

DATE June 22, 1981

FOR Mr. C.U. Driscoll, Mr. F.F. Roesch

WHITTAKER, CLARK & DANIELS, INC

ATT:

SUBJ: Clark Minerals

INTER - OFFICE CORRESPONDENCE

Attached are copies of some notes from the archives.

I think the first one regarding Italian Talc is timely. It is not dated, but I would guess it to be from the late 1930's or 1940's, when possibly they recognized the fact that Italian Talc might be difficult to come by. Inasmuch as we have promoted the merits of Italian Talc, we are going to need to have a positive program for our Clark Mineral's products.

The second note was probably written about 1931 and is interesting in that it outlines a philosophy that is basic and still sound.

John C. Woodruff

JCW:lab
Attachments (2)

PLAINTIFF'S
EXHIBIT
WCD-66

NO ONE can judge the quality of Talc
by its country of origin.

Its true worth is Hidden. We must go
to the Chemical Laboratory and break it
down to its physical and chemical make-u

Knowing this, we should be interested
therein only as coming from those
fully acquainted with Minerals.

This resume is not intended as any
reflection on the higher qualities of
Italian Talc.

Italian Talc came into vogue over fifty
years ago, when it was the only high grad
Talc in production. Its price is strong
which is illogical at the present time.
Its persistent use in the Toilet Industry
is without doubt more prejudice than
anything else. There have been
developments in Talc, as there have in
any other known Minerals, and the open-
minded manufacturer will see the folly
of persisting in using a product out of
habit, custom or prejudice.

In this folder we list as "Quick Facts"
the outstanding comparative between
our "Peerless" Talc and Italian Talc.

Savings can be effected and deliveries
assured.

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Why do thousands of houses choose
Whittaker, Clark & Daniels, Inc.?

Because its establishment, directly, of over forty years, and indirectly by antecedents of one hundred and eleven years, brings to them a wealth of knowledge and ideas that are available. Because its organization is made up of men who are whole-heartedly sincere in their efforts to weld a friendly service between house and customer. Because it has no axe to grind -- the World's vast store of Minerals are available -- regardless. Because there is no "high-pressure" salesmanship -- no bargains -- no job lots -- no salvage goods -- just standardized products that have been fully investigated by experts before offering. Because, in brief, there is always a sense of security in trading with a house, which, in spite of its consistent growth, continues to take a deep personal interest in each customer large or small.