

of this state.

I am sure that the National Paint & Coating Trade Association of all paint manufacturers, very seriously considering a demand of equal time these very damaging statements.

The facts are that the vast majority of cases of lead poisoning in children have come about due to the fact that this poor element lives in old tenement houses which are perhaps 50 to 100 years old and from whose walls lead paint is peeling. The correct term should be old lead paint is peeling because basic carbonate of white lead or basic sulfate of white lead which used to be the main white pigment used in paints for interior and exterior both has been practically eliminated from modern day paints, as long ago as twenty-five years. As an example, our Company which was founded by my father in 1921 and where I have worked since 1926, has not used any lead in interior paints since about 1930. It would be silly to do so because lead as a white pigment has only 10% of the opacity of titanium dioxide and cost approximately half as much. Therefore, it would be stupid for the paint industry to have continued to use lead which is the most expensive of all of the white opaque pigments.