

FILE NAME: Pfizer (PFIZ)

DATE: 1973 Jan 5

DOC#: PFIZ047

DOCUMENT DESCRIPTION: Sales Data with Cover Memo



Inter-Office Communication

MINERALS, PIGMENTS AND METALS DIV.
PFIZER INC.
236 NATIONAL BANK BLDG.
TOLEDO, OHIO 43604



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TO Roger Linnett - New York
FROM: Harry E. Rourke - Toledo
RE: Monthly Sales Report - Building Products
December, 1972

January 5, 1973

Attached is the Monthly Sales Report for Building Products for the
month of December, 1972.

Harry E. Rourke

Harry E. Rourke

HER:jj
encls.

cc: Don Ingram, William Stephenson, Dave Brant, B. G. Long,
James Gann

MDQ023

BRANT
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January 5, 1973

BUILDING PRODUCTS

TONNAGE COMPARISON

REGION 4000

Product	TONS, DECEMBER, 1972				TONS YEAR TO DATE			
	Seasonal- ized Budget	1972	1971	1971 Budget	Seasonal- ized Budget	1972	1971	1971 Budget
Finish	2,121	2,314	2,235	+4%	24,817	25,957	24,887	+4%
Masons	2,014	2,595	2,359	+10%	27,694	29,796	26,461	+13%
Agric.	65	45	60	-25%	2,162	2,332	2,363	-1%
Kilnwise	62	102	30	+340%	560	698	425	+64%
Bulk Type S		126				3,715		

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TOTALS: 4,262 5,182 4,684 -11% -22% 55,233 62,498 54,136 +15% +13%

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Roger Linnett
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SALES HIGHLIGHTS

It was a very good year and it could have been better. Had we had product available when needed during the peak season of the Summer, we could probably have shipped 3000 to 4000 tons more of hydrate. Mechanical breakdowns of that period made it difficult to take advantage of the opportunities.

FINISH

Finish line is up almost 1,100 tons in an industry that is showing about a 5% attrition rate. In the finishing line we continue to lose Type "N" hydrate sales, due to: (A) quality of our product, (B) trends in the industry from Type "N" to Type "S". In pressure hydrate we are also losing ground, primarily because of quality. In plasticized hydrate we have shown a sizable increase over the previous year and budget, which I think is because of our strong promotional efforts in stucco with AIRO.

I am quite concerned with the amount of chore that is going into all finish products. It certainly doesn't do anything for the workability.

MASONS

As a product group we were a little better than 2,000 tons over budget and about 3,300 tons over last year. This was in spite of the depressed construction conditions in Pittsburgh, Cleveland and Detroit, limited and handicapped by sewage, available water and gas permits.

TEXAS

Texas continues to show good growth, as with other areas.

BULK TYPE "S"

Santee Cement Company came through just fine during the year 1972. Beginning in very late April, they wound up with total purchases of 3,715 tons of Type "S" bulk. Our estimate for the year was about 2,500 tons, so we went well over that. 1973 will probably reach approximately 7,000 to 8,000 tons, or possibly more, depending on the availability of cement on their end. Other companies have been

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BULK TYPE "S" (Continued)

cultivated during this period. The process is difficult and selective, because of our limitation of shipping by rail car only.

AGRICULTURAL

1972 shipments were about par with 1971, but 8% over budget. This market change is relatively little from year to year.

KILNOISE

A very good year in spite of the fact that we were virtually out of the business for two months, because of the asbestos problem. The Toronto Sub-Way Job, of course, played great influence on the total shipments and will continue to do so.

COMPETITIVE COMPETITION

I have had at least two reports during this period that one of our competitors, U. S. Gypsum, is trying to "buy" hydrate business either with price, or pressure with regard to shortages on some gypsum products. So far, our customers have been loyal to us. They asked one of our customers if a price consideration would help to sway their lime business and the account said "NO".

BAGGED PORTLAND CEMENT

During this period there were several comments by building supply dealers that cement companies were going to discontinue making bagged portland cement in favor of masonry cement. This, of course, could be disastrous to our masons lime business. In checking this out as much as I could, I found no indication that this was going to happen but will continue to be on the alert.

SANTEE CEMENT COMPANY

Sales were off in December. This was due to the fact that they had an over-abundance of hydrate on hand and have reduced the amount of lime for "Winter grade mortar" from "Summer grade mortar" to approximately 2% from 6%.

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Castleman File on PFIZER

w/c = with cover letter or cover memo

Undated If DATE = 0

Document # PFI 48

DATE = 1973

___ article ___ abstract ___ advertisement OR ___ letter in :

___ medical journal ___ trade journal ___ magazine ___ newspaper ___ newsletter

___ annual report ___ excerpt // ___ book ___ excerpt // ___ MSDS ___ excerpt

___ federal ___ state OR ___ city govt : ___ hearing ___ regulation ___ report ___ inspection

___ company OR ___ consultant : ___ unpublished report ___ unpublished presentation

company : ___ advertising ___ annual report ___ history
___ sales data ___ sampling report ___ product specs
___ public testimony ___ public comment ___ press release
___ worker info ___ warning label

conference : ___ agenda ___ attendee list ___ proceedings ___ presentation

meeting : ___ agenda ___ attendee list ___ minutes ___ attachments

___ memo ___ ☒ letter OR ___ report of call : dated 1/17

___ medical report

___ worker's comp claim(s) of _____

legal ___ decision in _____

legal ___ answers to plaintiff's interrogatories in _____

legal ___ deposition OR ___ declaration of _____

___ BC notes



MINERALS, PIGMENTS & METALS DIVISION

830 NATIONAL BANK BUILDING, TOLEDO, OHIO 43604

January 17, 1973

419-243-8111

Mr. Walt Howley
1045 Balmoral Drive
Pittsburgh, Pennsylvania 15237

Dear Walt:

This is to let you know that we have successfully modified our Kilnoise containing asbestos to Kilnoise asbestos free, and we call it Kilnoise - II.

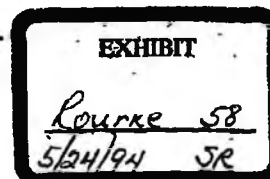
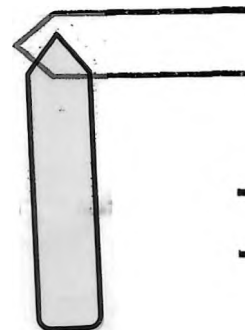
I have had an opportunity to apply this in the field and I can assure you that it works beautifully. It even works better than the old Kilnoise and has the same appearances in light reflection, whiteness and texture. This Kilnoise carries a .50 N.R.C. on solid backing, which is, as you probably know, a difficult rating to get.

As with the former Kilnoise, Kilnoise - II does get hard, which has been a very desirable characteristic by architects for long term maintenance.

Very truly yours,

Harry E. Rourke
Sales Manager
Building Products

HER:jj



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