

Chicago

PC&C

Kensington

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C. H. Adams

Lithopone in Latex and Emulsion Paints

I have read your paper with considerable interest and would like to make the following suggestions:-

1. The Lithopone paper should be expanded especially that part dealing with the reason for the use of Lithopone. In other words, instead of making just a flat statement that the use of Lithopone improves the drying of latex prints and letting it go at that, you should kick the statement around a bit and give the salesman something to talk about. As it is, they can go through the paper in two minutes and then they are done.
2. It seems to me that our concern over the use of C-Pigments in latex paints should be based entirely upon the possible effect upon Lithopone sales. This is not too apparent in the paper.
3. Further, the approach we should take should be to demonstrate how and why Lithopone and pure Titanium are better and are cheaper than Titanium plus miscellaneous inerts or straight C-Pigments.



F. P. J. JWBH
FFS:ma

CC: SBC JVH

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