

1	Date July 21, 1969	NO. OF ATTACHMENTS	<table border="1" style="width:100%; border-collapse: collapse;"> <tr><td style="width:5%;">2</td><td style="width:25%;">PRELIMINARY</td><td style="width:5%;">1</td><td style="width:5%;">2</td><td style="width:5%;">3</td><td style="width:5%;">4</td><td style="width:5%;">5</td><td style="width:5%;">6</td><td style="width:5%;">7</td><td style="width:5%;">10</td><td style="width:5%;">11</td><td style="width:5%;">12</td><td style="width:5%;">13</td><td style="width:5%;">14</td><td style="width:5%;">15</td><td style="width:5%;">16</td><td style="width:5%;">17</td></tr> <tr><td>3</td><td>CHANGE PRODUCT</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr> <tr><td>4</td><td>LABEL OR PKG CHG</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr> <tr><td>5</td><td>DROP SLIP</td><td>X</td><td>1</td><td>2</td><td>3</td><td></td><td></td><td>7</td><td></td><td></td><td></td><td>12</td><td>13</td><td></td><td></td><td>17</td></tr> <tr><td>6</td><td>MARKET CHANGE</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr> </table>	2	PRELIMINARY	1	2	3	4	5	6	7	10	11	12	13	14	15	16	17	3	CHANGE PRODUCT	1	2	3	4	5	6	7	10	11	12	13	14	15	16	17	4	LABEL OR PKG CHG	1	2	3	4	5	6	7	8	10	11	12	13	14	15	16	17	5	DROP SLIP	X	1	2	3			7				12	13			17	6	MARKET CHANGE	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
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2	Company and Sales Division Recommending Corporate Products		Item Description (Including Sales Number and Production Rex No.) White Lead-in-Oil A58 W 23																																																																																								
3	Recommend, Reason, Purpose Drop as an item maintained in stock at warehouses East of the Rockies due to decreasing demand and lack of profit on redistribution basis from Chicago to other warehouses. Void Rex. List in Where-To-Buy-It as an associated product, 5.11 N.F. Lead																																																																																										
4	Has Product Been "Market Tested?" ☐ Yes ☐ No If Not, Will It Be? How?																																																																																										
5	<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <th style="width:35%;">Competitive Product—Brand Name</th> <th style="width:10%;">Mfg.</th> <th style="width:15%;">Jobber Price</th> <th style="width:15%;">Dealer</th> <th style="width:15%;">Wholesale</th> <th style="width:10%;">Retail</th> </tr> <tr><td>A.</td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>B.</td><td></td><td></td><td></td><td></td><td></td></tr> </table>			Competitive Product—Brand Name	Mfg.	Jobber Price	Dealer	Wholesale	Retail	A.						B.																																																																											
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6	Estimated FSC Each Size Selling Prices and % Profit—Use Reverse Side of Sheet If Necessary																																																																																										
7	A. What Size Packages All ☐ 1/2 Pt. ☐ 1 Pt. ☐ 1 Qt. ☐ 1 Gal. ☐ 5 Gal. ☐ Drum ☒ 25.50 pound B. What Type Labels ☐ LITHOGRAPH ☐ PAPER																																																																																										
8	Where Manufactured ☐ Chicago M-S ☐ Chicago S-W ☐ Cleveland ☐ Dayton ☐ Detroit ☐ Friendship ☐ Garl ☐ Gibbsboro ☐ Los Angeles ☐ Morrow ☐ Newark ☐ Oakland ☐ Pittsburgh																																																																																										
9	List Location Where Stocked ☐ Warehouse ☐ Branches																																																																																										
10	Predicted Annual Sales Volume, by Size, and Estimated Return On Investment (Give ROI For Actions 1, 3, 4, 6 And Attach Details) ROI %																																																																																										
11	<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <th style="width:40%;">Inventory and Value Required, by Size, Total</th> <th style="width:30%;">Factory and Warehouse</th> <th style="width:30%;">Branches</th> </tr> <tr><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td></tr> </table>			Inventory and Value Required, by Size, Total	Factory and Warehouse	Branches																																																																																					
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13	Specific Plans to Dispose of Item (12), Use Reverse Side of Sheet If Necessary (Including Labels, Package and Raw Material) Continue to supply as a stock item until supply exhausted.																																																																																										
14	Date Product Should Be Available for Shipment From Warehouse																																																																																										
15	Is Special Advertising Going to Be Used? If Yes, Dollar Value and Description ☐ Yes ☐ No.																																																																																										
16	A. Is Label Copy APPROVED and AVAILABLE? ☐ Yes ☐ No If No, When B. Is Label Art APPROVED and AVAILABLE? ☐ Yes ☐ No If No, When																																																																																										
17	A. What Other Products in the Line Now Will This Product Affect? B. What Other Corp. Products Use This Parallel Formula?																																																																																										
18	Will It Be Necessary to Destroy Advertising and Merchandising Material? If Yes, Give Value ☐ Yes ☒ No																																																																																										
19	Signatures Required Do Not Use Stamps																																																																																										
N15842 N. E. M. AUG 26 1969																																																																																											
1. Technical—Control		2. Package Specification																																																																																									
3. Distribution—Local		4. Manufacturing—Local																																																																																									
5. Advertising		6. Legal Dept.																																																																																									
Product Committee		Slip No. (Show Company Ident.)																																																																																									