

cc: Mr. J. V. Humm, Cleveland

Chicago

Auxiliary Research

New York

IC and C

September 13, 1951

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Lithopone
New Titanium Pigment

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The best information that I can get here on this so-called "New Titanium Pigment" which the National Lead Company is beginning to promote is that it is just an old pigment with a new application. This pigment, as you indicate, is Titanox RCHT but no changes have been made in it to make it more suitable for emulsion paints. It is the feeling here that they are taking advantage of the shortage of straight titanium to promote the extended titanium with a calcium base which had met with considerable opposition in the past.

As you know, calcium sulfate, of which Titanox RCHT contains 70%, is unsuitable for use in emulsion paints because the calcium interacts with the protein to break the emulsion and also to decrease washability. Furthermore, companies like U. S. Gypsum, and especially our own Emulsion Department, have insisted that the calcium content of our own lithopone be kept very low and they have a regular test that they apply to shipments to make sure that there is no soluble calcium present. This test is relatively simple, and just a slight cloudiness causes them to look on the lithopone with considerable misgiving. I should mention that calcium is present in emulsion paint but in an insoluble form, such as calcium carbonate and not calcium sulfate, which is somewhat soluble.

As I would put it then, the RCHT for use in emulsion paints is just a wolf in different clothing. I understand that they do have literature showing how to use this, but, so far, we have been unable to obtain a copy. If you run across one, we sure would appreciate receiving a copy. It is just possible that National is promoting the use of RCHT in combination with starch in emulsion paints instead of in combination with protein. Such emulsion paints can be made but it is questionable whether they are quality products. As one of the Emulsion Department boys put it, it is just "alleged" that the RCHT will work. They further indicate that the shortage of titanium should keep lithopone alive for a long time, since it is their feeling that RCHT is not a suitable for high quality paint, either of the regular or latex type.

Naturally, if you run into competition with RCHT in place of lithopone in emulsion paints we may have to do some work on it, but the above seems to represent the best thought here on the subject. The Bird Machine has been put into first-class shape at Coffeyville, so I understand, but I do not know what increase in production they have obtained by the changes in the Centrifuge. Mr. Schoenwald, of Mr. Coolidge's office, would be able to tell you this better than I, so I would suggest that you contact Mr. Schoenwald to see what increase in production is anticipated for Bird Lithopone.

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