



CITY Cleveland  
SUBJECT JULY PRODUCT DEVELOPMENT REPORT  
ANSWERING LETTER OF

DATE August 24, 1950 FOR Mr. H. W. Dell

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AUG 25 1950

Due to the continued shortage of titanium oxide, alternate formulas have been issued on some of the trade sales items such as Speed-Wall Semi-Gloss, Spray-Day-Lite, etc. In view of the difficulties we have had with Flat Wall it is advisable to conserve our supply of extended titanium pigment for this product. In order to help ease the demand on house paint the sales department has started a campaign on liquid white lead. The new white Japalac has established an excellent reputation in the field in the past year. Therefore, quality must be maintained.

Production of SATIN continues at a high rate. The backlog is diminishing. Deep Tones (Colonial Blue, Monterey Brown, Berkshire Green, Wineberry) have been formulated.

Glycerin has become very tight and phthalic anhydride situation is not too good. The purchasing department has made arrangements for an additional limited quantity of purchased alkyds. In fact the entire raw material picture is poor from a supply standpoint. Before doing any formulation on large volume, new business, it might be well to check with your purchasing department and formulate accordingly.

You will note from the Cleveland and Reading Reports, work is under way on oiticica oil. While oiticica has certain disadvantages every attempt should be made to use this oil wherever possible due to the wood oil situation. We hope to have definite formulations within the next month.

In the trade sales section, the exposure results on 45X Lead Silicate are interesting. It may be necessary for us to study this pigment more closely since leaded zinc is getting tight.

Nubian's work on pigmented primer production batches is very interesting and we hope they include viscosity studies in the next series of tests. We are pleased to note Reading has received unqualified approval on Armstrong Cork alkyd mixing varnish. This has been an involved problem.

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E. Schulte