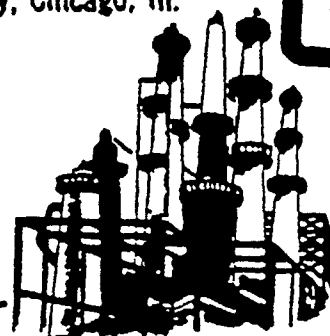


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PLAINTIFF'S
EXHIBIT
PLI-25

The Pipe Line



Volume Five
Issue No. Two
June 10, 1957

Refinery Division
55 West 42nd Street
New York 36, New York

ABOVE AVERAGE

There seems to be quite a bit more interest being shown in your Refinery Division contacts lately! Thanks a lot for this bit of your time.

This past month should be one of the largest, tonnage-wise, of any previous May since 1953.

Did you benefit any by reading your first "Pipe Line" since December 1955? We discontinued these issues due to lack of interest on your part. Let's not slow down now - There is a lot of work to be done.

NOT "PLUM" SATISFIED

As a result of published statistics on poundages credited to various territories, we received a letter from our good distributors up St. Paul way.

They tell the story pretty well, so we quote from their letter:

"In reading the recent issue of the "Pipeline," we noticed that our total poundage for the year 1956 in refineries was only 1500 lbs. This caused us to make a thorough check of our jobs and billings and we found that during the year 1956 we sold 133,400 lbs. of material to refineries.

Unfortunately we have been marking all our billings, where we have specifically at the Lake Superior Refining Co., Superior, Wisconsin, done work on crude oil heaters along with repairs to the boilers which of course are an integral part of the refinery, and I assume would be credited to the refinery division."

After listing dates, invoice numbers and tonnages to prove that they were not making any idle statements, the Plum Co., further states:

"We hope that this makes Plibrico Management a little bit more happy with the refinery division."

Thanks a lot for those kind words as well as helping us to keep the records straight. Perhaps you will be "Plum" satisfied next time.

CHECKING UP

In Issue No. one of the "Pipe Line" we mentioned the revised distributor-plant survey that is ready for you at your asking.

This was a "sneaky" way of checking up on you fellows to see if you are really reading the "Pipe Line", and taking advantage of all information offered by the Refinery Division.

Fifteen out of fifty is a pretty good average for us, we are happy that we had that many requests for this survey.

What you men do not know is that the first man to make this request, won himself a new hat, now I suppose Bill Fulton will want a "ten-gallon" job for T-E-X-A-S when we pay off. Yes, he was the first one.

Ferris Kimball and Frank Schaefer were close runner-ups. They received gifts too.

There are still thirty-five territories that have not requested this information. How about you?

INDUSTRY NEWS RELEASES

We discontinued sending industry news releases to the Refinery Division distributors some time last year.

You apparently have not missed this information, published monthly, by the various industry trade journals and papers.

No one has requested this service from us since last November.

How do you keep posted on the various pending jobs in your territory? There is a lot going on. Better check!!!

Did you check your "sales tool" list in Issue No. One?

MAJOR REFINERS

Do you know there are twenty oil refiners in these United States who operate 110 plants with rated capacities of thirty thousand barrels or more per day thru-put.

Like all companies who have multi-plant operations, each "MAJOR" as they are known, depends on information and experience gathered at their individual plant levels to establish general material standards and engineering procedures for their particular company.

Under this heading, in the next few issues we will outline the names of these companies, showing home office location, plant location and rated capacity of each refinery.

When we show plant location, we will also show the distributor or representative handling this particular plant, for Flibrico.

As pointed out above, exchange of information between plants and even companies is quite rapid in this industry.

We better follow thru and let interested Flibrico men know what goes on with respect to any multi-plant (refinery) operation in your territory.

Team Work is the only way we can ever hope to whip the competition. Will you try?

ESSO ENGINEERING AND RESEARCH

We have recently been requested by Esso Engineering & Research, Material Test Section, to furnish complete data on all Flibrico products recommended for use in their process unit linings.

These process units are, Fluid Catalytic Cracking, Hydroformer, Powerformer and Fluid Coking Units (delayed). Esso licenses these units to all major refiners and or engineer-contractor groups.

Flibrico materials are listed in Esso Research Mechanical Specifications B-18-4-1, Rev. 7... The listed materials are Flicast Verilite for insulating components and Flicast Petro-Mix (Tuff-Mix G) for the dense castable components.

We hope that after presenting this complete product data, we will be listed as an acceptable supplier of extreme erosion materials.

Do you have complete information on these newly developed materials? Perhaps you would also like to know with respect to physical characteristics, which category each one of these materials fall into. Here's how we rate them.

Mild Abrasion ——— Flicast Petro-Mix
Flicast 15-R (1200 F. max.)

Medium Abrasion — Flicast AR Cement
Flicast Petroment

Extreme Abrasion — Flicast Silicon Carbide
Flicast Flitab (trowl)
Flicast No. 40

To give you some idea who is using these materials and where, we attach copy of our latest service trial-user survey, of these materials.

Perhaps this information will be of some help when talking to various refiners, even though they are not listed. Let's start service user trials in your territory, for any and all of your customers.

Don't forget to have your C-1 thru C-5 Specifications with you when discussing Flibrico abrasion resistant materials for the industry.

More on this subject next "Pipe Line" issue.

Let us have your refinery problems, as they are developed. We like to hear from you. Adios!

ABRASION RESISTANT MATERIALS

SERVICE TRIAL--USER SURVEY

<u>CUSTOMER</u>	<u>MATERIAL</u>	<u>SERVICE</u>	<u>REMARKS</u>
<u>Shell Oil Company</u>			
Wood River, Ill.	A-R Cement	Transfer System	Maint. Std. (1954)
Norco, La.	A-R Cement	Transfer System	Orig. Spec. (1955)
Deer Park, Texas	A-R Cement	Cyclones	Maint. Std. (1956)
Montreal, Quebec	Fli-Tab (Trowl)	Transfer System	Service Trial (1956)
Wilmington, Calif.	A-R Cement	Cyclones	Main. Std. (1955)
<u>The Texas Company</u>			
Casper, Wyoming	Fli-Tab (T-60)	Transfer System	Service Trial (1956)
Lockport, Ill.	Fli-Tab (Trowl)	Transfer System	Service Trial (1956)
<u>Esso Standard Oil</u>			
Hamburg, Germany	Fli-Tab (Trowl)	Transfer System	Service Trial (1956)
Everett, Mass.	Flicast 40	Transfer System	Service Trial (1957)*
<u>American Oil Company</u>			
Texas City, Texas	Fli-Tab (Trowl)	Cyclones	Service Trial (1956)
Brownsville, Texas	Fli-Tab (Trowl)	Reactor Linings	Maint. Std. (1956)
Destrahan, La.	A-R Cement	General Tests	Maint. Std. (1956)
<u>Phillips Petroleum Co.</u>			
Borger, Texas	Fli-Tab (Trowl)	Transfer System	Service Trial, Maint. Std. (1957)*
<u>Standard (Indiana)</u>			
Sugar Creek, Mo.	A-R Cement	Slide Valves	Service Trial (1955)
Whiting, Ind.	Refinery Materials (as specified)	All Services	Materials Research (1956-1957)
<u>Lion Oil Company</u>			
El Dorado, Ark.	A-R Cement	Transfer System	Orig. Spec. (1954)
	Fli-Tab (Trowl)	Transfer System	Service Trial (1957)*
<u>California Oil Co.</u>			
Perth Amboy, N.J.	Flicast 40	Houdriflow Kiln-Regenerator	Maintenance (1957)
<u>Shell Oil Co. B.P.M. (Hague)</u>			
Pernis, Holland	Fli-Tab (Ram)	Burner Throats Horiz. Furnaces	Maintenance (1956)

* - AWAITING TURN-AROUND SCHEDULE FOR INSTALLATION.