4 B&W 1/2"	\$28,000.00 \$15,000.00
Better Homes & Gardens	6 B&W 1/2 pages	\$17,700.00	7 B&W 1/2 pages	\$22,400.00
American Home	6 B&W 1/2 pages	\$13,200.00	7 B&W 1/2 pages	\$19,355.00
Total Magazines		\$125,900.00		\$140,753.00
<u>FARM PAPERS</u>				
Country Gentleman	6 B&W pages	\$31,800.00	6 B&W pages	\$31,800.00
Agricultural Leaders Digest	5 B&W pages	\$ 937.50	5 B&W pages	\$ 1,400.00
Total Farm Papers		\$32,737.50		\$33,200.00
<u>TRADE PAPERS</u>				
American Paint & Oil Dealer	9 B&W pages	\$ 2,340.00	12 B&W pages	\$3,000.00
American Painter & Decorator	9 B&W pages	\$ 2,340.00	12 B&W pages	\$3,000.00
National Painter's Magazine	9 B&W pages	\$ 3,735.00	12 B&W pages	\$4,690.00
Painter & Decorator	9 B&W pages	\$ 2,025.00	12 B&W pages	\$2,400.00
Paint, Oil & Chemical Review	9 B&W pages	\$ 765.00	13 B&W pages	\$1,040.00
American Paint Journal	9 B&W pages	\$ 495.00	13 B&W pages	\$ 650.00
Hardware Age	9 B&W pages	\$ 1,944.00	13 B&W pages	\$2,599.00
Hardware Retailer	9 B&W pages	\$ 1,710.00	12 B&W pages	\$2,100.00
American Builder & Building Age	9 B&W pages	\$ 4,715.00	9 B&W pages 3 B&W 1/8"	\$4,500.00 \$ 187.50

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<u>PUBLICATION</u>	<u>SPACE</u>	<u>COST</u>	<u>SPACE</u>	<u>COST</u>
<u>TRADE PAPERS</u>				
<u>(Continued)</u>				
American Lumberman	9 B&W pages	\$ 1,170.00	13 B&W pages	\$1,399.97
Architectural Forum	9 B&W pages	\$ 3,780.00	12 B&W pages	\$4,600.00
Total Trade Papers \$25,029.00				\$30,279.47
Gross Space Charge				\$183,666.50
Total Cash Discount				\$ 2,986.94
Net Space Charge				\$180,679.56
				\$204,234.47
				\$ 3,300.46
				\$200,934.01

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WHITE LEAD PROMOTION BUDGET

EXPENDITURES

Advertising space and production	\$213,900
Continuing present collateral activities:	
Office expense, including salaries (3)	\$ 8,500
"Lead" (portion charged to White Lead Fund)	\$ 8,500
Reprint, "What to Expect from White Lead Paint" (20,000 copies)	\$ 1,700
Broadside, dealers (\$5,000)	\$ 1,500
Stockholder and employee leaflets	\$ 500
Mailing	\$ 1,400
Publicity	\$ 10,000
Field Work with Journeymen Painters	\$ 6,000
Contingency Fund	\$ 4,900
	\$251,900

RECEIPTS:

Estimated receipts	\$235,000
Estimated carry-over	\$ 16,900
	\$251,900

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UNITED STATES DEPARTMENT OF AGRICULTURE
FOREST SERVICE
FOREST PRODUCTS LABORATORY

Madison, Wisconsin
November 13, 1939

Mr. Felix Wormser, Secretary
Lead Industries Association
420 Lexington Avenue
New York, N.Y.

Dear Felix:

You may recall our conversation in your office when we were discussing the formulas for pure white lead prepared paint in which I expressed misgiving about the low content of pigment in some of these paints. Further consideration of the subject leads me to write you about it because I feel sure that there are serious dangers in the situation about which you should inquire very carefully.

You know that we have long emphasized certain important advantages of pure white lead paint that commend it strongly to many paint users. Two of these advantages are particularly pertinent to this discussion: (1) white lead paint, in the form of soft paste, is practically a standardized product in the sense that, though sold under a number of trade brands, it has essentially the same composition regardless of brand. As a result it is the only white paint that nontechnical persons can buy with full assurance that they are getting a product of best quality. A further result is that recognized standards of proper use of white lead paint have been developed so that disinterested organizations such as the lumber associations, the Bureau of Standards, and this laboratory can tell the public in simple language how to use white lead correctly. (2) Because of the uniformly high quality of paste white lead as well as certain of its technical merits, the outstanding characteristic of pure white lead paint has been reliability. With no other paint can the user tell beforehand just what service he can expect and with no other paint is there so little danger of failing to get the expected service.

If by promoting the sale of the new prepared white lead paints these two outstanding advantages of pure white lead paint should be destroyed or seriously impaired I am afraid that the white lead producers will lose far more than they can expect to gain from interesting the smaller paint manufacturers in the sale of prepared white lead paints. Furthermore, if the fine reputation earned in the past by paste white lead is destroyed, I feel sure that the present interest in prepared white lead paints will prove short lived.

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UNITED STATES DEPARTMENT OF AGRICULTURE
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Paint from soft paste white leads:

	Composition of Paste By		Thinned with	Composition of Paint by Volume	
	Weight (lb.)	Volume (gal.)		Batch (gal.)	Per Gallon (gal.)
White Lead	89	1.569	-	1.569	.256
Linseed Oil	9	1.159	3.000	4.159	.678
Turpentine	2	.277	-	.277	.045
Drier	-	-	0.125	.125	.021
Total	100	3.005	3.125	6.130	1.000

Prepared Paints:

White Lead		60.0 lb.	1,074 gal.	.166 gal./gal.
Linseed Oil	.84 x 40 =	33.6	4.320	.680
Drier and mineral spirits	.25 x 40 =	6.4	.955	.151
		100.0	6.349	1.000

The paint on which the reputation of white lead rests contains 25.6 per cent by volume of white lead pigment, the total nonvolatile matter is 93.4 per cent, and in the dried film the pigment is 27.5 per cent by volume. For the prepared paint the corresponding data are 16.9 per cent, 84.9 per cent and 19.9 per cent. I realize that the prepared paint is made with white lead of high oil absorption and high opacity, which gives it a consistency and appearance in the bucket much like real white lead paint but certainly does not make it a paint of comparable quality or utility. I am ready to recognize that there may be some slight difference in the optimum ratio of pigment to total nonvolatiles for the different white leads but I am certainly not at all willing to concede that it may be of the order of 10 per cent in place of 27.5.

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UNITED STATES DEPARTMENT OF AGRICULTURE
(Continued)

We must recognize, of course, that if prepared white lead paint is to be made by paint manufacturers and sold to the paint user in competition with paste white lead, which does not go through the hands of a paint manufacturer, either the prepared paint must sell at a higher price or it must be cheapened in some way. Personally I think that the former course must be taken if the two great merits of white lead paint that I have mentioned are to be maintained. On the other hand, if the latter course is decided upon, I think that it would prove very much better in the long run to cheapen the paint by adding barytes, magnesium silicate, or something of that kind so that the pigment content could be kept high and, further, so that the buyer would be less likely to misunderstand the quality of the product he is buying.

No doubt I have selected one of the least satisfactory of the new prepared white lead paints as my example. The formula of the one made by Hooker, however, is not much better. On the other hand the one made by Patek in Milwaukee, which I believe is the pioneer if we except National Lead's "Liquid Lead," carries a much more substantial proportion of pigment. I should like to get a fairly good market picture of this situation and have thought of writing to the list of manufacturers of prepared white lead paint that you gave me in New York, asking them to send me sample labels, the formula if not given on the label, and the color cards. It occurs to me, however, that you might not wish me to make such use of the list you gave me or perhaps might be interested in collecting the information yourself and then passing it on to me. Please let me know your thoughts on the matter.

Very truly yours,

F. L. EPOWNE (SIGNED)

Senior Chemist