

ADVISORY COMMITTEE

WHITE LEAD PROMOTION PROGRAM

Minutes of Second Meeting

New York, N.Y.

April 12, 1939.

A meeting of the Advisory Committee of the White Lead Promotion Program was held at the offices of the Lead Industries Association on April 12, 1939. Present were:

Anaconda Sales Co.	J. W. McDonald
Eagle-Picher Lead Co.	W. H. Hayt
Eagle-Picher Lead Co.	M. M. Zoller
National Lead Co.	Wm. Knust
National Lead Co.	Harold Rowe
St. Joseph Lead Co.	E. V. Peters
United States Smelting Refining & Mining Co. Inc.	F. F. Colcord

F. E. Wormser, Secretary
E. L. Ziegfeld, Assistant Secretary
Duncan Van Norden

The Secretary announced that he had sent letters about the campaign to Senators and Representatives from the mining districts in which lead is produced and exhibited a number of favorable replies he had received. He also said that he had sent copies of the broadside, together with letters to Dr. Browne, U. S. Forest Products Laboratory, and to the officials of the Painting and Decorating Contractors Association and others. He exhibited a number of replies from these men, indicating that they were extremely pleased with the campaign.

HANDLING OF INQUIRIES

What to do with inquiries received as a result of the advertising was discussed. It was recommended that these should all be answered from campaign headquarters. Inquiries from individual home owners were believed of no particular interest to the member companies because they could not afford to follow them up with personal calls. However, it was suggested that those from larger users of paint, such as development builders, Government agencies, etc., should be passed on to cooperating members after they were answered by the Association in order that they might be followed up more closely at the discretion of the members.

SHAREHOLDERS' COOPERATION

The question of enlisting the cooperation of shareholders in the campaign, just as the cooperation of employees had been solicited, was discussed. It was felt that to send out announcements to the shareholders with dividend checks would be the most satisfactory but where companies either were not pay-

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ing dividends or where the next dividend payment would be made after the peak of the painting season, notices should preferably be given special mailing in the near future. The Association would supply each member company, free of cost, sufficient leaflets for shareholders mailing but distribution would be at the cost of each member cooperating.

Corroding members felt that they would like to be able to include on the notices a boost for their own particular brands. It was, therefore, decided that the Secretary should so prepare the announcement that it could be used by the corroding members for their own brand message. The leaflet was to be submitted to members to see how many would be willing to circulate them to their stock shareholders and how many they would need.

LOGOTYPE ON LETTERHEADS

It was suggested that the logotype be used on Association letterheads and the letterheads and mailing pieces of members who cared to use it. This idea was endorsed by the meeting. It was also suggested that its use might be offered to painting contractors and others who cared to cooperate to give the emblem the widest possible circulation. It was decided, however, that the wording of the logotype should be changed to include in some way the word "paint" and that this matter should be referred to Arthur Kudner Inc. for revision.

The advisability of copyrighting the slogan was discussed, but it developed that there was no way, through the present laws, of adequately protecting it. Therefore, the only protection would be through the common law, and, where it was used in a manner that involved misrepresentation, through the Federal Trade Commission.

ADDITIONAL SUPPLY OF BROADSIDES

The Secretary pointed out that we had several thousand copies of the broadside remaining and that if the members had need for an additional supply or had suggestions as to how they could be put to good use, their suggestions would be welcome. It was suggested that we obtain a list of the vocational schools throughout the United States which conduct painting classes and send the broadsides to the instructors.

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WHITE LEAD SPECIFICATIONS
FOR
MUNICIPALITIES AND COUNTIES

The Secretary pointed out that we had numerous requests for specifications covering the purchase of pure white lead paste by municipalities and other governmental divisions. He suggested the use of American Society for Testing Materials' specifications, but that body had specifications covering both basic carbonate and basic sulfate white lead which would complicate the specifications. He did not wish, however, to proceed by specifying only the carbonate without permission of the members because of the decision at the previous meeting of the Advisory Committee to make no distinction between basic carbonate and basic sulfate white lead. It was agreed, however, that for this particular purpose, the American Society for Testing Materials' specification covering lead carbonate only would be advisable because only a very small percentage of paste white lead is made from the sulfate.

RADIO TIME ON GOODYEAR
PROGRAM

The Secretary announced that we would probably be given about five minutes on one of the Goodyear radio farm programs for an interview on farm painting and that there would be other requests and opportunities for speakers on the painting subject. He asked for suggestions as to men who could fill such speaking engagements. For the radio programs, the names of Mr. Wickberg, Mr. Dewar, Dr. Browne and Mr. Van Vlack were mentioned. It was felt that if a painting contractor were to speak, Mr. Dewar was the man best suited, but some one known to the farmer, like Mr. Van Vlack might be better.

SEAL OF APPROVAL

The question of the Seal of Approval for 100 per cent white lead paint was considered and it was still concluded that it was too early for the Association to take such a step, primarily because of the danger of incurring the animosity of the larger paint manufacturers, something to be avoided at this stage of the program. Policing difficulties were also feared. It was pointed out that several paint manufacturers who have already agreed to make 100 per cent white lead paint are anxious to have a Seal and that several other manufacturers would probably make such a paint on the condition that they be given a Seal. In lieu of a Seal, it was decided that for the time being, the Association may permit manufacturers of prepared white lead paint to use the slogan and logotype in their advertising and literature but not on the packages. The dangers from misuse of this slogan were pointed out but it was believed that the program would benefit from the widest publicity that could be given it.

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CONSUMER BOOKLET

The Secretary announced that in the June advertising, a consumer white lead booklet would be offered and that it would probably be ready for distribution within five weeks. In this connection, he asked for guidance with respect to how two-coat painting should be treated by the Association. He pointed out that two-coat systems are becoming more widespread among paint manufacturers and that we would have to meet the demand. It was decided to recommend three-coat painting for the best work, no matter what kind of paint was used, but that if a two-coat job is desired, to declare that better results can be obtained with two coats of pure white lead paint than with any other. For the sake of simplification, it was felt desirable to recommend for the two-coat painting with white lead, the same formulas that would be used for the second and third coats in three-coat painting. While this would not be the ideal formulation, it was felt that the difference in serviceability would be negligible and outweighed by the advantages of simplifying the recommendations.

The Secretary also asked for counsel with respect to how much information on painting practice and application should be given to the public. It was recommended that the Association print in booklets or other literature as much detailed information as it desired, since the experience of member companies had shown that this brought only an occasional objection from painting contractors who had become used to the practice because of the policies of mixed paint manufacturers. Of course, when any such information is given, it should also include a recommendation to use the services of a skilled painting contractor.

The Secretary also pointed out that our recommendations for mixing white lead for interior painting are unnecessarily complicated by the fact that one of our manufacturers uses the term "lead mixing oil" and the other "lead reducing oil" for the flattening vehicle. Everyone felt that it would be highly desirable to have uniform terminology, but that these terms have been used so long now that it would be difficult to make any change.

SPECIAL COPY PROBLEM

The question of special copy for our trade paper advertising to various groups, such as architects, dealers, lumbermen and paint manufacturers was brought up but it was pointed out that the preparation of such special copy would probably cost from 25 to 30 per cent of the cost of space. This question was referred to the Advertising Counsel of the corrodora to be worked out if there are sufficient funds.

BUDGET - 1939

The Secretary was requested to include as part of the record the Budget which had been established prior to the ap-

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pointment of the Advisory Committee for the conduct of the White Lead Promotion Program, together with the media selected. This information is as follows:

1939 BUDGET

Cost of Magazine Advertising	\$183,666.50	
Cost of Preparation and Production	<u>15,000.00</u>	\$198,666.50

1. Publicity*

(a) Trade	\$1,800	
(b) Consumer	6,000	
(c) Editorial preparation and production costs	3,000	
(d) Contingencies	<u>1,200</u>	\$12,000.00

2. Association Expense

(a) Staff Assistant	\$2,500	
Clerical Help (2)	2,400	
Junior Clerk	625	
Other assistance	<u>4,000</u>	\$ 9,525.00

(b) Additional rent and office expense	\$ 3,000.00
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(c) ** Mailing pieces,
including postage:

Broadsides and posters	\$2,500	
Employee leaflets	300	
Consumer booklet	6,000	
Stockholder leaflet	500	
Farm booklet	2,000	
Painter leaflet	2,000	
Field work	2,000	
Increased printing of "Lead"	4,000	
Lumber dealer booklet	1,000	
Painter helps, logotypes	1,000	
Booklet for cities, etc.	1,000	
Contingencies	<u>700</u>	
	<u>\$25,000.00</u>	\$49,525.00

TOTAL

\$248,191.50

- * Publicity - directed by Publicity Department of Arthur Kudner Inc.
** Subject to modification as campaign progresses.

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MEDIA SELECTED

	<u>Circulation</u>	<u>Total Cost</u>
Magazines	8,724,822	\$125,900.00
Farm Papers	2,024,235	32,737.50
Trade Papers	431,058	55,029.00
TOTAL	11,181,115	\$183,666.50

Magazines

Saturday Evening Post	7 insertions - 1 page
Collier's	6 insertions - 1 page
Better Homes & Gardens	6 insertions - 1/2 page
American Home	6 insertions - 1/2 page

Farm Papers

Country Gentleman	6 insertions - 1 page
Agricultural Leaders' Digest	5 insertions - 1 page

Trade Papers

American Paint & Oil Dealer	9 insertions - 1 page
American Painter & Decorator	9 insertions - 1 page
National Painters Magazine	9 insertions - 1 page
Painter & Decorator	9 insertions - 1 page
American Paint Journal	9 insertions - 1 page
Paint, Oil & Chemical Review	9 insertions - 1 page
Hardware Age	9 insertions - 1 page
Hardware Retailer	9 insertions - 1 page
American builder & Building Age	9 insertions - 1 page
American Lumberman	9 insertions - 1 page
Architectural Forum	9 insertions - 1 page

TREASURER'S REPORT

The Treasurer's Report on actual receipts and disbursements from January 1 to March 31, 1939, inclusive, was submitted and is as follows:

White Lead Assessments		\$45,113.64
Furniture and Fixtures	\$660.35	
Salaries	927.78	
Mailing	481.55	
Office Supplies	39.09	
Miscellaneous	2.10	
	<u>\$2,110.87</u>	
* Outstanding subscriptions March 31, 1939	\$29,887.84	
Balance, April 1, 1939	13,114.93	
	<u>\$45,113.64</u>	<u>\$45,113.64</u>
* Outstanding subscriptions	\$29,887.84	
Subscriptions paid from April 1 to April 12	<u>\$22,946.84</u>	
	\$ 6,941.00	

H. Johnson
Secretary and Treasurer