PLAINTIFF'S EXHIBIT

BIR-218

3906A

MEMORANDUM

J. K. Colvin - MS
J. D. Conrad - MB
T. E. Miller - MJ
G. D. Page - MP
A. K. Powers - MK

In Reply to _____ *Date* 5/1/73 *From* R. E. Heim *To* _____

cc: L. W. Weaver - BBH
C. A. Homan - BBQ
W. E. Smith - BBA
D. E. Frazier- BBR

Subject PRODUCT LINE SURVEY

Confirming our discussion at the General Managers' Meeting, we want to initiate a product line survey in the immediate future. The survey will be in two parts: (1) our own total product line and (2) competitive shingle product lines. We anticipate that our own product line review can be completed by the time of the Sales Managers' Meeting on July 31. We hope the competitive product line review can be completed by October 15.

Since this is an effort we plan to make infrequently, we want to do this in as complete and thorough a manner as possible. Accordingly, we need specific samples of every product manufactured at your facility. All of these samples should be addressed to Mr. George L. Hossfield, Bird & Son, inc., Dept. BBH, Dock 7, East Walpole, Massachusetts 02032. Here are the requirements:

1)	Saturated Felt	-A minimum 6-foot length of all saturated felts, including 15# and 30# asphalt saturated felt, 30# shake felt, 15# asbestos saturated felt. Where both plain and perforated are made, submit samples of each.
2)	Coated Roll Roofing	-One 6-foot sample of every type and weight manufactured.
3)	Mineral Surface Roll Roofing	-A minimum 6-foot sample of every type and color manufactured.
4)	Asphalt Shingles (both strip and individual)	-6 consecutive shingles (to show color blend patterns) of every type, weight and color shingle manufactured at your plant.

Each sample should be properly identified in such a way that will prevent accidental mixing with material from other plants. Perhaps all products should be marked both with some form of chalk or crayon plus a stapled, typed paper identification.

I suggest you assign one individual to complete the whole task. I believe it is reasonable to expect that all shipments could be made so as to arrive at East Walpole no later than June 10. This means that shipment must be made no later than May 21. This timetable will allow us a month or six weeks for evaluation and comparison prior to our General Managers' and Sales Managers' Meetings at the end of July.

Please discuss with me if you have any questions.

REH:R