Monsanto

FROM (NAME & LOCATION) G.S. Clark - St. Louis/G.O.

DATE : April 30, 1968

SUBJECT : Transformer Askarel Research

REFERENCE :

TO : P.G. Benignus
PBENI

cc: H.S. Bergen
C.L. Grisham
R.C. Isham
J.W. Schmid

As part of our continuing efforts to realize the greatest benefit from our advertising and promotion program for askarel, we periodically check with prospects who request our detailed information on the product or product use.

On March 29, 1968, 47 questionnaires were sent out to consultants who had requested information from one of our ads run in Actual Specifying Engineer magazine. Twenty-eight returns were received for a 59% return. Here's the tabulation:

QUESTION 1. Did you receive information on askarel transformers as requested?

YES 25 NO 3

QUESTION 2. Since requesting this information, have you specified any askarel transformers for your project?

YES 10 NO 18

QUESTION 3. About how many transformers were affected by your specifications for the above projects?

One answered 40	One answered 5
One answered 20	One answered 3
One answered 10	One answered 2
One answered 8	

This shows a total of 88 transformers specified by 10 engineers.

QUESTION 4. If the answer to Question 2 was no, do you plan to specify askarel transformers for your future projects?

YES 18 NO 10

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IN-10 REV. 11-65

The sample was small and the questions of an overall nature, however, after a continuing program of this nature, we may be able to know more about how the specification figures are growing.

Gary S. Clark

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