JJ McN
DHB
RVJ
R. N. Brell, Wilmington
EHF
PCB Publicity.

Personal & Confidential

c ~~JDW~~

C. C. JDW.
about Feb 16?

I am sending you copies of the PCB notification letter and the Questions/Answers on that letter for use by your sales force. If need be please xerox a copy of the Chemical Week article on "Environment" for them.

As discussed, minimize distribution and have salesmen become familiar with Q/A so they can't bring out in front of customers.

We'll be getting in touch with you re distributors. Please don't give them the Q/A hand-out. We want to minimize the effect of this letter. You should follow sales of Aroclor closely to monitor any effect.

You will advise ~~salesmen~~ non-Plasticizer Cyp. salesmen who may be calling on some Aroclor accounts.

DSW 318257

You may hear of the replacement program being promoted by F. F. on A.1254/1260. As discussed we have no replacements. We want to continue selling all Aroclors — therefore play down the replacement bit & try to calm the customer. If this won't work, follow as outlined in the presentation given at

Tall Oaks.

By not distributing Q/A too widely + having customers / distributors come to you or your salesmen with questions you can gauge the effect of the letter. This feed-back will then enable us to decide what programs we give priority to in St. Louis.

If you need help in answering questions or if anything occurs to you that I've omitted let me know.

We don't plan on sending this letter known competitors / universities. Please don't sell Aroclor to other than our accepted distributors viz., Gt. Western / Central / American Mineral Spirits.

DSW 318258

P.S. Nothing other than the letter from St. L. should be put in writing to a customer on the PCB problem without clearance by our Law Dept.