

J. V. Runn

RECEIVED

JAN 1 1953

AUX. RES. DEPT.

Chicago

Auxiliaries Research

Cleveland

Tech Service

January 13, 1953

S. F. Carlson

Lithopore in Oil Paints

As you know, lithopone imparts a number of desirable properties to latex and resin emulsion paints that cannot be obtained if it is excluded from the formula. Clovis Adams has summarized the story in a brochure which has been very favorably received in the industry.

We feel that the same situation may exist with respect to the use of lithopone in enamels and other oil paints that have gradually been lost sight of due to the emphasis on titanium dioxide. We are therefore planning to prepare another brochure similar to that for lithopone in latex paints.

To that end we would very much appreciate your thoughts and comments on the advantages of lithopone, both generally and specifically. In doing this I think you might also consider double strength lithopone and even zinc sulfide. It is our impression that lithopone shows up to especially good advantage in floor enamels; your comments on this would be helpful.

We recognize, of course, that from a hiding power standpoint lithopone cannot compete with titanium. However, as with latex paints, advantages may accrue, with only a slight increase in cost, which provide a better finish from an application and durability standpoint.

As an indication of the sort of thing we want to do, we will send you under separate cover a copy of the brochure on the use of lithopone in latex emulsion paints.

C. E. Adams  
Mineral Products Laboratory

  
F. C. Verduin:ff

cc:JVE

N11885

0007-SWP-000006556