Monsanto

8/20/70

FROM (NAME & LOCATION) Mr. C. L. Curtis - St. Louis

DATE August 19, 1970 CC:

SUBJECT Therminol Leakage/Disposal bulletin

REFERENCE

TO ~~Mr. J. R. Fallon~~ ①
~~Mr. D. E. Roush~~
C. L. Curtis ②

Charles: I agree it s - - - - - I scratched what I feel sounds ok on attached. Let's go with it. JR

Here is the suggested re-wording on the two keyed paragraphs of the "How to Dispose of Therminol FR" bulletin:

(A)
If you decide to return material for disposal, please notify your Monsanto fluid specialist. He can ~~prepare the~~ arrange for preparation of the proper papers and advise you of the exact charge for this disposal service.

(B)
Your investment in Therminol FR is an investment in safety. It shows you care about the safety of your personnel and the protection of your plant and equipment. The above suggestions are made to help you keep your system leak-free and protect this valuable investment.

Frankly, I'm dissatisfied with the whole tone of this page of the bulletin. It's like a civil service document that purports to tell the reader how to dispose of FR, but ends up telling him he has to talk to a fluid specialist before he does anything.

Going to dispose of fluid? Talk to a specialist.
Going to recondition? Ask your specialist.
Any other questions about leakage? Ask your specialist.

The only hard fact in the whole copy is the address for disposal. (But we don't tell him how much disposal will cost; he has to talk to a specialist for that.)

To make it more meaty, can we put in some information about reconditioning? Or send along another sheet that discusses reconditioning?

At the very least, let's cut out the last sentence. The paragraph before it ends on a high note. And they probably have the idea by this point that our salesmen sit at the right hand of God when it comes to questions about heat transfer fluids.

This sounds like a critical memo. But I wrote the stuff in the first place. And if you can't be critical of your own writing. . .

Butch

Charles L. Curtis

skw

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