

November 26, 1935.

Mr. F. M. Carter, President
National Lead Company
111 Broadway
New York, N. Y.

Dear Mr. Carter:

I have been turning over in my mind of late the question as to whether or not Sherwin-Williams and the Glidden Company should again be invited to support the Forest Products - Better Paint Campaign. I can see advantages and disadvantages.

Perhaps the greatest gain to the Campaign would be the fact that the support of Sherwin-Williams and Glidden would add two important mixed paint companies to the two others now supporting it and at one stroke would remove the objection we repeatedly encounter that no prepared paint company is interested in the work we are doing.

Of course it is quite likely that Sherwin-Williams and Glidden would again turn down the invitation. However, the Campaign is being conducted on such a broad basis now that it seems to me they have a lot to gain from participation in it. They were extremely skeptical at first as to whether or not we would secure the cooperation of the lumber associations, but the work done so far should certainly have removed that skepticism. While it is true that at the start of the Campaign we placed considerable emphasis on white lead, this feature has been so subordinated that I do not see how any high-grade paint manufacturer can now object to our program.

On the other hand, if Sherwin-Williams and Glidden would give the Campaign their support, this might cause other large paint companies also to desire participation. I think the distinction to be made is the fact that Sherwin-Williams and Glidden are corrodors of lead as well as paint manufacturers.

I have reached no conclusion on this question but would like to discuss it with you some time.

Sincerely yours,

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