

December 10, 1934.

REPORT FOR FIRST TEN MONTHS

FOREST PRODUCTS - BETTER PAINT CAMPAIGN

1. Participation in eight Retail Lumbermen's Association Conventions.
Exhibits were made and platform demonstration made, pointing out how lumber markets were being lost by the use of low grade paint, at these conventions. Total attendance at conventions 10,000. Requests, made on registration cards furnished by us at the Conventions, were received from representatives of 6,000 lumber yards, for our booklets on preventing paint failures.
2. Lumber Manufacturers Association's Cooperation.
 - (a) National Lumber Manufacturers Association. (All lumber mills.)
 - (b) American Forest Products Industries, Inc. (Part of National Lumber Manufacturers Association)
 - (c) Regionals:
 - Western Pine Association, Portland, Oregon.
 - West Coast Lumbermen's Association, Seattle, Washington.
 - California Redwood Association, San Francisco, California.Members of these three regionals, produce two thirds of all the soft wood lumber in the United States. Their directors have offered the cooperation of their Associations and their approval of this campaign to help save their lumber markets with white lead and high lead content mixed paints. They have agreed to enclose "Painting Instructions" folders with all bundles of siding, personally paying the cost of the folders - \$5,000. Approximately 2,000,000 white lead and high grade paint folders will be enclosed with siding in 1935.
 - (d) Secured endorsement of Spencer D. Baldwin, President of the National Retail Lumber Dealers Association of the "folder" plan. He will help us get cooperation of the thirty-two secretaries and their respective retail association members advance the use of white lead and high lead content paints through the lumber yards. There are twenty thousand retail lumbermen who belong to the associations under Mr. Baldwin's supervision.
 - (e) Lumber Manufacturers personally contacted.
 - (1) Called on 70 of the largest mill operators at their respective plants in the west, to secure superintendents' cooperation about enclosing folders in siding.
 - (2) Presented white lead "Painting Instructions" program before meetings at:
 - Tacoma, Washington. - Tacoma Lumbermen's Club (Manufacturers)
 - Spokane, Washington. - Spokane Hoo Hoo Club (Lumber Mfrs.)
 - Seattle, Washington. - Red Cedar Siding Association.
 - Tacoma, Washington. - West Coast Lumbermen's Association. (350 lumber mills represented).
 - Portland, Oregon. - Western Pine Association (Directors)
 - San Francisco, Calif. - California Redwood Association (")
 - Seattle, Washington. - Plywood Association.
 - New York, N. Y. - Plywood Association (District Offices)
 - New York, N. Y. - California Redwood Association (District Offices)

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- (3) The following associations have given permission for us to add their names, as cooperating with the campaign, on our letterheads. (Further permission to use their names on future literature may be possible.)

American Forest Products Industries, Inc.
California Redwood Association
National Lumber Manufacturers Association (All Regional
(Manufacturers)
National Retail Lumber Dealers Association (32 Regionals).
West Coast Lumbermen's Association
Western Pine Association.

3. Trade Journal Cooperation.

All of the six main lumber trade journals which cover the largest consuming markets of the United States, have liberally contributed to the success of the campaign by including in their journals feature stories reporting our part on the various convention programs.

4. World's Fair Exhibit

At the request of Mr. Dulany, the President of the American Forest Products Industries, Inc. (part of the National Lumber Manufacturers Association), we provided a white lead exhibit for display in the Lumber Industry Model House on the Fair Grounds. Out of the million and a half people who attended the Fair, there were thousands who inspected the house. The ceilings and part of the walls of the house were painted with white lead. The house managers informed the visitors regarding the white lead used on the walls of the various rooms. Our booklets were distributed, and prospect names were gathered through the use of registration cards. All inquiries received at the Washington office of the American Forest Products Industries, Inc. are being forwarded to us.

5. Booklets

A small booklet "Selecting the Proper Paint" was prepared for distribution to interested visitors at the World's Fair Exhibit. It is being revised for extended circulation to those interested. A large booklet entitled "They Judge By What They See" is now in the process of preparation and will be ready for distribution during 1935 to lumber retailers and manufacturers, through their Association offices as well as directly from campaign office.

1935 PLAN FOR FUTURE ACTIVITIES OF CAMPAIGN

1. Appearance at eight retail lumber dealers association conventions.
Exhibits and participation in convention program, illustrations with chart, slides and lumber-paint demonstration. (See map attached showing the 1934 conventions which were covered, and the 1935 convention contacts planned).

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2. To help lumber manufacturers introduce the "Painting Instructions" folders in siding bundles and to overcome possible resistance of manufacturers of low-grade paint who may try to influence our cooperating associations against specifying white lead and high lead content paints.
3. To add other regional lumber manufacturers associations to our list of Cooperating Associations and to build up a "stone wall" of positive and active agitation by lumber producers for the use of white lead and high grade paint in order to save lumber markets. Present prospects are that the following Associations will be cooperators and specifiers of white lead to be used with their lumber products:

Cypress Association
Douglas Fir Plywood Association
Southern Pine Association

4. 1935 Trade Journal Publicity

All the trade journals are offering their continued interest in the news features which our 1935 programs intend to create. On account of the growing interest developing among the lumber manufacturers, the trade journals are more willing to publish painting recommendations, originating in the Lumber Association offices. The executives of the National office of the Painters and Carpenters Union have offered to publicize the "Painting Instructions" folder that will appear in siding as it will place part of the responsibility on the carpenter and the painter for avoiding paint failures. The indirect cooperation of these two organizations will be valuable for white lead.

5. District Meetings of Retail Lumbermen.

- A. With the Secretaries of all the retail associations of the 32 associations which make up the National Retail Lumber Dealers Association (Spencer D. Baldwin, President). Due to their National Association being one of the cooperators of our campaign, they will hold open to us their district meeting schedules. Our campaign programs will be placed before as many of these as possible.
- B. Executives of line yard headquarters, in as many cities as possible, will be brought together by means of complimentary luncheon meetings, at which discussions will be held as to more extensive distribution of white lead through their line yard branches.

6. Meetings of Salesmen, representing lumber manufacturers.

The salesmen whose mills will be shipping siding containing "Painting Instructions" folders, specifying white lead, will be trained how to explain to retail lumbermen the importance of making white lead available in every yard. Complimentary luncheon meetings will be held in strategic cities.

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7. Contacts with Lumber Manufacturers.

Follow-up contacts with the principal manufacturers will be made to keep them interested in specifying white lead with their siding. (The mills are investing over \$5,000 of their own money in order to provide "Painting Instructions" folders for 1935). Interest in having "Painting Instructions" distributed with siding bundles must be kept going for years to come, and cases of how these "Painting Instructions" folders have been of assistance to the consumer at the critical time, must be kept flowing into the lumber manufacturers offices.

8. Campaign Activities - Benefits promised the lumber manufacturers who are distributing "Painting Instructions" folders.

Note the pink sheet attached.

After the "Painting Instructions" folders begin to make an appearance, all white lead producers should have their promotion departments keep in touch with retail lumber yards throughout the country. Their salesmen should call on the dealers and explain new white lead merchandising plans. If this procedure is carried out, the lumbermen will be more interested in selling white lead because the mills that shipped the lumber to their yards are urging the use of white lead as the most durable paint for each species of wood sold through the cooperating associations.

Respectfully submitted,

FOREST PRODUCTS - BETTER PAINT CAMPAIGN

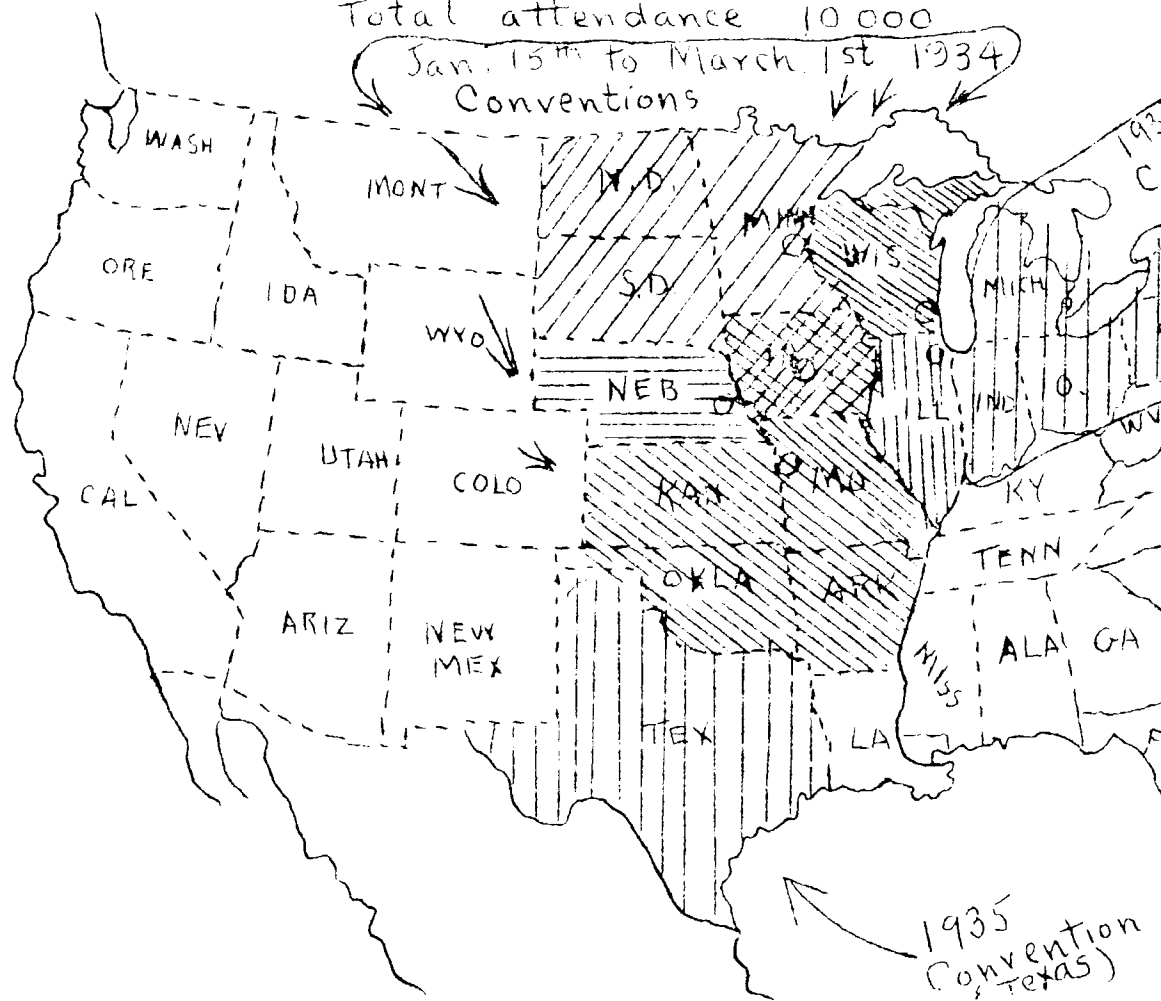
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Forest Products - Better Paint

White Lead Exhibit and Paint Mixing
Demonstration put on at 6 Annual
Retail Lumbermen's Association Conv
Total attendance 10,000



Forest Products - Better Paint Campaign

Don Critchfield, Manager

12 of the Things This Campaign Will Do for You:

1. Your woods will be included in exhibits at six Retail Lumber Dealer Conventions in 1935.
2. Your species of siding and bundled exterior finish lumber will be used as part of platform demonstrations, and painting merits of your woods will be explained on convention programs.
3. Your mill name, if desired, will be included in roster of Lumber Manufacturers displayed at convention exhibits as interested in preventing paint failures on wood as a means of increasing lumber markets.
4. Feature articles are to run in Carpenters' Magazine going to 300,000 Union Carpenters, impressing on them the importance of proper construction to prevent paint troubles. (Frank Duffy, General Secretary, Carpenters' Union of America, has requested these articles.)
5. At several hundred meetings of Master Painters put on by members of Lead Industries Association, the purpose of siding manufacturers, enclosing painting instructions with bundles of siding, will be explained so painters attending can cooperate in avoiding paint failures.
6. One hundred White Lead salesmen, representing the companies who make 90% of the White Lead used, will be told about the painting merits of your wood. They will inform retail dealers and paint factories.
7. Fifteen complimentary luncheon meetings will be held during 1935 for your lumber salesmen and representatives to tell them how to prevent paint failures, how good paint holds to wood, etc. They will tell Retail Lumbermen.
8. Fifteen complimentary Line Yard owners' luncheon meetings, Hoo-Hoo Club programs and other program presentations, during 1935, will reach the leading Retail Lumber executives throughout the U. S. to visualize, with bundles of YOUR species of wood, why the lumber dealer should recommend proper, durable paint for all lumber he sells.
9. Feature articles in "LEAD", the magazine going monthly to 38,000 architects, contractors and city officials, will broadcast the painting merits of your wood.
10. National and local advertising of the White Lead Producers will feature to the consumer the fallacy of using low grade paint, which is the cause of many paint failures. Note some recent national magazine ads carrying out this plan.
11. You will receive progress reports of the campaign.
12. You receive these cooperative Campaign benefits WITHOUT COST TO YOU. Our Campaign budget is being invested to help you and the Lumber Industry hold lumber markets.

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