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INTERNAL CORRESPONDENCE


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 JAN 25 1967

R. N. Wheeler

CHEMICALS DIVISION

P. O. BOX 471, TEXAS CITY, TEXAS

To (Name) Mr. G. P. Bigelow
 Mr. J. R. Wilkinson
 Company NEW YORK OFFICE
 Location

Date January 24, 1967

Copy to Dr. F. E. Bailey, Jr. - 511
 Dr. J. J. Brezinski - 511
 Mr. O. T. Carlisle
 Mr. F. D. Dexter - 501
 Mr. J. H. Field/Mr. J. H. Barrett
 Mr. J. L. Hockersmith
 Dr. W. R. Manning - 511
 Mr. R. N. Wheeler - 514

Subject Use of QXOS-7 at
 Ford Motor Company

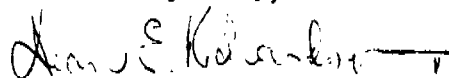
Gentlemen:

This will confirm our recent conversations in Texas City in which I suggested that we offer QXOS-7 to Ford. My reasoning is simple:

1. It will be only a matter of time until our competitors match or improve on QYSL-7.
2. QXOS-7 is available now in quantity, and can be manufactured without difficulty.
3. Competition will not likely match the easier processing characteristics of QXOS-7 for quite awhile.
4. We are already getting a premium price of QYSL-7, and we could offer QXOS-7 at the same price (\$0.15 per lb.).
5. The short dryblend time of QXOS-7 should be especially attractive to Ford.
6. There seem to be no other marketing plans afoot for QXOS-7.

In view of F and F experience with QSOM-7, it should be pointed out to Ford that the characteristics of QXOS-7 are excellent but so different from QYSL-7 as to require reformulation prior to production trials.

Yours very truly,



Dean E. Richardson

DER/sj

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