

January 6, 1936.

Mr. W. A. Dail, Manager
National Lead Company
659 Freeman Avenue
Cincinnati, Ohio.

Dear Mr. Dail:

While Mr. Doane, of the Eagle-Picher Lead Company, was in town last month, we discussed the Forest Products - Better Paint Campaign, and the difficulties that have arisen through the criticisms the white lead companies have received from retail lumber dealers who appear antagonistic to our program because they allege they cannot make a fair profit in handling white lead. I believe you are fully informed on this subject.

Some time ago we corresponded with Mr. Spencer Baldwin on the subject and in the event you have not seen the copies of the correspondence, duplicates are attached for your information.

It occurred to me that if we could educate Mr. L. P. Lewin, Treasurer of the National Retail Lumber Dealers Association, who happens to have his headquarters in Cincinnati, our problem would be solved and, of course, it is very unsatisfactory to handle a subject such as this through correspondence. I, therefore, asked Mr. Doane if he wouldn't kindly get in touch with you and plan to tackle Mr. Lewin at some convenient time and place in a manner you both agreed upon. It may be that you have already done something of this nature. In any event, I know that whatever you may do in this connection will be deeply appreciated from this office.

With kindest regards,

Sincerely yours,

Secretary.

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