

Nov. 28, 1935

Mr. F. M. Carter
 Mr. E. L. Paston
 Lead Industries Association
 Graybar Bldg,
 New York, N.Y.

*Scheme approved
 by Com 12/14/35
 Subject to division of
 expense by Lead
 Industries Assn
 FMC 12/14/35*

Dear Sirs -

Referring to the White Lead trade promotion plan which I presented to your Committee, I list below the main items I would propose to carry out to successful completion:

- 1st. I shall organize an educational campaign to be called FOREST PRODUCTS-BETTER PAINT CAMPAIGN or similar title. Shall try to get such complete endorsement from the American Forest Products Industries, who represent all the regional lumber manufacturers associations, that they shall allow us to join their name with LEAD INDUSTRIES ASSOCIATION in a cooperative sponsorship. We will allow the lumber industry to have the credit for originating the plan (1500 mills, 80% of total lumber produced).
- 2nd. I shall arrange to get on all programs possible, of the coming state and regional lumbermen's association convention programs, with a visualized WHITE LEAD LEADIT feature to inspire the lumbermen to want to sell high lead content paints - stop paint failures and save their lumber markets. (I have letter endorsing our plan from the President of National Retail Lumber Dealers Association who is head of all the 22 retail associations; also have letters endorsing plan from 8 of the regional secretaries). 8000 retailers will see our program from January to April.
- 3rd. Shall put on a series of complimentary luncheons and programs before called meetings of lumber manufacturers salesmen with white lead salesmen. (There are about 100 key salesmen in 15 cities of central west).
- 4th. Shall call together in about 15 cities, line yard owners representing 6000 yards. With complimentary luncheons and white lead programs shall give them facts that will help their branch yards sell white lead paints.
- 5th. Shall prepare feature stories which will result from the meetings and programs. Invite lumber trade journal editors to our meetings.
- 6th. Shall contact all groups of entire lumber industry, manufacturers, wholesalers, millwork factories, salesmen and retailers, as much as time will permit and opportunity is discovered to create renewed interest in white lead. Shall get registration at all meetings of those who will join the campaign.
- 7th. Shall contact as many as possible on State Agricultural College Extension managers who direct county agents to put on series of BETTER PAINT lectures before their farmer groups. These lectures are written by Extension men. (The Cement Association use them successfully)

8th I shall give my full time and sincere effort to the promotion of lead in all its forms or uses that might be distributed through retail channels. I shall expect salary of Four Hundred Dollars (\$400.00) per month for the first year and hope to make our plan so effective we may project it at least for a total of three years, from its beginning.

9th My suggestion for total budget for the first year is as follows:

Cost of at least 15 salesmen's luncheons and White Lead programs	\$ 300.00
Cost of 15 Complimentary luncheons for line yard owners.	800.00
Complimentary dinners with lead salesmen to organize campaign.	300.00
Exhibit space at Conventions.	1500.00
Directors Salary.	4800.00
Traveling Expense, R.R. and auto.	4000.00
Postage, printing, exhibit materials.	2800.00
	15000.00

Assuring you of my interest in tackling one of the most stupendous jobs of bringing back our white lead markets and helping save lumber markets, I am

Sincerely,

Don Critchfield