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Mr. F. M. Carter
October 19, 1933.

Fifth. The established custom of making quantity prices, so that each class of distributor will be compensated in proportion as they render service, is occasionally made use of by people buying more than they should, in order to get the cheapest quantity price, and thereafter attempt to sell it in remoter territory at a low price, in order to continue their custom of buying more than they want.

Sixth. This last temptation has not infrequently resulted in people contracting credits with us far in excess of that to which they would ordinarily be entitled, but of which we have no knowledge in advance sufficient to put us on our guard.

Seventh. It has long been known in the National Lead Company that when customers (both of ourselves and others) buy excessive quantities of lead-in-oil, they are probably preparing to fail; because, in case of failure, lead-in-oil is always worth its cost and more; and the more lead-in-oil they can have in their stocks, the more they will have to repay to the prepared paint industry whose goods in the failed store are unmarketable and rapidly deteriorate.

There are a great many more reasons why we must insist that the white lead industry shall be associated with the miners, smelters and lead producers of the United States whose interests are in common with us, rather than the paint manufacturers of the United States, whose interests are antagonistic in a great measure.

Very respectfully,

Chairman of the Board.

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NATIONAL LEAD COMPANY

111 BROADWAY

NEW YORK

EDWARD J. CORNISH
~~XXXXXXXXX~~
Chairman of the Board

October 19, 1933.

Mr. F. M. Carter, President
National Lead Company

Dear Mr. Carter:

There are many reasons why the National Lead Company should conserve its community of interests with the miners and smelters of the United States interested in lead. There are also many reasons why it should recognize certain fundamental differences in interest between the Paint and Varnish Industry and itself.

First. The paint industry quite generally establishes agencies in the several cities, through whom it can advertise and sell its products. The National Lead Company sells to everyone.

Second. There is a custom, more or less prevalent among prepared paint manufacturers, to give rebates at the end of the year, as a means of encouraging retail dealers to distribute more of their goods. To the extent that is effective, it is an inducement to the retailer dealers to sell less of our goods.

Third. The National Lead Company and its predecessors, for a century or more, have claimed and advertised that white lead-in-oil, sold by it in paste form, could be mixed with linseed oil and colors by the painter and produce [illegible] ~~a better product than the prepared~~ paints ~~commonly sold~~. This claim is resisted by paint manufacturers ~~and they attempt~~ to ~~influence dealers to decry our products in favor of the ready-to-use~~ product.

Fourth. It is our policy to encourage painters. It is the policy of prepared paint manufacturers to create a demand from the general public; ~~knowing that~~ painters claim that their knowledge of how to mix paste white lead in the form we sell it, with other ingredients makes it [illegible] more desirable to hire painters to mix the necessary colors with ~~pure~~ white lead-in-oil and thinners than to apply it themselves. [illegible]
[illegible] refuse to consider this

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