

COPY

THE EAGLE Picher LEAD COMPANY

CHICAGO

Wednesday
January 3, 1929.

Lead Industries Assoc.

Mr. R.M. Roosevelt

New York Office

I have your letter of December 31 enclosing communication from Mr. Wormser. Not knowing Mr. Wormser nor being familiar with just how he is going to handle any information which we might have feel that the contact should be thru you.

I believe there is nothing very imposing about prospects for a larger lead consumption in 1929, feeling confident, however, that the demand should be somewhat better than in 1928. This is prompted by the optimistic predictions being so freely offered by the Manufacturers of Storage Batteries. That Industry looks for '29 to be the largest year they have yet had, with sales of several million more batteries than in 1928. If they can increase the United States sales by several million batteries we will be agreeably surprised and Lead sold will be correspondingly greater.

An outstanding development in 1928 has been the use of Superite, a patented processed Lead Pigment manufactured by The Eagle-Picher Lead Company. It has met with high favor by many Battery Manufacturers. It is used along with regular Storage Battery lead oxides.

Super-Sublimed White Lead in 1928 made a great step forward as a Lead Pigment, being received with favor by many ready mixed paint manufacturers because of its superior whiteness and fineness. Super Sublimed Lead bids fair to supplant Sublimed Lead, even though the cost to the Manufacturer is slightly more.

White Lead in Oil did not do so well in 1928, there being a falling off in the demand pretty generally thruout the country. Whether this was due to lack of painting or to the substitution of lower cost pigments, such as zinc, lithopone, barytes, etc., cannot definitely be stated. It is our belief that the tonnage of White Lead that is sold to the painters is seriously threatened by the substitution of low cost pigments and we need every assistance from the Lead Industries Association to help us keep this most important of paint pigments - Lead - in popular favor.

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R.M. Roosevelt #2

To offset the keen competition of Paste Whites of various combinations, which have been offered at lower prices and because they were easily incorporated with the liquids, we introduced in 1928, with some success, SOFT PASTE White Lead in Oil. This paste contains about one gallon more linseed oil to the 100 lb. keg and is a great time saver for the Painter. Apparently this new product did not do much by way of increasing the tonnage of Lead sold in '28.

Lead is not being displaced with superior products but mainly because lower prices are quoted on inferior merchandise. Price seems to be more attractive, many times, than the, more important quality of paint; namely, good appearance, easy working qualities and long life -- which means lower cost for the protection of property. In these respects Lead has no equal and White Lead in Oil offers a great opportunity for the Association to assist the Manufacturers to keeping these facts sold to the paint consumers of America.

W. E. MASTON

WEL/AJ