Lead Industries Association

420 LEXINGTON AVENUE

NEW YORK, N.Y.

November 27, 1935.

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Authorizing our share in recommended increase in Budget from 15000.00 to 25000.00 Estimated amt 10870.00

Mr. F. M. Carter, President
National Lead Company
111 Broadway
New York, N. Y.

Dear Mr. Carter:

Even though you have already signified a willingness to support the Forest Products - Better Paint Campaign for 1936, I am sending you the attached letter merely as a matter of record, for it shows the type of communication I am addressing to all the regular subscribers to the Campaign.

Sincerely yours,

F. E. Wormser

Secretary.

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Lead Industries Association

420 LEXINGTON AVENUE

NEW YORK, N.Y.

November 27, 1935.

Mr. F. M. Carter, President
National Lead Company
111 Broadway
New York, N. Y.

Dear Mr. Carter:

Enclosed please find a report of the Advisory and Budget Committee of the Forest Products - Better Paint Campaign, recommending a budget of $35,000 to continue and expand our activities among the lumber interests in the United States.

I hope I need not point out to you that the Forest Products - Better Paint Campaign has been singularly successful in its work. Detailed reports were mailed you from time to time. In fact, the progress made in the short space of a year and a half in enlisting the cooperation of the most influential lumber associations in the United States is extremely encouraging. Concrete evidence is at hand that more white lead is being sold because of the Campaign. White lead production for 1935 is 30 per cent ahead of last year. Some of this improvement may, I feel, be credited to the F.P.B.P.C.

The Campaign is conducted on the broad principle of advocating nothing but the highest grade paint for use on lumber. White lead stands to profit from this program by either the increased use of straight white lead in oil, or a higher lead content in mixed paints.

Accordingly, plans are being laid to make further progress in 1936, and the feeling is that the Campaign should be expanded materially next year to hold the enthusiasm of the cooperating lumber men. If the budget recommended by your Committee is adopted, we shall be able to put another man in the field and to reach territories that have not yet been advised about our work.

For your information, the contribution expected of your Company in 1936 would be $10,870.00,

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provided, as is expected, that all present subscribers participate as heretofore. I should very much like to know at this time whether we may continue to have your financial support during 1936 for the Forest Products - Better Paint Campaign.

Sincerely yours,

F. E. Womer

Secretary.

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FOREST PRODUCTS - BETTER PAINT CAMPAIGN

ADVISORY AND BUDGET COMMITTEE MEETING

November 22, 1935.

Present:

W. E. Maston, Chairman.
F. M. Carter
F. F. Colcord
I. H. Cornell
F. E. Wormser, Secretary.

The Advisory and Budget Committee of the Forest Products - Better Paint Campaign felt that in view of the excellent progress which had been made in the brief existence of the Forest Products - Better Paint Campaign, that it was necessary to engage one more field man so that the Campaign might be adequately represented at those Conventions where dates conflicted and so that the huge territory covered by the Forest Products - Better Paint Campaign could be more comprehensively served, especially at district meetings of retail lumbermen.

Although it was difficult to make an exact estimation of the cost of adding to the personnel of the Forest Products - Better Paint Campaign, it was thought that the program for 1936, on an enlarged basis, could be carried on well within a $25,000 budget as follows:

Salaries (2)	$9,000
Conventions and District Meetings	$3,500
Traveling Expenses	$6,000
Printing, postage and mailing	$4,500
Office Expense, miscellaneous	$1,000
Contingencies	$1,000
	$25,000

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F. E. Wormser
Secretary.

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