

- a. Outline for C.F. & R. field sales force 1969 objectives for Calidria Asbestos in this market area.

W. S. Young - Dec. 16, 1968

- b. Prepare and issue T.I. sheet on Calidria Asbestos applications.

W. S. Young - Jan. 3, 1969

- c. Actively solicit business at following major accounts with objective of obtaining planned level of annual sales by Feb. 15, 1969.

W. S. Young - continuing

American Biltrite (2 plants) - 4000TPY @ \$215M.

GAF-Ruberoid (4 plants) - 4500TPY @ \$225M

Kentile (2 plants) - 5000 TPY @ \$250M

Uvalde (1 plant) - 1500 TPY @ \$75M

3. Trade Paint Sales (Tape Joint Compounds)

Marketing Responsibility-J. L. Myers

Technical Service-H. B. Rhodes

- a. Advise Coatings & Adhesives field sales force of 1969 Calidria Asbestos sales objectives and actions.

W. S. Young - Dec. 17, 1968

- b. Concentrate active sales promotion on following major accounts to obtain annual sales levels by Feb. 3, 1969.

J. L. Myers - continuing