

Chicago

Auxiliaries Research

Cleveland

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S. B. Coolidge, Jr.

Lithopone

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I rode home last night from the Production Club meeting with Mr. Opperman, a salesman for the du Pont Company, and he indicated that he had received a copy of our brochure on the use of lithopone in latex emulsion paints from one of his customers, but rather than type the whole brochure he had previously asked me for a copy of it. I sent him a copy, and he forwarded it to their research laboratory with the request that they return the copy with comments. He told me last night that they had returned the copy, and that he would show me their comments on a confidential basis. At this time I don't know what they are, but Mr. Opperman did make some statements to the effect that he thought that we were taking a more realistic attitude toward lithopone in our positive approach to its advantages, rather than taking the negative attitude that his company is taking.

He further indicated that he had actually lost some accounts because of this negative approach. He mentioned one - the Davis Paint Company in Kansas City - even to naming the pounds of lithopone that they had lost, and also the pounds of titanium business that they felt they would lose as a result of increasing the lithopone content in their tints.

I don't know how many companies are using lithopone because of the emphasis placed on it, but apparently this one account is, although the salesman has told me on various occasions that some other accounts appreciated getting the brochure, but they hadn't seen fit at that time to put lithopone in their formula. This, no doubt, is something that we will have to keep pushing, as we can't expect the brochure to do too much.



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