CC: Mr. D. G. Kennedy, Phila.
Mr. C. W. Clark, Chicago (2)
Mr. H. F. Bodin, Everett
Mr. P. J. Griffin, So. San Fran.
Mr. E. J. Macfarlan, Ft. Madison
Mr. J. D. Shiels, Wilm. D-8028 (3)
Mr. J. P. Elliott, Wilm. D-8026
Mr. T. S. Chilton, Wilm. D-8005
Mr. Ralph Plowman, Wilm. D-8050
Dr. A. J. Hemmer, Phila. Plant (4)
Mr. D. V. Gregory, Phila. Plant
Mr. C. E. Stover, Phila. Plant
Mr. M. E. Grubb, Phila. Plant
Mr. C. R. E. Merkle, Lab. (2)
Mr. J. W. Iliff, Lab.
Mr. E. C. Fitzgerald, Lab.
Phila. Label Section

MR. JOHN MARSHALL (3)
DIRECTOR CHEMICAL DIVISION
ROOM D-7014, WILMINGTON

MR. A. K. BURKE
DIRECTOR OF PRODUCTION
ROOM D-8022, WILMINGTON

MR. B. L. McSORLEY
TRADE SALES MANAGER
ROOM D-8032, WILMINGTON

Philadelphia Laboratory
August 10, 1948

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

Introduction:

This is to recommend the release for trial sale of a lead-free outside white house paint under the code 301-867.

Reason for New Development:

This product was developed for the purpose of reducing raw materials costs in outside white house paint without sacrifice in quality or application properties.

Small improvements have been obtained in color, both wet and dried film, and in the label analysis.

Reason for Requesting Management Review:

(1) This product is a Trade Sales item.

(2) Suppliers of the required acicular zinc oxide and Asbestine-X are limited so that full production of this paint is impossible at this time.

LMW 0010020

N50751

(3) The titanium dioxide content has been increased 0.2#/gal. over 301-864 #40 Outside White.

(4) Data on stability and brushing properties are incomplete.

Extent of Release Recommended:

It is recommended that the product be released for trial marketing in one region only to obtain information from its use under practical conditions. The San Francisco region is not recommended because it is too far away. The Atlanta area could not be used at present because it is presently being used for a continuing check of the high soya vehicle. It is expected that this paint will be released for general sale when sufficient volumes of zinc oxide and extender become available.

Description of Product:

This paint, 301-867, has the same general appearance as 301-864, the present #40 Outside White. Through the elimination of lead, the gallon weight is reduced from 16.50 to about 14.7. It is believed there has been no sacrifice in quality.

Brushing: Slightly more drag than 301-864 but better than most competitive paints.

Drying : Equal to 301-864.

Color } In Can: Better than 301-864
} Dried : " " "

Durability: Equal to 301-864

Can Stability: Remains to be determined;

Similar lead-free whites are known to be stable for one year.

Composition information is given in the Technical Supplement.

Cost Information:

This formula represents a raw materials cost savings compared to the present #40 Outside White. However, due to insufficient plant experience, the indefinite solids and gallon weight does not allow an accurate cost calculation. A comparison of raw material costs is shown below.

LMW 0010021

Product	Estimated Raw Material Cost
301-867 (35% Soya Oil)	$2.17-$2.24 for gal.
301-864 #40 Outside White	2.34 " "
301-863 (35% Soya Oil)	2.31 " "

Official costs should be obtained from the Cost Department.

Label Information:

Label directions will be the same as on #40 Outside White.

Label analysis will be furnished upon request. It will not show excess magnesium silicate extender.

Patent Information:

No patent considerations are involved.

Confidential Information:

No confidential information is contained in this Release.

Formal Cards:

Formula cards for 301-867 and its base are attached to copies of this letter for Mr. Marshall and Mr. Burke.

PHILADELPHIA LABORATORY

J E Oyler

J. E. OYLER

JEO:hfm

Approved J. W. Iliff

Date August 4, 1948

LMW 0010022

DUP110145203