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Inter-Office Communication

MINERALS, PIGMENTS AND METALS DIV'N
PFIZER INC.
836 NATIONAL BANK BLDG.
TOLEDO, OHIO 43604

TO: Roger Linnett - New York

August 31, 1972

FROM: Harry E. Rourke - Toledo

RE: Monthly Sales Report - Building Products
August, 1972

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

Harry E. Rourke

HER:jj
encls.

cc: William Stephenson, Bernard Long, Dave Brant, Don Ingram, James Carn

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SAMPLE 15824

August 31, 1972

BUILDING PRODUCTS

TONNAGE COMPARISON

REGION 4000

	TONS, AUGUST 1972					TONS YEAR TO DATE				
Product	Seasonalized Budget	1972	1971	+ - 1971	+ - Budget	Seasonalized Budget	1972	1971	+ - 1971	+ - Budget
Finish	2,195	1,636	2,007	-19%	-26%	16,261	16,488	16,042	-3%	+1%
Masons	2,379	2,993	2,424	+23%	+26%	18,444	20,108	16,909	-19%	+9%
Agric.	194	202	274	-26%	+4%	1,687	1,817	2,006	-10%	+8%
Kilnoise	45	21	21	--	-54%	375	515	313	+64%	+37%
Bulk Type S	____	404	____	____	____	____	1,022	____	____	____
TOTALS:	4,813	5,256	4,726	+11%	+9%	36,767	40,850	35,270	+16%	+11%
Stone		628								
		5,884								

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SALES HIGHLIGHTS (Continued)

to purchase lime from Rockwell, since our service is so erratic and undependable. I assured Jack that we were out of the woods on our problems and felt that our September shipments would be back to normal. Premix has ordered 19 cars for September and October. I am sure they will be watching our performance in the next 60 days. It seems as though we are losing more customers "inside" than sales can gain "outside".

KILNOISE

During this period, modified-formula test panels were constructed and will be tested at Geiger Hamme on September 6. I met with Hal Stanley and Dick Lepley in Toronto and they had a thorough review of the subway system and requirements to meet the specification. You may recall that Don Little had requested current information as to the status of our improved product for a letting on July 17 on a new section of town. At his request, I attended an open house party at his home during this period. He advised me, then, that they were successful in bidding that contract. This segment will be two tunnels, 7000 feet long each, requiring approximately 200 tons of Kilnoise. The job is expected to begin in November of this year.

National Gypsum Company withdrew their Perfo-Lyte base acoustic plaster approximately the first of August. I have reason to believe they are also considering withdrawing their Sprayolite, which is a bentonite clay/perlite aggregate acoustic plaster, as well. There are rumours that U. S. Gypsum is also considering dropping their lime based product - Hy-Lite. This is yet to be confirmed. As a result of National's withdrawal from the market, we received a 450 bag order from Jimmy Crane, plastering contractor from Fulton, Mississippi, and he filled the car out with lime.

KOSMOS PORTLAND CEMENT COMPANY

As pointed out in our previous report, we had a meeting with Mr. Ray Capp, President, and Bill Quinn, Technical Director, on August 9. Reception was very good, and our presentation on how to improve their products met with great interest on their part. To make a long story short, they are planning to verify our recommendations. Mr. Capp promised us a car of bulk hydrate in the very near future. Further follow-up is planned in September.

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RIVERTON CORPORATION

No change here. I do not believe it will be a volume account for sometime. However, we will continue to pursue this account.

SANTEE PORTLAND CEMENT COMPANY

During our difficulties in the plant this period, it became necessary for us to drop one car on one shipping period. As you know, normally they take three cars a weekend and with the equipment going down, we could load only 2-1/2 cars. The car was held up at the plant until it could be loaded the following week. This was worked out with Santee, but they, too, are concerned with our service. I had a visit with Santee during this period, since they were hinting that they were interested in a better price and were planning to increase their volume. During my visit, I reiterated with all departments the value of the highly plastic super quality dolomitic that we have and how it varies greatly from other dolomitic sources in the country. The intent here was to persuade them not to seek other sources. They have requested a quotation from Rockwell Lime Company in Manitowoc, Wisconsin. This was first noticed when our Traffic Manager picked up a request for freight rate to Cementon (Holly Hill), South Carolina. In my visit at the lab at Santee, their Quality Control Manager showed me a letter written by Sam Newcomer, Purchasing Agent/Traffic Manager at Santee, to Rockwell for a price quotation. The content of the letter indicated that Sam Newcomer and Joe Brisch are apparently personaly friends, BUT Tim Conway, Research Chemist at Santee, told me that Mr. Miller, Chairman of the Board, said that because of the work and effort that Pfizer put into up-grading their product, they would stay with Pfizer so long as our quality and service did not interrupt the scheduling of their finished goods. So, we are back to can we hold the order from the "inside" again. In my talks with Frank Spears, General Sales Manager, I did not indicate that I knew the back ground just given. I sold the product based on its quality and our service. This was very important to him and now I know why. They are planning to increase their requirements by approximately 50% in the near future and 100% in 1973/1974 when their new rotary kiln comes on stream. I also reviewed with Santee the value of our Professional Selling Skills Course and that we are willing to give the course to them. This was warmly accepted and it will be scheduled for late October or early November. My approach here was to outline production benefits and service to them before we get into the discussion of pricing and requirements of competitive products. It seemed to be the proper approach.

E-Z FLOW QUICKLIME FOR WASTE TREATMENT

You may recall Walt Howley's letter attached to last month's Sales Report with regard to his efforts with Banning Coal Mine, of Republic Steel, to consider E-Z Flow Quicklime in treatment of known acid drainage. Tests were conducted during this period

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SAMPLE 15827

E-Z FLOW QUICKLIME FOR WASTE TREATMENT (Continued)

with this company and they did not fare too well. Further tests will be conducted. One of the problems was that it contained considerable chert and if this be the case, I am sure that we will not be successful in sales efforts to secure the account. Confirming this, a similar problem was experienced at Armco Steel, in Butler, Pennsylvania, using E-Z Flow in acid treatment. So, we have problems on the quality of the E-Z Flow and it is affecting our efforts to hold old customers and develop new ones. Warner Lime Company has a product selling for approximately $25.00 per ton f. o. b. their plant and, because of its performance, it is reducing hydrate tonnage by one-half. It is hopeful that our E-Z Flow can compete against this, but it will have to be a better product than what we had last month.

KENTUCKY WALL PLASTER

When Charlie Plunkett and I visited Kosmos Cement Company, we made an effort to develop our bagged business in the Louisville area and were successful with Kentucky Wall Plaster, who presently splits their business with National Gypsum and U. S. Gypsum. They agreed to take in a car of our lime products. We contacted several plastering contractors on our visit. After hearing our story, they were willing to try our product. Follow-up demonstrations will be made during the month of September, as soon as the carload arrives in Louisville. The order was placed on August 15 for shipment on the 18th, and was actually shipped on August 26. To get it out on the 20th I had to bump it in front of other accounts, so we don't fall flat on our face before we even get started here.

NEW ACCOUNTS

F. Bauer Construction
139 Washington
Clyde, Ohio 43410

H. Ewers & Sons, Inc.
Woodford Post Office
Cincinnati, Ohio 45213

Featherlite Block Company
Post Office Box 991
Midland, Texas 79702

Gypsum Specialties
1130 S. Vietch Street
Gainesville, Florida 32601

Kentucky Wall Plaster
Post Office Box 17056
Louisville, Kentucky 40201

Public Building Materials
Airport Branch Post Office
St. Petersburg, Florida 33732

Harry E. Rourke

HER:jj
encl.

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