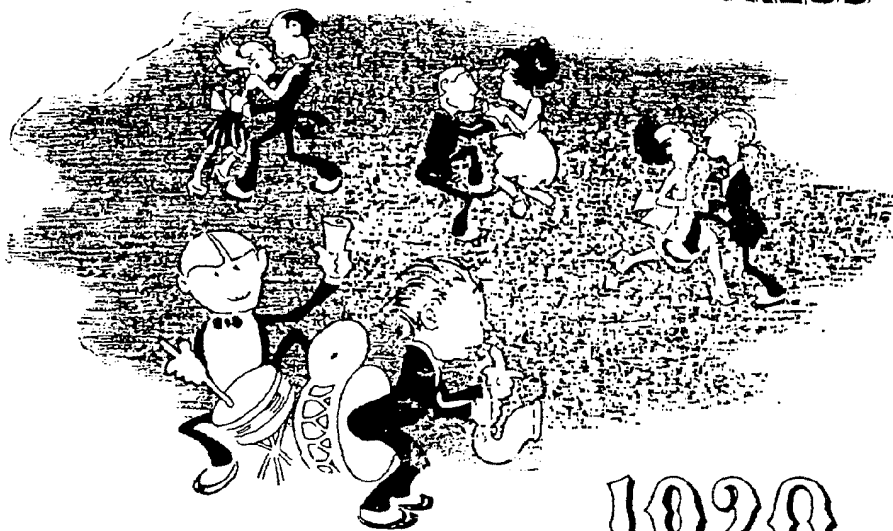


No 8 of a series

HIGHLIGHTS OF PAINT PROGRESS



1920

The jazz age was ushered in by two new white pigments—the first light-resistant lithopone and the first titanium pigment.

TEST-TUBE WHITE PIGMENTS USHER IN JAZZ AGE



ORGANIZED SCIENCE took a bow shortly after World War I at the unveiling of two new white pigments—the first light-resistant lithopone and the first titanium pigment. With these test-tube whites the paint industry proceeded to make still better and more diversified surface coatings, and raised production goals to keep pace with increased consumer demands.

These two pigments found important roles in many paint products, both interior and exterior, which previously had been limited to zinc oxide, white lead and sun-shy lithopone. In interior products light-resistant lithopone with its better color, hiding power and uniformity soon replaced the temperamental, old-style type.

In outside house paints, light-resistant lithopone proved useful in balanced proportions with zinc oxide,

white lead and extenders to obtain better whiteness, tint retention, and hiding power. Within a few years such lithopone became the most used white pigment.

The first titanium pigment—titanium barium—was used to advantage in interior and exterior enamels, as well as in white outside paints. In the latter, with zinc oxide and white lead, it provided better whiteness and hiding power.

1848-1948

Partners in Paint Progress

The development of Albalith, light-resistant lithopone, by The New Jersey Zinc Company in 1920 revolutionized the manufacture of lithopone, and extended the usefulness of ready-mixed paints.

The
Paint Industry

New Jersey
Zinc

THE NEW JERSEY ZINC COMPANY

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No. 2 of a series

1860

HIGHER QUALITY OF
PAINTS

THE DAWN OF READY-MIXED PAINTS

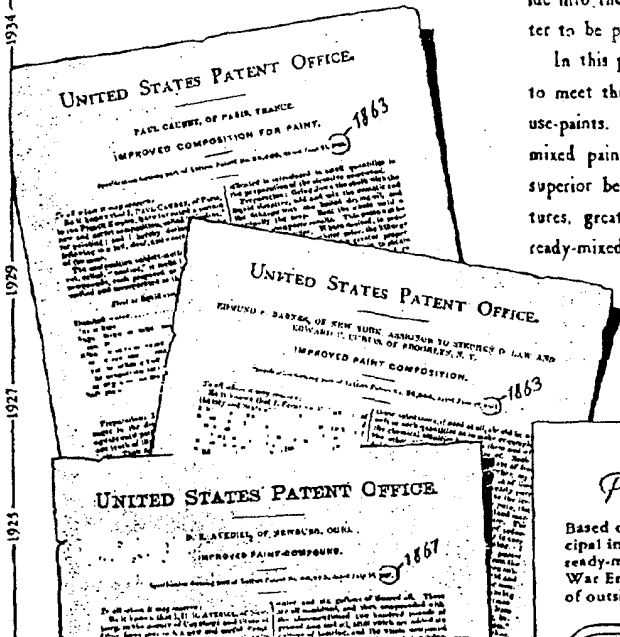
THE CIVIL WAR Era witnessed the birth of a nation industrially as well as politically. Men of enterprise risked their scarce dollars to develop this young country's natural resources, to establish new industries and to start new mills and factories.

In 1852 the infant New Jersey Zinc Company conceived and developed a unique method for producing zinc oxide direct from ore—one of the all-time most important contributions to zinc

metallurgy. Produced for the first time in this country, this zinc oxide was whiter, brighter and had more hiding power than the one white pigment (white lead) then used. Zinc pastes were developed and marketed—zinc oxide in linseed oil for general use, in white and colors; and zinc oxide in Damar varnish for porcelain-like enamels.

This set the stage for a revolution in paints—the development of ready-mixed paints—for paint makers found that incorporation of zinc oxide into their white lead pastes permitted the latter to be packaged in thinned, ready-to-use form.

In this period many new companies sprang up to meet the growing demand for these ready-to-use paints. Customers preferred these first ready-mixed paints for their time-saving convenience, superior beauty and durability. These same features, greatly improved, are inherent in modern ready-mixed paints.



THE NEW JERSEY ZINC COMPANY
Established 1848
160 Front Street, New York 7, N. Y.

1848-1948 Partners in Paint Progress

Based on zinc oxide, or with zinc oxide as a principal ingredient, the earliest American patents on ready-mixed paints were issued during the Civil War Era. Today, Zinc Oxide is still the backbone of outside house paints.



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