

ADVISORY COMMITTEE
WHITE LEAD PROMOTION PROGRAM

Minutes of Fifth
Meeting

New York, N.Y.

October 18, 1939

A meeting of the Advisory Committee of the White Lead Promotion Program was held at the Congress Hotel, Chicago, Illinois, on Thursday, October 18, 1939, at 5 P.M. Present were:

The Eagle-Picher Lead Company	W. F. Rice E. L. Gouedy W. H. Hayt M. M. Zoller
National Lead Company	Harold Rowe
St. Joseph Lead Company	Harry Outcalt E. V. Peters J. J. Pankin
United States Smelting Refining & Mining Co. Inc.	F. F. Colcord
J. L. Cobbs, Jr. - Arthur Rudner Inc.	
P. E. Wormser, Secretary	
Robert L. Zierfeld, Assistant Secretary	
Don Critchfield	

Mr. Critchfield explained the extent of the farm market that could be reached through educational channels like the Department of Agriculture's Extension Service and the Bureau of Education's vocational training programs, some of the steps being taken to reach this market, and the fine reception given Prof. Van Vlack's Circular #821. He showed a brief motion picture of the 4-H Club paint demonstration emphasizing white lead.

Mr. Peters reported that, as decided at the last meeting, he had met with Messrs. Trigg and Foh in New York on October 17. They went over the recommendations made by the paint committee at the start of the white lead campaign and these representatives of that committee stated that their views had not changed. Mr. Peters questioned the fact that they were truly representative of the paint industry on the grounds that Mr. Foh's company is not an important factor in outside paint, Mr. Griffin did not feel strongly one way or the other, and Mr. Zintl had never attended a meeting. Messrs. Trigg and Foh said they were at least representative of the executive committee of the

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National Paint, Varnish & Lacquer Association. They stated they had no criticism of the white lead advertising that had appeared up to that time. They said they wanted to avoid a fight within the industry. Mr. Peters explained to them that the lead industry felt that at least the same restraints should be exercised over mixed paint advertising as the paint committee is suggesting for our advertising.

Mr. Peters reported that he had not been able to see Mr. Martin of Sherwin-Williams Company as yet.

Mr. Peters felt that the lead industry, through its contacts with the paint industry, knows as well as the paint committee what reaction the paint industry as a whole will have towards anything done by the lead industry. Therefore, it was his opinion that the lead industry should decide its own future policies without consultation with the paint committee and that such decisions of policy should be on the basis of what is best for white lead.

Mr. Peters reported that he, Mr. Formser and Mr. Cobbs had met with Mr. Phelan of Phelan-Faust Paint Co., and officials of the Hooker Glass & Paint Manufacturing Co. today. He said that although both had started marketing pure white lead paint after this year's big spring painting season, both were satisfied with results. They felt, however, that they should be given more cooperation by the lead industry. He reported that up to September 1, Hooker had made and distributed sizeable quantities of ready-mixed white lead, and that they were satisfied with all features such as costs, prices, quality of product, etc., and intent starting a big drive in January, but that they wanted a lot of cooperation.

Mr. Zoller stated that he believed in any industry a leader's actions have profound effect on the rest of the industry. He pointed out that Sherwin-Williams is the leader of the paint industry and has reduced the lead content of its paints from 55 to 33% in one year. He felt that others would follow and if this market for white lead is to be saved, the lead industry would have to strive for higher lead content in paint.

It was the general feeling that the lead industry could do things now that it could not do a year ago. Mr. Peters believed it need have no fear of talking about the value of white lead in mixed paints so long as percentages were avoided. It was felt that the acceptability of any such treatment depended upon the approach.

It was decided that the agency should prepare several pattern advertisements, bringing into them the question of high lead content paint, starting by not making this point too prominent, these pattern ads to be submitted to the members for criticism.

Meeting adjourned at 4:30 P.M.

R. J. [Signature]
Secretary