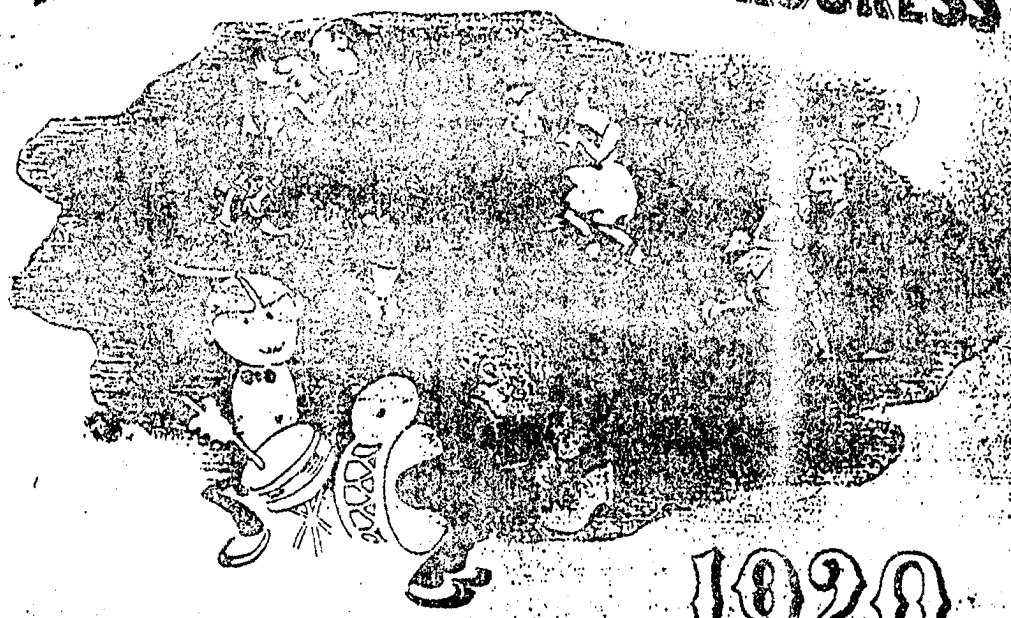
HIGHLIGHTS OF PAINT PROGRESS



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 reduced 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 [illegible] light-resistant lithopone, by The New Jersey Zinc Company in 1[illegible], revolutionized the manufacture of lithopone, and extended the usefulness of ready-mixed paints.

The Paint Industry [illegible]

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

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