

Ardmore, Pennsylvania

January 8, 1964

PLAINTIFF'S EXHIBIT

GP-1470

TO: Messrs.

FROM: Bestwall General Sales

M. M. Powers - Ardmore
A. L. Meyer - Ardmore
C. E. Abbey - Ardmore
R. Sikes - Ardmore
W. O. Stoll - Ardmore
E. L. Mongold - Ardmore
D. B. Wise - Ardmore
O. P. Alford - Ardmore
R. C. Megaw - Ardmore
E. R. Skopal - Ardmore
E. Hassenritter - Ardmore
O. F. Grieco - Paoli
C. G. Shuttlesworth - Paoli
E. B. Hollingsworth - Paoli
G. E. Wilson - Paoli
C. W. Lehnert - Paoli
J. Vanderhcut - Paoli
J. Di Lorenzo - Paoli

SUBJECT: MARKET SURVEY -
READY MIX JOINT CEMENT

BY: R. Sikes - dcf

RECEIVED
PAOLI, PENNSYLVANIA

JAN 10 1964

BESTWALL GYPSUM
COMPANY

For your information, we are attaching a recap sheet relative to the results of a survey conducted in all sales districts on Ready Mix Joint Cement.

A review of the reports submitted by all Bestwall Salesmen and District Managers indicate they recommend that we develop a satisfactory ready mix material for stocking at all Bestwall Plants with the possible exception of Acme and Blue Rapids.

The average competitive price on Ready Mix Joint Cement packed in 5 gallon cans ranges from \$3.40 per can to \$5.70 per can in the various markets. The estimated annual sales volume figures are as follows:

Plants	Gallons
Acme	31,000 6,200 pairs
Akron	22,000 4,400 "
Bestwall	25,000 5,000 "
Brunswick	175,000 35,000 "
Fort Dodge	202,500 40,500 "
Grand Rapids	15,000 3,000 "
New Orleans	25,000 5,000 "
Sigurd	77,000 15,400 "
Wilmington	150,000 30,000 "
Total	722,500

144,500 722,500 pairs

At 300 pairs/day it would require 480 days which
will justify a plant.

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