Tom Egan

August 8, 1972

Jud McDougall

Monthly Situation Report
St. Louis District

Bob Upchurch
Bob deBastian
Bob Jacobson

PLAINTIFF'S
EXHIBIT
WRG-681a

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 salesmen 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.

I feel we should investigate the possibility of adding [illegible] 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 perlite 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 Zonolite 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 effect our relationship with Joe McGill.

20064192

Mono Kote continues to reflect a [redacted] The Telephone [redacted] 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 analyist have been sent to Cambridge and Travelers 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 Moro Kote job "Weaver Beathy Imports", where Mono Kote was used as insulation o: a metal skin building, and deflection and movement caused 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 asbestous base product, and therefore did not put Mono Kote into their specifications.

This is the result of their not knowing we had an asbestous free product. Our competitors have been telling them there is esbestoes 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 completeley esbestoes 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.

Tom Logan -2- [illegible] Report
[illegible] 1972

As you can see from Don Patton and Chuck [illegible] comments
[illegible] reports, they are getting a number [illegible] tectural
[illegible] are now accepting Zonolite Roof [illegible]

As I [illegible] for immediate investigation [illegible] of
[illegible] manufacturers, including Silbrico [illegible] many
[illegible] perlite suppliers are not listed [illegible] or they
[illegible] architects that are furnishing [illegible] ated
[illegible] The same applies to vermiculite suppl[illegible] If they
[illegible] listed in U.L. they do not have [illegible]
[illegible] should be [illegible] to the insura[illegible]

[illegible] discussed this with the insurance peo[illegible] their
[illegible] problem is that when they arrive at [illegible] out to set
[illegible] 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-Gentleman 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,

Jud McDougall

JNM:tm
enclosure

20064194

[illegible] April [illegible]

[illegible] McDougall

Monthly Situation Report
March 1973

[illegible] L. Upchurch
[illegible] O. deBastian
[illegible] Jacobson

Dear [illegible]

[illegible] increase [illegible] sales. The [illegible] volume reflected an increase for the month of [illegible] $100,000.

At the end of the first quarter our bag goods sale are as follows:

	1972	1973
Attic Insulation	23,271	57,983
Concrete Aggregate	20,364	46,685
Masonry Fill	14,324	29,402
Industrial	3,478	16,438
Mono Kote	4,354	24,883
Dri Pac	3,910	5,146
Glass Fiber	307,879 sq. ft.	862,768 sq. ft.
Dyfoam	355,338 bd. ft.	2,013,952 bd.ft.
Vent Board	63,600 bd. ft.	128,500 bd. ft.
DOLLAR VOLUME	$172,680	$482,203

In April we should continue to show increases in most catagories, especially Mono Kote and Dyfoam Sales.

Three Mono Kote jobs have started in Don Dutton's territory, however, we are still having much conversation regarding our policy of applying Mono Kote over painted surfaces.

20064189

[redacted] APRIL 6, 1973

[redacted] Green, Blue Shield Job in Denver should [redacted] start about mid-April. We did receive approval from the City & County of Denver on this job on the last go-[redacted] round, however.

We have a number of smaller Mono Kote jobs going in the St. Louis area. We are working on achieving specification on a large contemplated jobs in the St. Louis area. I will keep you advised of this.

Please note that Don Dutton is approaching Rogers and Porter Company in Wichita to stock car loads of Tufhide for the farm building market. This could be a large plus in our Tufhide sales.

The St. Louis District will have a Sales Meeting in Kansas City on April 9th and 10th. The chief topic of review are Mono Kote and Dyfoam.

Attached you will find the recaps of specifications, meetings and cost function studies presented by our salesman.

Sincerely,

J. N. McDougall

JNM:tm
encl.

20064190

ZONOLITE
CONSTRUCTION PRODUCTS DIVISION

TO: Jud McDougall DATE July 26, 1972

FROM: Bill Dingler SUBJECT: Monthly Report for July '72

CC:

Dear Jud:

We seem to be doing alright in all the major product groups.

MONO-KOTE - structural fireproofing - I understand from the General Contractor that O'Brien Plastering is the low bidder for fireproofing the Blue Cross/Blue Shield building in Denver. The only estimate of bagged goods that I received on this job is for approximately 30,000 bags of MONO-KOTE.

COLD STORAGE - Bob Jacobson and Frank Rash, with Brand Structures Inc., were out for 2 days this month and it looks like Mr. Rash's Company will actively pursue Cold Storage jobs in Colorado. This should give us quite a lift in DYFOAM polystyrene insulation sales.

METAL BUILDING FIREPROOFING - I believe that this is the only area in which we should do some research and maybe test MONO-KOTE in this application if we want to use MONO-KOTE on metal buildings. There seems to be an upsurge in metal building construction inside city limits where 1 hour walls and decks are required. This also reminds me of various problems that we have encountered in spraying MONO-KOTE on metal buildings and I feel that W. R. Grace should issue a statement concerning application of MONO-KOTE on metal buildings.

ZONO-TITE NAILS - As far as I can determine, the Zono-tite Nail has met tremendous acceptance in the Colorado area. Everyone seems to like it very much.

PLASTIC BAGS - As far as I can tell, the plastic bags for Masonry Fill are not working out at all in the Denver area. We are ending up with primary portions of the seal, either not sealing or coming loose later. In either case, we end up with Masonry Fill pouring out all over a project. In addition to this, I have received several complaints that the bags tear easily.

NEGOTIATED WORK - As I am sure you are aware of, there is more and more work being negotiated between the General Contractor and the owner, thereby bringing in an Architect at a later date, at which time the General Contractor dictates to the Architect what he will use in his buildings. In view of this, we really need some strong selling brochures and complete information to get to these General Contractors.

Sincerely,

Bill Dingler

HOME OFFICE

GRACE

BD/ds

20064195

ZGN-6 (18M 12 68) EPC

...DIVISION

TO Jud McDougall DATE July 15, 1972

FROM L. Guenther SUBJECT Monthly Report

I. MAJOR PRODUCT GROUPS:

As the end of July approaches, our sales in all major product groups are looking up. Most of the applicators are ahead of last year's business at this time.

II. MAJOR CUSTOMER INFORMATION:

Cox & Hunter Company has already bid and have major contracts more Zonolite Insulating Concrete than they poured during all of last year. The same applies to Drury Tile & Plaster Company. Roof Deck Construction and Supply Company is behind last year as of this date. Decatur Builders Supply Company has already outbid last year's business, but lost a job in Sullivan, Ill. to Hoge, Warren & Zimmerman. Norman Haber (of DBS) thinks Hoge, Warren & Zimmerman are a little peeved because he took a job in Lincoln, Illinois and another job in Danville, Illinois away from them. Cox & Hunter Company is interested in several shopping centers around the Metro-East area and has asked Jud or me to make a trip to Tennessee to see the architect on these shopping centers. I have suggested to Bill Cox to let our local man make the call but Bill says he is going with or without us. Jud, I feel one of us should go.

III. MAJOR PROJECTS IN PROGRESS:

The Chromalloy Building in St. Louis County is making good progress using Mono Kote. McDonnell Douglas job is going strong using Mono Kote. Drury Tile & Plaster Company has finished the Roof Deck on the shopping center in Ste. Genevieve, Missouri.

IV. COMPETITION:

Cox & Hunter Company seems to have resolved the problem of the St. Clair County Court House in Belleville, Illinois. Bill said it looks like he will get to pour a Zonolite Insulating Concrete roof deck on this project.

GRACE

20064196

N-9A (24M 1 68) EPC

V. PARTICULAR MARKET SITUATION:

Due to my two week for vacation this month, I have not had enough time to properly assess the market situation for this month.

VI. PLANS & FORECAST FOR NEXT MONTH:

My plans for August include a continuous effort to obtain specifications on all products at the applicator's. Cox & Hunter, Drury, and Decatur Builders Supply all agree that a "Sunflar" type architectural promotional meeting is a good idea. I am still working on a possible meeting in September. Jud, I think we are going to have to wait until October to get a meeting on Pearltex. This is when the P C Noon Day Luncheon program will resume. What are your thoughts on this? Please advise.

Sincerely,

Charles W. Gue[illegible]or

CWG:gg

20064197

ZONOLITE DIVISION

TO: J. J. McDougall, St. Louis District Mgr. DATE July 10, 1972

FROM: Don D. Dutton SUBJECT: State of Economy Territory 633

CC:

Proceeding on course towards another outstanding year. First six months dollar volume exceeds $350,000, which includes several contracted jobs that will definately be done in 1972. Our print-out figures do not jibe with this as there are several M dollars of volume credited to other territories which should have been included in territory 633. It also reflects over $3,000 in Credit-Memos issued from Iowa which were charged to this territory.

As stated in a recent note to you, there is a good chance that Alcorn Cor- in Chanute, Kansas will be back in production in the near futu This will definately improve our Industrial Sales picture. I am sure there is a considerable potential for Industrial Sales in this territory, but I don't have the time to search it out.

During the last 3 or 4 months, I have gained over 25 new Architectural Offices to call on. There has been 3 in Springfield, Mo.; 2 in Salina, Kansas; 4 in Wichita; and the balance in the Kansas City area. In addition to these new firms I am getting inquires from firms that previously wouldn't touch Zonolite with a 10 ft. pole, such as Fullerton, Carey, Kaster, Oman in K.C.

We have just completed our 1st major Dri-Pac job in Hays, Kansas and have one contracted in Lawrence for 4,000 bags (which is not in above figures), that will be completed yet this year. I have just gotten approval to bid a major Hospital job in Hays, Kansas for Dri-Pac too, whihh is designed by Woods & Starr of Hays. They will not use a ZIC deck until we can give them a quick-set material. We are also finishing the MK on Municipal Office Bldg. in K.C., Ks. BELL TELE. is progressing very slowly until all the patchwork is completed.

At the present time I am considering the following major items:

1. Keeping Construction Plastics as a Distributor mainly

GRACE

N-9A (24M-1-68) EPC

20064198

ZONOLITE DIVISION

[redacted]

TO [redacted] DATE [redacted]

FROM [redacted] SUBJECT State of Econ[redacted]

Territory 6[redacted]

CC [redacted]

[redacted] for the Industrial bu[redacted] setting up Re[redacted]

[redacted] for the Building bus[redacted]

2. [redacted] Moving to Kansas Ci[redacted] asked to acce[redacted] of [redacted] than the Compan[redacted] will save on my monthly expenses, [redacted] possibly forego a f[redacted] tion trip, [redacted] 2 [redacted] weeks paid vacation [redacted] settled by Sept [redacted] and dig up extra money from [redacted] own pocket to maintai[redacted] present standard of living. [redacted] of this to do the same job I have been doing very well for the past 1½ yrs.

The year to date figures for territory 633 shows that I am plus for all products except Industrial:

Product	total 1971	y-t-d 1971	y-t-d 1972
AI (3cu ft)	32,616	15,404	20,829
Masonry Fill	45,287	20,[illegible]4	2[illegible],[illegible]24
Stab. Conc. Aggr.	52,278	14,820	54,884(total
Mono-Kote	25,620	10,444	47,420 ctrctd for '72)
Perlite & Plas.	2,650	1,209	12,425
Dyfoam	1,256,000 BF	557,000 BF	658,000(102,000 ahead ytd)

Total Dollar Volume in 1971 was $411,000. As of July 7 Dollar Volume shipped and contracted for 1972 is $360,200. I will possibly exceed $600,000 total for 1972. I set a budget for a 20% dollar increase of 1972 over 1971. Thus far I have sold 72% of my quota for 1972 in just over six months.

Sincerely,

Don D. Dutton

Don D. Dutton,

Territory 633

20064199

GRACE

GN-9A (24M-1 68) EPC

District Managers

July 17, 1972

R. L. Upchurch

Fall Meeting
District Sessions

R. J. Egan

We would like to have each territory representative prepare on his territory activity plan for the 1972 fall

Suggestions for the report are as follows:

1. Coop advertising by market areas and plans for use of coop funds therein.

2. Meetings - when, where and type of meeting he plans for key dealers and distributors.

3. Discuss prospects for distributor "out of car" sales to small dealers.

4. Dealer sales promotions, where and how many.

   A. Special sale prices tied to coop ads.

   B. Truckload sales tied to coop ads.

5. Territory coverage with point of purchase displays.

6. Special market penetrating promotions that are planned e.g. Radio, TV, Newspaper.

7. Any and all plans that pertain to this Fall Campaign.

Perhaps you should have some type of chart to record each man's planned activity. It would be expedient for you to prepare an agenda for your district meeting at Cincinnati.

R. L. Upchurch

RLU:hp

RECEIVED
AUG 7 1972
ZONOLITE DIVISION
ST. LOUIS, MO. 63110

20064200

[illegible] Sales Promotion [illegible] Fall Campaign 1972
KOMV-TV Channel [illegible], Columbia, Missouri
September 24 [illegible] November [illegible] 1972

PROPOSAL

Zonolite to arrange television promotion for 6 weeks period as noted above, in cooperation with a minimum of 12 dealers [illegible] the TV transmitting area. Promotion consists of 66 Zonolite commercials, 60 second duration, over 6 weeks as indicated below:

SUNDAY:	NBC Movie 9 p.m.
MONDAY:	6 p.m. News Report -Tonight Show
TUESDAY:	Today Show -10 p.m. News Report
WEDNESDAY:	6 p.m. News -Tonight Show
THURSDAY:	Today Show -10 p.m. News Report
FRIDAY:	6 p.m. News -Tonight Show

DEALER COOPERATIVE COST AS FOLLOWS:

Total of 22 exposures per dealer at $10.00 per exposure:

Individual personalized tag showing dealer picture & store location.

Total cost per dealer $220.00 for TV personalized advertising.

NOTE: If prefer to show more than one individual in I.D. slides on rotating basis, add $3.00 per person.

NOTE: Cost of $10 per exposure is less expensive than small ad in local newspaper and is noticed by more people --carries more powerful message, sight and sound.

Zonolite cost includes share of total TV Promotion plus sales aids, TV Commercial (color tape) point of purchase displays and tag slides.

PURPOSE OF PROMOTION:

1. Stimulate demand for Zonolite Attic Insulation at psycologial time of the year.

2. Identify dealers & their locations to the consuming public.

3. Motivate the consumer to come to a special dealer year where he will buy other items as advertised in other media thus stimulating high dollar volume sales.

20064201

[redacted]

ZONOLITE TO PROVIDE:

All Sales aids.

Set up point of purchase displays.
Provide additional point of purchase displays.
Provide additional advertising items.
Educate store personnel and other services
as requested by the dealer eg. TL Sales promotions.
Offer special [redacted] Zonolite products.
TL delivery [redacted] eg. Dyfoam
TL price, Panel [redacted] Ctn) TL price, Glass
Fiber (no mn) [redacted] less 3-6% disc.)
Polystyrene backer board and ceiling tile best price.

Delayed dating program to distributor for participating dealers as follows:

1. 60 days dating from Sept. 1 to Oct. 15

   eg., Invoice on 10/15/72 payable
   12/15/72 -2% discount applicable.

DISTRIBUTOR PARTICIPATION:

Sponsor dealer meetings in Columbia Missouri September 12th.
Provide warehouse price on fill in orders equal to 1/2 TL prices to participating dealers only.
Help Zonolite representative cover entire market area with announcements of TV Promotion on Channel 8, plus install some point of purchase displays where Zonolite Rep cannot cover.

AUGUST SPECIAL ON ATTIC INSULATION:

8¢ per bag discount on purchases during August
Sptember special on Attic Insulation.

A. Delay dating program Sept 1-October 15
   eg payment due 60 days from date of invoice
   up to October 15th -2% discount applies.

20064202

AUGUST SPECIAL ON ATTIC INSULATION (continued)

Carload purchases for out of car
to dealers rates
from carload price
1/2 TL prices on
prices on other

C. Distributor salesman incentive
Octlas follows:

1. S& H Green
(Attic Insulation only)

2. 50¢ per carton
purchased

3. Distributor to pass on to salesman
to match to equal $1.00 per carton
sold on sales incentive.

***BONUS ---50,000 S & H Green Stamps to be shared by office personnel upon exceeding 10,000 bags sold during September -October. 1972.

July 1972

20064203

La Crosse
Centralia
Fulton
Glasgow
Mexico
Marshall
Montgomery City
Bellsville
Columbia
Macon
P.E. Jepson
No Mo Hr Co
Boonville
Boonville Hr Co
Sedalia
Home Hr Co
Herman Hr Co Westlake
Eldon
3 yards
Columbia
Westlake Moberly Jeff City No way
Paris
Baker Hr Co
California
Proctor Hr Co

20064204

INSTRUCTIONS TO SENDER
1. DETACH YELLOW COPY. 2. SEND WHITE AND PINK PARTS WITH CARBON TO PERSON ADDRESSED.

INSTRUCTIONS TO RECIPIENT
1. WRITE REPLY AT BOTTOM. 2. DETACH STUB, RETAIN WHITE COPY AND RETURN PINK COPY TO SENDER.

To Mail in Window Envelope, Fold at Guide Marks.

To: R. L. Upchurch

W. R. GRACE & CO.
GRACE
ZONOLITE
CONSTRUCTION PRODUCTS DIVISION

FROM BOB CRITCHELL

SUBJECT Springfield Ill TV ADVERTISING

DATE 7/19/72

Reply Message

FOLD-

MESSAGE

Thanks again for the help and support for the past several days.

Thought you might like the enclosed information for a combined effort from Pat Lyons and my budget for the WICS Service Area.

If we can come up with enough

SIGNED

REPLY

DATE OF REPLY | REPLY TO

Coop Dealers in both territories a TV Promotion for Fall Campaign isn't impossible. I could go no more than $400.00 in this Area.

FOLD-

7 Dealers	B.C. Area @ $200 each	=	$1400.00
7 Dealers	Pat's Area @ 200 each	=	1400.00
	B.C. Budget @ 400 ea	=	400.00
14 Dealers	Pat " @ 400 ea	=	400.—
Or Units		Total	$3600.00

SIGNED

SEND WHITE AND PINK COPIES WITH CARBONS INTACT. PINK COPY IS RETURNED WITH REPLY.

ZGN-13(70M-3PT.-3/71) RBS

20064205