

NATIONAL LEAD COMPANY

111 BROADWAY

NEW YORK

F. M. CARTER
PRESIDENT

July 31, 1935

Mr. F. B. Wormser, Secretary
Lead Industries Association,
420 Lexington Avenue,
New York, N.Y.

Dear Mr. Wormser -

It would, of course, be very nice if we could arrange matters so that nothing but pure white lead were recommended by lumber manufacturers, or used by the people who build new houses made with their lumber. That is a situation, however, which is impossible from a practical standpoint, and to help further the interests of the lumber manufacturers, we should try and bring about conditions which would result in only high grade mixed paints being used, where pure white lead is not specified. If this could be brought about, it should be of considerable benefit to the lumber industry.

It is difficult at the moment, probably impossible, for the manufacturers of better grades of paint to adopt methods of standardizing their products so that a consumer, by number or other designation, could select only first grade paints. I do believe, however, that if the lumber manufacturers' circular emphasized the importance of using high grade mixed paints, where lead in oil was not used, and selected brands made by the best known manufacturers, some of whom put the formula on the package so that a consumer is given some idea of quality, it would result in a considerable measure of protection being furnished for a consumer, for the reason that such method would usually lead to the selection of a paint made by a manufacturer doing a nation-wide business, all of whom do make a high grade paint. Inasmuch as all such paints are likely to contain a fairly liberal portion of white lead, the interests of lead industries would be, at least, partially served, even though it fell short of what would be accomplished were pure white lead in oil used. In other words, I think the interests of both lumber manufacturers, lead industries, and the consumer would all be benefited if the siding folders urged the use of either pure white lead in oil or such high-grade paints as are described above, and it would serve to ameliorate the friction and controversy which has already developed to some extent, and which will probably increase if the lumber manufacturers continue to insist upon the paint manufacturers standardizing the product or confine their recommendations to the use of pure white lead in oil.

Yours very truly,

F. M. Carter

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