



POWER TRANSFORMER DIVISION, SOUTH BOSTON, VIRGINIA

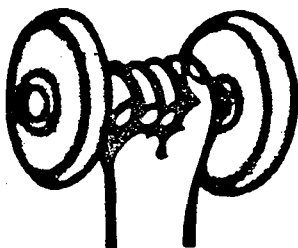
SALES LETTER 69-7

FILE 47-000



CUT COSTS

WHY INERTEEN?



**INCREASED
STRENGTH**



FIRE RESISTANT



QUIET

If you can get your customers to specify Inerteen filled transformers for their power center (secondary unit substation) requirements, you will be in the best possible position to get the order.

Attached is a copy of booklet 0/FF-14 prepared by Monsanto Company outlining the reasons why Askarel (Inerteen) filled transformers should be specified. If you get with it early enough (before your customer firms up his specifications) you can frequently get Inerteen specified instead of a dry type.

This is important because the superiority of the rectangular core form transformers built by South Boston as told in SA 10099 and DB 47-350 will put you in the preferred position. Add to that the fact that 1. the price will be right, and 2. the shipment will be shorter and you're in!

So use the attached booklet (more copies are available on request), get Inerteen specified and you'll be holding the winning hand!

David P. Keiser

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DSW 199799

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