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GENERAL PROMOTION FUND

New York, N.Y. April 13, 1944

A meeting of the members of the General Promotion Program was held at the office of the Lead Industries Association, New York, N.Y., on April 13, 1944, at 2:35 P.M.

COMPANY	REPRESENTATIVE
National Lead Company	C. A. Geatty
National Lead Company	H. J. Irvin
National Lead Company	W. Knust
National Lead Company	H. Rowe
St. Joseph Lead Company	E. V. Peters
United States Smelting Refining & Mining Co. Inc.	N. R. Taylor
Arthur Kudner, Inc.	J. R. Cobbs, Jr.

F. E. Wormser, Secretary
R. L. Ziegfeld, Assistant Secretary

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

The Chairman explained that the Executive Committee of the Lead Industries Association had established, at a meeting held on December 21, 1943, an overall total of $251,000, approximately the same amount as subscribed in 1943, for all Association funds in 1944. Of this amount, $65,000 had been ear-marked for the Ordinary Budget of the Association, $50,000 had been tentatively ear-marked for the Metallic Lead Products Fund, $53,000 for the Agricultural Service Fund ($33,00 to be collected from members, $10,000 from unexpended funds, and $10,000 from the American Turpentine Farmers Association Cooperative), $20,000 for the Red Lead Fund, and the balance, approximately $83,000, for a General Promotion Fund. He explained that the Executive Committee felt that this General Promotion Fund should be used to keep lead, in a general way, before the public, since sufficient funds were not available to continue the white lead advertising or the large general advertising program suggested by our agency, Arthur Kudner, Inc., last fall.

He then turned the meeting over to Mr. Cobbs who reviewed the history of the white lead campaign, which was started on the assumption that about $250,000 would be expended each year in advertising white lead to the public. Mr. Cobbs pointed out that the funds made available for advertising white lead had been as follows:

1939	$234,999
1940	$238,246
1941	$212,034
1942	$187,207
1943	$114,569

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This indicated a gradual curtailment of the program for various reasons until it was suspended during 1943 because of the shortage of linseed oil, containers, etc., which was beyond the control of the industry. He said that the agency felt that the white lead campaign should be continued regardless of the fact that manufacturers could not supply the white lead, but he recognized the practical reasons for the temporary suspension. He strongly recommended that it be resumed at the earliest possible moment.

Mr. Cobbs then mentioned the general advertising campaign of $500,000 presented by the agency last fall which the industry felt was too large, although highly desirable. He then said that the agency had been instructed to attempt to adapt these campaigns to the $83,000 fund available. In doing so, it was felt advisable to convert it to a distinctive trade and technical paper campaign, the same general treatment being used in certain trade papers which reach broadly throughout industries who use or might use lead and with panel adaptations in certain other trade papers reaching specialized groups, such as the water works, plumbing, sheet metal, construction and marine industries, and painters and paint dealers.

Mr. Rowe and Mr. Geatty both expressed themselves strongly in favor of the campaign presented and Mr. Knust, likewise supporting the suggested campaign, thought that the treatment would make it stronger than the usual type of trade paper advertising with special copy in each field.

Mr. Taylor explained that he had given Mr. Colcord a preliminary description of the campaign that was to be presented and that Mr. Colcord felt that his company would not contribute to such a campaign. Apparently his reasons were based both on the feeling that it would be better to build up a reserve now for expenditure later and because he did not like some of the copy treatment.

Mr. Peters stated that the St. Joseph Lead Company was heartily in approval of the campaign proposed.

Mr. Wormser pointed out that of all the metal industries lead was more in need of advertising than any other, in order to build up public understanding of the vast importance of lead to offset much of the unfavorable publicity arising from inaccurate statements about lead poisoning.

Several of those present stated that it was extremely necessary to keep as large a campaign as possible running in order to protect the $800,000 investment which the Association

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already had in white lead advertising and that this could be done through trade paper advertising of the type suggested, which will still keep the subject of lead before people who influence the use of large tonnages of this metal.

It was decided that the Secretary and Mr. Cobbs would present the proposed program to the Eagle-Picher Sales Company in Cincinnati, and to Mr. Colcord at the earliest possible opportunity, so that a general agreement might be reached and the campaign could be started without delay since the year had already progressed so far.

The meeting adjourned at 3:30 P.M.

F. E. Wormser

Secretary