

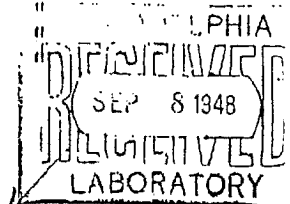
CC:

W. T. Banning - Atlanta
D. G. Kennedy - Phila. Plant
~~C. R. E. Merkle~~ - " Lab.
W. L. Tindell - " Plant
J. E. Oyler - " Lab.
M. A. Dibble - Building
H. E. Lackey - "
T. L. Riffin - "

J. J. Harley - Building
Ralph Plowman - "
T. S. Chilton - "
D. V. Bauder - "
S. L. McSorley - "
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Wilmington, Delaware
September 7, 1948

M. J. HANGER
ATLANTA



PHILADELPHIA LABORATORY RELEASE LETTER NO. 1110
RECOMMENDATION FOR RELEASE OF LEAD-FREE OUTSIDE WHITE 301-867

Attached is Management-approved copy of the above release, based upon the trial marketing of this product in your region. When activated, the production of 301-863 #40 O. W. will cease.

This product is exactly the same as 301-863 in the vehicle portion; containing 35% of soya oil. The pigment, however, is quite different, in that it is lead-free. The revision in pigment components is quite desirable at this time, not only because of the extreme shortage of lead, but by so doing we obtain a whiter product, both in the wet and dried film, with no sacrifice in application properties or in durability. At the same time cost is reduced. Weight per gallon is reduced from 16.5 to 14.7 lbs. per gallon.

The same controls in distribution should be given this product as were provided in the sale of 301-863. This trial marketing should prove its acceptance by the consumer, and bring to light any changes which should be made prior to its possible adoption for general sale.

Its sale should be confined to the same area as is now covered by 301-863. Whatever records you have kept in the past should be continued with this product, in order that a check on its performance may be made from time to time.

The raw material situation is such that production cannot be started before the end of September. Continue to order 301-863 until you are advised that stocks of 301-867 are in readiness.

Please advise if there are any points in the foregoing that are not entirely clear.

S. L. MC SORLEY

By: R. C. Sheeler

RCS/mta

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