Monsanto

FROM (NAME & LOCATION) Addendum to : Trip Report on Rome, Georgia (6/23/69)

DATE : July 3, 1969

SUBJECT :

REFERENCE :

TO : For File

cc: P. Benignus
H. Berger
J. Bryant
R. Hamil - Atlanta
N. Johnson
R. Sullivan - Wilmington

Askarel vs. Dry Type vs. Mineral Oil

Askarel medium transformers are 8-10 times the cost of oil filled units. Rome stated Askarel and dry types are for practical purposes getting equivalent in price. The 95 BIL transformer price is now equivalent in price to askarel, while offering the prior economically unattainable higher impulse level. This advancement prompted Rome to suggest that we revise our advertising theme. They feel that because we've promoted questionable performance advantages vs. dry type it may have caused transformer specifiers to openly criticize askarel.

Don Pogue

/bjd

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