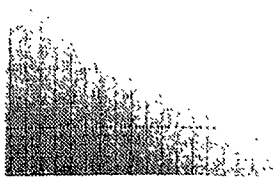
PLAINTIFF'S EXHIBIT

BIR-768

MEMOES



F K 500 B

cc: E. N. Zinkowski
A. K. Powers

MEMORANDUM
CHARLESTON, S. C.

In Reply To _____ *Date* 6/10/64 *From* W. K. Price *To* BBH--Mr. Sallie

Subject COMP. vs. STD. PLASTIC CEMENT

Stan, Kin has asked me to drop you a note about a new competitive plastic cement we are working with here. We are being undersold by a lot of small manufacturers, particularly in Florida. We have come up with a formula aimed particularly at the cost of manufacturing. As you can see by the formula it contains mostly filler and #6 oil.

We have put some of this material on a wall along with our standard and some competitive cements. It looks good right now.

I am sending, under separate cover, a 5# can of a lab batch of this cement to you for your comments.

We do not plan to offer this as our regular plastic, but as a second line to compete with some of the other cements on the market.

Kin is going to write to P. C. Johnson about doing this. Without a doubt he will ask for your opinion so I am trying to give you the details now.

Bill

8904M 3 63 24M R O 314

MEMORANDUM

cc: MK - Mr. Powers
PK - Mr. Zinkowski

In Reply to _____ *Date* 6-3-64 *From* AC - Mr. Babcock *To* PKL - Mr. Price

Subject EST. MFG. COST PLASTIC CEMENT - PRESENT FORMULA VS. PROPOSED FORMULA

	Present Formula		Proposed Formula	
	Quantity	Amount	Quantity	Amount
Materials:				
#530 Cutback	6.3 gal.	$ .725	2.2 gal.	$ .253
Std. White Oil	.1 "	.012		
#6 Fuel Oil	.4 "	.025	2.7 gal.	.167
Varsol			.3 "	.051
Asbestos 7D (1)	13.5 lb.	.776		
Asbestos 7R			4.4 lb.	.154
#169 Soapstone	17.3 lb.	.225		
Filler	17.3 "	.035	57.0 lb.	.114
Total per 100 lbs.		$1.798		$ .739

Costs per Unit:

	Present Formula		Proposed Formula	
	10 lb.	50 lb.	10 lb.	50 lb.
Material from above	$ .180	$ .899	$ .074	$ .370
Packaging Material	.298	.830	.298	.830
Material per Unit	$ .478	$1.729	$ .372	$1.200
Labor & Expense per Unit	.076	.327	.076	.327
Total mat'l., labor & Exp./unit	$ .554	$2.056	$ .448	$1.527

(1) Included in AC standard costs for 1964 per PK std. formula issued 6/18/63, and never superseded.

RGB:mp
6-2-64

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