PLAINTIFF'S
EXHIBIT
PLI-48

BOILER SETTING BRIEFS

ISSUED BY PLIBRICO BOILER REFRACTORY SALES DIVISION

May 9, 1960

The appropriate time of the year for more planning and calling on our boiler setting prospects is Spring, and in all parts of the country Spring is really here. Some of us, like in Chicago, didn't think it was coming, and neither did the boiler plant operators who have just within the past few weeks begun to cut back on their heating load. We know from experience that a heavy and long heating season means more and larger Plibrico repairs so call on all your customers and prospects <u>now</u> and <u>line up inspections</u>.

In this Briefs, we should like to pay tribute to some of you who have been successful in selling and securing orders for complete Plibrico settings. Harry C. Hebenstreit, Indianapolis helped write the specs and secured the order for setting 2 - 317 H.P. water tube boilers at Central State Hospital, Indianapolis. Multi-Rib air cooled casings and engineering know-how helped put this one over. The sales - $32,000.00 and 101,300 lbs. Plibrico products. Jack Guthrie, Atlanta with a big sales assist from Bill Fulton, Houston installed a new setting on a 150 H.P. Combustion Engineering H.R.T. boiler at Gulf Atlantic Warehouse, Atlanta. Contract price $5,553.60 and a carload of Plibrico products. Richard L. Simonds, Winter Haven, set 1 - 72" x 18' H.R.T. boiler for Labelle Syrup Co., Labelle, Fla.- $8,975.82 and 69,250 lbs. Plibrico. Also, Dick set 2 - Combustion Engineering water tube boilers for Snively Groves, Inc., Winter Haven. Job - $18,385.22 and 87,500 lbs. Plibrico. Who said there aren't boilers in Florida? Our National Construction Division installed the enclosure for a new steam generator at the San Diego Gas & Electric Co. plant, Chula Vista, Calif. contract - $34,753.46 and 201,700 lbs. Plibrico products.

Remember - When you have a boiler setting prospect - <u>Sell Hard</u> - We are the largest boiler setting and repairing organization in the world.

We wish there was room enough here to list all the Plibrico Inspecto Base jobs that have been sold in the past six months. The leaders in this boiler setting department are Bill and Don Flum, St. Paul where we can count at least 10 units ranging from many schools to church jobs. C. T. Vaughn, Omaha, has many in schools; Bill Taylor, Richmond, installs them in all the new schools and many public buildings; George Ransom and Sig Higgins, Newark have many in schools, and if they can't get our bases in they build 'em of common brick and line them with Plibrico. Let us repeat, "Not all the boilers being installed are package boilers, the firebox boiler is still a favorite with many." So, why don't some of you explore this nice market for Plibrico settings?

We are listing below some boiler setting installations which have been done for major "name" concerns. We know you can use these references in selling like firms in your territory.

National Name Firms	Territory
Swift & Company, Scottsbluff, Nebraska	C. T. Vaughn
The Cudahy Packing Co., Washington Court House, Ohio	Frank Schaefer
East Smithfield Farms, Liberty, Pennsylvania	Hanyan-Higgins
Oscar Mayer & Co., Chicago, Illinois	Jack Barnes
Marathon, Div. of American Can Co., Green Bay, Wisc.	John Kamin
Hudson Pulp & Paper Corp., Palatka, Florida	Dick Simonds
St. Regis Paper Co., Jacksonville, Florida	Dick Simonds
Stone Container Corp., Franklin, Ohio	Frank Schaefer
The California Oil Co., Perth Amboy, New Jersey	Sig Higgins
Fox Head Brewing Co., Waukesha, Wisconsin	John Kamin
Northern States Power Co., St. Cloud, Minnesota	The Plum Company
Northern States Power Co., Granite Falls, Minnesota	The Plum Company
Connecticut Light & Power Co., New London, Conn.	R. L. Woodward
San Diego Gas & Electric Co., Chula Vista, Calif.	Bob Werkheiser
Veterans's Administration Hospitals, Little Rock, Ark.	Fill Sperry
Federal Penitentiary, Sandstone, Minnesota	The Plum Company
Wright-Patterson Air Force Base, Ohio	Frank Schaefer

"Not all sales are big deals - making a number of small sales is better than losing one big one." How true this is in Fibrico boiler setting sales.

Distribution: Group A
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