Archmere 4-15-59 Paoli

Mr. C. E. Abbey WHITE CENTEX

4-14 to Mr. Schilling C. W. Lehnert/ep

cc: Mr. A. L. Meyer - Archmere
Mr. E. W. Brown - Acme
Mr. R. E. Schilling - Dallas Sales

PLAINTIFF'S EXHIBIT

GP-1159

You recommended that the White Center be given a trial in the Dallas market in your letter of 10-29-58 to me. The trial was conducted and Mr. Ferguson reported that the manager of the Cameron Paint Store requested that White Center only be shipped to him in the future. In my letter of 3-31-59 to Mr. Schilling we approved shipping White Center to the Fort Worth market only with the presentation that it should not be used for joint finishing. If you disagree we shall abide by your decision. However, it is my opinion that no product trials should be made unless it is intended to make it available if successful. We have no further development work in mind for the White Center. Results of field trials and field experience shall be necessary to approve or disapprove general release of the formula. The more field experience obtained the quicker a decision can be made on its acceptance. It has been our policy in the past to first have trials by individual applicators, then make the product available to an district, then an area and finally to the general market.

Will you give Mr. Schilling a definite answer as to whether we will or will not furnish White Center to the Fort Worth market? In the future we will pass along the results of any trials to the General Sales Department and abide by their decision on the availability of a product to a territory, area, or a general release of that produc

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