

TO: ALL BRANCH MANAGERS AND SALESMEN

SUBJECT: TALC

PRINCIPAL: SIERRA TALC COMPANY

There has been considerable hullabaloo recently about a "new" talc---
International Talc's Asbestine 625.

Asbestine 625 probably does represent the ultimate fineness to which
the harsh New York State talcs can be produced. This, however, does not
make it a "new" product since our coarsest Mistrons, 139 and F-123,
approximate the particle size range of Asbestine 625.

We can deliver carloads of either of these Mistrons to any point in the
United States at a lower price than that of Asbestine 625. In fact,
Mistron 139 delivers everywhere at a price below the FOB production
point price for Asbestine 625.

Our company places great importance on material quality and new product
application. In some cases this may have obscured the fact that in
ultra fine talcs, we also offer important price advantages. Attached
Sheet No. 1 of price comparisons clearly illustrates this.

At present, only the largest paint manufacturers purchase straight
carloads of ultra fine talc. However, practically every paint company
uses some quantity in its operation. Many of these purchase combined
carloads of regular and ultra fine talcs from New York State.

In such cases, you often have the opportunity of selling combined loads
of Fibrene and Mistron, despite a freight disadvantage. The lower
Mistron costs will often more than offset the higher Fibrene delivered
prices.

Sheet 2 looks like a mess of figures. We are providing it so that you
may have a source for making comparisons of delivered costs of our talcs
and their New York equivalents.

The graphs following Sheet 2 illustrate price relationships of combinations
of approximate matches at key points in your marketing area. Vertically,
we have plotted tons of 325 mesh talcs; horizontally, tons of ultra fine
talc. Based on the delivered costs of the combinations, we have drawn
curves through the points where ratios of regular and ultra fine talcs
result in equal delivered costs. All combinations to the left of the
curve result in lower costs for the New York Producer. All of those
to the right are in our favor.

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THAN 1485

SUBJECT: TALS

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Example:

Suppose one of the St. Louis paint companies currently consumes 100 tons of Nylal 300 and 20 tons of Nylal 400 yearly. A look at the comparison of this combination with Fibrene C-500 - Mistron 139 (Curve A) shows we have a delivered price advantage since this point is to the right of the curve.

West and south of Kansas City, any combination results in lower delivered cost for Sierra products.

The above information was received from Joe Mulvan of the Sierra Sales Company.

If I can be of any help, please call on me.

Yours very truly,


Jim Robinson

JAL:eb

attachment

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THAN 1488

	625	625	625	625	625	625	625	625	625	THAN 1487
Chicago	71.05	93.45	77.75	72.90	83.40	83.85	92.65	93.35	95	
Madison	76.75	96.65	91.60	81.75	86.00	91.75	96.40	96.25	97	
Alma	68.20	100.30	100.10	79.10	79.25	100.10	106.10	99.70	91.0	
Proctor	74.75	97.00	92.60	81.75	86.00	91.75	97.00	96.25	97.7	
Proctor	68.20	106.30	105.70	77.10	79.45	85.30	105.70	89.70	95.0	
Proctor City	68.20	103.10	91.90	72.20	79.45	85.30	103.10	89.70	88	
Proctor City	79.80	95.60	94.60	81.75	91.05	97.90	95.60	101.30	97.0	
Madison	79.80	96.60	91.60	81.75	91.05	97.90	96.60	101.30	97.0	
Madison	74.75	97.00	91.60	81.75	86.00	97.75	97.00	96.25	97.7	
St. Louis	70.45	100.25	95.85	74.10	83.70	89.45	100.25	91.95	90.0	
Seattle	69.70	117.70	112.70	72.70	76.95	83.70	117.70	87.20	88.70	
San Angelo	67.00	117.70	112.70	74.50	78.25	85.00	117.70	68.50	80.70	
Atlanta	74.75	103.10	96.10	81.75	86.00	92.75	103.10	96.25	97.7	
New Orleans	70.45	105.10	100.10	78.55	81.70	88.45	105.10	91.95	94.0	
Waco	74.75	100.85	95.25	81.75	86.00	92.75	100.85	96.25	97.7	

Matron FOB California Prices: 130 667.00 ton
 P123 53.25
 T-076 66.50

Asbestine FOB Knoxville, N. Y. Prices: 425 \$20.00 ton
 625 85.80 (based on unofficial information)

Desertale FOB California Price: 57 \$65.00 ton

Nytal 400 FOB Conventur, N.Y. 400 \$35.00 ton

Microtalc 3005 FOB Baxtatts, Mont. 3005 \$54.00 ton

WCOB SE-399 " " " SE399 \$70.00 ton

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	JANUARY 1966		FEBRUARY 1966		MARCH 1966		APRIL 1966		MAY 1966		THAN 1966
	1966	1966	1966	1966	1966	1966	1966	1966	1966	1966	
Atlanta	61.75	63.75	74.75	86.00	98.10	109.30	98.10	98.10	101.10	91.10	
Baltimore	61.75	63.75	74.75	86.00	98.10	109.30	98.10	98.10	101.10	91.10	
Chicago	58.85	60.85	72.85	84.10	96.20	107.40	96.20	96.20	99.20	89.20	47.65
Cleveland	61.75	63.75	74.75	86.00	98.10	109.30	98.10	98.10	101.10	91.10	44.60
Detroit	61.75	63.75	74.75	86.00	98.10	109.30	98.10	98.10	101.10	91.10	45.00
New York	66.80	68.80	79.80	91.05	102.30	113.55	102.30	102.30	105.30	95.30	43.60
Pittsburgh	61.75	63.75	74.75	86.00	98.10	109.30	98.10	98.10	101.10	91.10	45.00
San Francisco	55.20	57.20	68.20	79.45	90.70	101.95	90.70	90.70	93.70	83.70	51.10
St. Louis	57.45	59.45	70.45	81.70	92.95	104.20	92.95	92.95	95.95	85.95	49.65
Washington	57.45	59.45	70.45	81.70	92.95	104.20	92.95	92.95	95.95	85.95	53.10
St. Louis	57.45	59.45	70.45	81.70	92.95	104.20	92.95	92.95	95.95	85.95	48.85

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EQUAL PERCENTS - 100% TALC







