



CITY Cleveland

DATE May 31, 1950

FOR Mr. N. W. Bell

SUBJECT APRIL PRODUCT DEVELOPMENT REPORT

ANSWERING LETTER OF

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JUN 2 - 1950

The titanium situation continues to be critical and it looks as though we will not have enough titanium for the month of June. The general opinion seems to be this is a temporary situation. However, it will be embarrassing for the next two months. This applies both to rutile and anatase as well as the extended titanium pigments. There is a possibility a small amount of Titanolith can be obtained but this is only a limited quantity.

In regard to the oil situation, linseed continues to be high so the anticipated replacement of soya with linseed will not be necessary. The company has ordered two cars of safflower oil for experimental purposes so as to obtain production background as this oil promises to be an interesting oil for the future. Briefly, this oil seems to dry at a rate somewhere between soya and linseed; the color bleaches water white on the heat test and if the shipments equal the samples no further refining will be necessary. The oil works very well in alkyds. Yellowing tests are under way.

In regard to Satin, another source of latex has been found to expand our production and help to meet increasing number of orders. The new material has a similar conversion time to the regular Satin and properties are very close as determined by painter tests. Naturally it was necessary to adjust the formula to utilize the new latex and plants have been notified.

Cleveland reports production batches have been made on the new semi-gloss enamel (alkyd type) and painter tests are favorable. They expect the new formula to be sent to all plants in the near future. The Nubian report contains an excellent resume of the recent changes in the Nubelite white formulations and also tells of their work on floccating which has proven to be very profitable. They were tops in a recent test among twelve competitors. Reading has listed their latest specification formulas and are to be commended for finally receiving approval on their new zinc chromate primer formula. We understand we are one of the two companies which have received approval.

Time is money. If you do not have all the details of your problem be sure and request the sales department to obtain the necessary information.

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E. Schulte

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