New York PC & C

CHICAGO Sept. 18, 1951

C. H. Adams, Min. Prod. Labs.

9/13/51

Lithopone
New Titanium Pigment
CHA

I have discussed yours of Sept. 13th, with Ted Zappert and Gus Goldberg who are the two men that advised me their trade was being approached by National Lead in regard to this "new" RCHT type pigment. They tell me that National Lead has apparently devised some means of using this calcium sulfate extended titanium pigment in emulsion paints where protein type material is used as the binder completely or partially and these two men are now attempting to get the complete formulation story in this regard from several of their customers. As soon as we have anything worthwhile I will pass it on to you.

In the meantime why wouldn't it be a good idea for Don Kohr to approach National Lead for this information on the basis of being dissatisfied with the results obtained using Lithopone. We are an important customer of National Lead's on titanium pigments and are one of the important producers of emulsion paints as National Lead knows and it is quite possible they would give us this formulation technique in order to obtain a bigger share of our titanium business.

C. H. KOELER

CHK/tmg
cc: Sol Coolidge-Clev.
L.T. Schoenwald "
F.P. Squibb-Chgo.
Dr. J.V. Hume-Clev.
RMC

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