

FILE NAME: THAN (THAN)

DATE: 1961 Feb 20

DOC#: THAN004

DOCUMENT DESCRIPTION: Thompson-Hayward Chemical Co. Memo RE Selling
Asbestos Fibers -Sales Plan

INTER-OFFICE CORRESPONDENCE

THOMPSON-HAYWARD CHEMICAL CO.

File
Info. Asbestos

To: ~~CLARK MILLER~~
New Orleans Office

Saleman
not

Date February 20, 1961

From: J. A. Robinson
Kansas City Office

Subject: _____

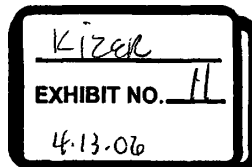
Customer: _____

Asbestos fibers are a very widely used material. Thompson-Hayward's sale of these products through the warehouse has been a very profitable business and in reviewing invoices on sales we find that in most cases we make approximately 20% profit on asbestos fiber. This is a competitive market like everything else we have, but the prices are stable and usually there is only about one other distributor in a town that will carry stocks of this material. Carey-Canadian, our principal on this material, has been most cooperative and they have assigned a man who will spend most of his time calling with Thompson-Hayward salesmen helping us sell asbestos fiber. They are an aggressive company, continually developing new grades and uses for asbestos and they are now looking for us to increase our sales of asbestos about 400% this year. This may seem a rather large order at first thought, but it shouldn't be too hard to do. There is only one way to do it. See the people that are buying asbestos fibers and convince them they should buy through Thompson-Hayward. It is as simple as that.

To help you find asbestos fiber business, we are listing below types of manufacturers that normally would be expected to use asbestos fiber. If you will check your telephone directories, local Chamber of Commerce lists of manufacturers, and state lists of manufacturers, you will find names of people listed under these various categories, each of which should be called on to determine exactly whether they are using asbestos or not and what they are using and how much.

Acoustical Contractors
Asbestos & Asbestos Products
Asphalt & Asphalt Products
Boiler Manufacturers
Brick - Refractory
Calking Compounds
Cements - High Temperature
Linoleum
Mastic
Rubber
Ceramic
Plastic

Chimneys - Prefabricated
Linings
Coatings - Protective
Concrete Block Manufacturers
Filtering Materials
Fireproofing Materials
Flooring - Adhesives
Concrete
Foundries
Furnace - Cement
Glues
Grasses - Heavy



Oppium - Joint Cements
Dry Wall
Humidifiers
Insulation Contractors
Materials
Molds and Compounds
Oil Drilling Compounds
Filters
Paints
Paving Bituminous
Pipe Covering Contractors

Plasterers
Plastics
Putty - Refractory Products
Roofing Materials
Rubber Products
Sealing Compounds
Spraying Contractors - Cement
Stucco
Plaster
Waterproofing Materials
Welding Rod

We would suggest you do the following:

1. Look up the names of the firms under each category.
2. Have your salesman call on same.
3. Write a report on each call. Send a copy to Carey-
Canadian and one to Kansas City.

Please call on me anytime I can help with this.

Yours truly,

J. A. Robinson

JAR:pe