

WHITE LEAD PROMOTION PROGRAM**LEAD INDUSTRIES ASSOCIATION**

Greybar Bldg, 420 Lexington Avenue

New York, N. Y.

FOR MEMBERS ONLY

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EXHIBIT NO. 1
EXPLANATION OF THE WHITE LEAD
PROMOTION PROGRAMTo Members Supporting the White
Lead Promotion Program

The reasons for undertaking a trade promotion effort on behalf of white lead may be summarized as follows:

- (1) White lead is the most important market for the product of the lead miner today.
- (2) White lead consumption has been declining. It has a market today about half as big (100,000 tons) as it had in 1922 (195,000 tons).

because

 - (a) White lead has been displaced in part by cheap substitute low-grade paints containing chalk, barytes, sand and other adulterants, and
 - (b) White lead receives intensive attack from the advertising of prepared paint companies who stress the greater convenience of using prepared paint, often containing only small amounts of white lead, and who do little or nothing to encourage craftsmanship, the backbone of fine paint work.
- (3) White lead is being promoted nationally by only one company in face of competition from a great number of competitive prepared paint manufacturers.
- (4) White lead remains the finest paint pigment known to science and to commerce today. White lead is used
 - (a) in paste form as the sole constituent of paint, or
 - (b) as an ingredient of prepared paints (generally in minor amounts).

It is the only pigment that may be used alone with linseed oil to make a durable, economical paint and in addition all fine outside prepared paints require some proportion of white lead.

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- (5) White lead is sold in concentrated form and competitively costs about \$1.00 less per gallon, when diluted to paint consistency, compared with any equivalent high-grade prepared paint.
- (6) White lead will continue to lose its position in the paint industry unless some effort is devised to offset competitive attacks and to acquaint the public widely with the merits of the product.
- (7) White lead is also constantly subject to attack from the health standpoint.

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It is proposed to correct this situation and to capitalize on the traditionally excellent reputation of white lead paint by cooperatively engaging in a promotional campaign, including various forms of sales promotion, with the objective of not only arresting the downward tendency, but increasing the consumption of white lead.

Respectfully yours,

J. W. Truman
Secretary.