FILE NAME: WR Grace (WRG)

DATE: May 1, 1970

DOC#: WRG100

DOCUMENT DESCRIPTION: 1970 Memo to LP Hollis from JS Titus regarding sales numbers.

ZONOLITE DIVISION

MAY 4 - 1970

TO L. P. Hollis DATE May 1, 1970.

FROM J. S. Titus SUBJECT Monthly Report -April 1970

CC: J. Cintani

Dear Pete:

Bag sales in April 70 were simular to '69. Our dollar sales were $17,000 under last year.

My activities in April included working with Jack Resch in Buffalo & Rochester, New York areas.

I worked with Art Smith in Albany, New York and Burlington, Vt. We had four architect showings of the Roof Systems presentation. I was impressed with how well these were received. I have stressed the importance of architect showings with all of the men. We have two projectors and 5 recorders - threee of the men are using their own projectors. I am sure we would have better coverage if all of the men had equipment with them at all times.

I worked with Don Mueller in Boston. We started a masonry Fill job with machine application assisted by Davis Newman. I attended a Fall Promotion planing session with P. R. Strand and T. A. Bjorklund.

May '70 budget is $260,800.

In view of our lack of fiberglass businesss and our loss of some Masonry fill business to Perlite competition, it looks like a tough budget to attain.

Regards,

S/ms Stan.

HOME OFFICE

GRACE

20015264

Burell of Baltimore continues to bid Permadeck where they do not have Tectum. Anning-Johnson has shown some willingness to bid this product in lieu of Porex.

Our price increase has hurt plaster aggregate business. There have been rumors that our competition might advance prices but, to date, we have seen no indication that they are making such a move. We may have to request your permission to meet prices, if we are going to maintain our position with dealers and plasterers.

Indications of job awards to us for Mono-Kote are increasing. Accounts we have never been able to sell before are phoning us for information and prices. By the 15th of May, I hope to have been able to see all of our accounts and to increase our price to the $2.35 basis. To say the least, we have tried to use all the propaganda about asbestos fiber to our benefit.

Sales for May appear to be good. The building trades, In Baltimore, have settled their strike with an increase to some trades of as much as $4.25 over three years plus fringe benefits. Therefore, some architects are concerned about placing their jobs out for bid because they had designed their projects very close to the budget figure; however, with it all, May should show increased sales for the Washington District.

Sincerely,

Norman Burns

Norman Burns

NTB/clk