

June 9, 1952

To: S. B. Coolidge, Jr.

Subject: Lithopone - Titanium

At the present time we are using the high Titanium formula which on the basis of million gallons of Super Kem-Tone calls for 400 tons of Lithopone and 700 tons of Titanium (approximately).

We could use the Titanium conservation formula which would use 900 tons of Lithopone and 690 tons of Titanium. These formulas have already been distributed and we have made material on that basis.

Harold White has taken four or five of the rexes and indicates that to come out with the same costs, Lithopone should be placed in the formula at \$5.30 instead of the present price of \$7.80.

If we use the greater amount of Lithopone at \$7.00, it costs about 2¢ more per gallon of Super Kem-Tone or \$240,000 per year on the basis of million gallons per month.

There isn't much chance of us going higher than the so-called "Titanium Conservation Formula" because at the present time we have left in the formula only a certain amount of Mica and Clay which we would not like to remove. On the maximum where we are using 200 pounds of Lithopone, if we took out all of the Clay and Mica, I doubt if we would get much higher than 250 pounds.

The next move would be to try a completely different formulation and we are going to undertake that sort of a proposition.

Recently New Jersey Zinc put out quite a booklet supporting the need for Lithopone in latex paints and we are studying the circular and their proposals along with any ideas we might work up on our own.

However, since the first substitution of Lithopone for Titanium calls for reduction from \$7.00 to \$5.80, I would anticipate the same would be true if we tried to increase the amount of Lithopone because next we are replacing low-priced items, such as Clays and Mica, along with Titanium.

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