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J. N. Tully, Nwk.
A. Siegel, "

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CONFIDENTIAL

DR. F. P. EHRICH
NEWARK

SOLVENT MILLED PONSOL VIOLET & RN

For some time we have been carrying on our program the completion of our solvent milling studies of Ponsol Violet & RN crude, with the object of obtaining realistic cost information and practical evaluation of Newark manufactured colors prepared from such dye. Delay in completing this program has resulted from restricted availability of the Ponsol Violet, since any crude provided to the Chemical Division for this purpose would be at the expense of acid pasted dye (N-612) required by Newark.

At the SPC meeting on May 25th, the Chemical Division representatives unanimously agreed to discontinue all work on the solvent milling of Ponsol Violet for the following reasons:

1. Because of the uncertain availability of Blue 2R from Orchem, Sales will probably be faced with the necessity to obsolete BP-243-D. The alternate procedure ("C" process), based on the manufacture from our own Blue LB (N-623) and Violet & RN (N-612) is unattractive costwise, and it is exceedingly doubtful if the availability of the stronger solvent milled violet is likely to influence the decision.
2. In general, the future of Ponsol Violet & RN colors is rather uncertain in view of the anticipated strong competition from Harmon's Thio Fast Red MV-6606, which appears to offer better money value for the shading of CPC Blue. In view of this uncertainty, we can not expect any optimistic long range forecasts from Sales on our Ponsol Violet codes.
3. Because of a critical selenium shortage, we do not know how long Orchem will be able to continue manufacturing Ponsol Violet & RN. They do not know of any other satisfactory catalyst.

JHC:lg
jc

J. H. COOPER
CHEMICAL DIVISION