Monsanto

FROM (NAME & LOCATION) P. G. Benignus - St. Louis General Office

DATE December 15, 1969

SUBJECT MARKETING TRANSFORMER ASKAREL

REFERENCE

TO
H. S. Bergen - HBERG
J. Leonner - SAO PAULO
J. Valente - SAO PAULO
J. Morales - MEXICO CITY
V. Narayan - BOMBAY
T. Katayama - MMK TOKYO
R. Corley - BUENOS AIRES
G. Johannsen - SANTIAGO

cc
D. A. Olson - DOLSO
J. G. Bryant - JBRYA
G. Graham - NEW JERSEY
C. Curtis - CCURT
W. A. Kuhn - WKUHN
W. Papageorge - ANNISTON
G. Bratsch - WGK
R. H. Munch - JFQ
W. Richard - WRICH
C. Coleman - RUABON
D. Cameron - BRUSSELS
J. Haggart - BRUSSELS
M. Thomson - LONDON
P. Marsh - LONDON
R. Garnsworthy - MELBOURNE

We are fully aware that Monsanto cannot move or sell more transformer askarel fluid unless more askarel transformers are sold. Realizing that Monsanto does not make nor directly sell askarel transformer's, we constantly grapple with the question about what should we do and what can we do to sell more askarel transformers.

Other than our promotional pull-through advertising campaign our strategic activities to sell more askarel transformers are largely behind the scenes activities. Unquestionably, it is exactly such activity on our part that led to the very forceful attached end product of the marketing manager at Westinghouse, South Boston, Virginia Plant urging his sales forces to push Inerteen transformers containing Monsanto's askarel fluid.

You will note Westinghouse use of Monsanto's marketing booklet O/FF-14 to induce transformer purchasers to specify askarel transformers.

Paul

P. G. Benignus

/dn
Attachment

DSW 199798

IN-10 REV 11-65

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