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Tom Egan

August 8, 1972

Jud McDougall

Monthly Situation Report
St. Louis District

Bob Upchurch
Bob deBastian
Bob Jacobson

Our goal is to catch up with last years volume by the end of the first six months of 1972 and this has been done. I feel very pleased about this, especially after we dropped off so far the first couple of months during 1972.

Prospects are appearing very good for the St. Louis District to reach our goal by the end of 1972.

Dealer sales are making some headway on the road back to old standards. While Bill Dingler and Don Dutton continue to show advances, Bob Critchell is just getting up steam and should put us over the top during the last six months.

Bob has established some very good promotional program with existing jobbers and Dealers, and is receiving many compliments from many of them receiving us back into the market place.

We have all established our Fall Campaign programs, target accounts, jobber promotional programs, dealer advertising programs, special sales and getting signs and display material up.

A vital part of our program is the establishment of jobber salesman incentives, so we can get them to work on our team. All of our jobber meetings will have to have this program presented at the time we hold them.

The area in dealer sales that we are not satisfied with are glass fiber sales. Again we have been cut up by not being advised on time of extra discounts being allowed by our competition. We have lost several orders in Denver, Kansas City and St. Louis areas because we were priced too high.

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Tom Egan

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I feel we should investigate the possibility of adding two items to our glass fiber products line:

1. Noise control blankets
2. A full 16" and a full 24" wide material for use with metal studs on commercial jobs.

the demand on these two items is continually growing.

Masonry fill sales are continuing on an upswing. I feel this is due to our extra promotional efforts during the first quarter of 1972.

An item to note, and I feel we need some investigation on, is that many of our per-lite competitors are not listed in the "U.L." Book, but continue to sell general contractors block plants, owners, and architects on the fact that they are furnishing a material equal to Zonelite Masonry Fill.

You and I know this is not true, and if someone could set up a program of mailings, literature, and etc. to help us make all of the above mentioned people aware of the facts, maybe we would not be in such a competitive pricing strain.

Dyfoam competition is still a real rubber ball in the St. Louis district. Brand identification so we can do some quality selling of our products is needed now more than ever.

We are improving our relationships with four cold storage applicators, thus we should be in a better position in the future to obtain orders on some cold storage jobs.

Willis Regier, architect in Omaha, Nebraska telephoned me to inform me he would not be able to specify Dyfoam on the Kansas Beef Packers cold storage job in Wichita, Kansas. The reason given was he could not achieve owners approval. He did state he would use Dyfoam as an alternate on some of his future jobs however.

Settlement was made on the Triple "S" job in Wichita, Kansas on Tufhide in the amount of \$800.00. Don Dutton received signed release from owner. I do not know how this will affect our relationship with Joe McGill.

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Tom Egan

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Mono Kote continues to reflect an upswing. The Telephone job in Kansas City, the McDonnell Douglas and Chromalloy jobs in St. Louis continue to progress with no difficulties.

We do have three jobs in Kansas City where we are having problems. All three are with Hall-Missouri Plastering Company, and it just so happens that all three jobs are on a new waterproofing paint furnished by Temonic Paint Company. Samples and chemical analysis have been sent to Cambridge and Trevels Rest to be analyzed.

Bill Dingler has just received an order for 30,000 bags on the Blue Cross Building in Denver from Dick O'Brien Plastering Company.

We have also received a complaint from Dick O'Brien on a Mono Kote job "Weaver Seathy Imports", where Mono Kote was used as insulation on a metal skin building, and deflection and movement caused a bond failure.

A note to report --We have had a couple of instances where good Mono Kote architects have had a job out for bids, and Mono Kote was not specified or given as an alternate. Upon investigation, we were advised by the architects that they could not use an asbestos base product, and therefore did not put Mono Kote into their specifications.

This is the result of their not knowing we had an asbestos free product. Our competitors have been telling them there is asbestos in Mono Kote.

We are making a mailing to all of our architects advising them that we are within OSHA guideline, and that we also have a completely asbestos free product to use where required by State or Federal Laws.

Roof deck specifications are still on an upswing. Our architectural program of upgrading the call is gaining results from the architects.

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As you can see from Don Dutton and Chuck Guenther's comments in their reports they are gaining a number of architectural firms that are now accepting Zonolite Roof Decks.

An area for immediate investigation is U.L. listings of perlite manufacturers, including Silbrico Company. Many of these perlite suppliers are not listed by U.L., yet they are telling architects, they are furnishing fire rated decks. The same applies to vermiculite suppliers. If they are not listed in U.L., they do not have a U.L. listing or rating and should be reported to the insurance people.

I have discussed this with the insurance people, and their greatest problem is that when they arrive at the job to set rates, they are just told they have a vermiculite or perlite roof deck, and therefore give the same rating to them as they do us.

We must advise them of a job when our competitors furnish material and do not have the proper ratings.

We have contracted with Swanson-Gentlemen Company of Des Moines, Iowa on 4,000 bags of Dri Pac in Lawrence, Kansas, and also they are bidding another job in Hays, Kansas.

Accounts Receivable are in good shape with the district.

Sincerely,

Jed McDougall

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