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D.R. Williams

September 12, 1970

L. P. Pollis

Monthly Report for August

R. J. Sterrett
R. H. Vining
D. H. Philipsen

Dear Bruce:

While sales were ahead of last year (+ 7% bags) (+ 13% dollars), Eastern was under budget (- 9% bags) (- 9% dollars). As I have stated earlier and in the recent last half estimate, we will not make the projected sales budget for the year. From a profit standpoint, there has been improvement over the last several months and we expect this trend to continue for the balance of the year.

Attic Insulation, Masonry Fill and Concrete Aggregate, Mono-Kote and Polystyrene (combined) all showed a gain over 1969. With respect to Mono-Kote sales; however, it should be pointed out that dollar sales dropped approximately \$40,000 from our peak month in June. This is due primarily to the loss of business in Philadelphia as a result of the stand on asbestos fireproofing. The bigger jobs are apparently gone - period. We do have a chance at some of the other work predicated on the outcome of our fire test.

The Fall Campaign meeting was held this week at Saratoga Springs. It was a good session and our distributors expressed appreciation for the invitation and the opportunity to participate. Most of the advertising has already been placed and we seem in good shape for a successful Attic Insulation season. All of the sales personnel were most enthused and predicted an increase over last years sales. The fellows from Cambridge - Phil Strand, Tru Bjorklund and Doug Campbell - were a tremendous help with their presentations and handling of displays. We were happy to have Nelson Beveridge with us and only regret you and others were unable to attend.



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In addition to Attic Insulation, Concrete Aggregate, Masonry Fill, Vent Board and Polystyrene should all do well for the balance of the year. Mono-Kote could be a blockbuster if we have a favorable test.

Neal Barrett's sales totaled almost \$19,000. Approximately \$10,000 of this figure was Tufhide. Neal currently has a total backlog of \$80,000, about half of which is scheduled for shipment this year. The Dyfoam Specialty seems to be on the upswing.

There was a brief strike at Trenton which, hopefully, has been resolved until contract negotiations in January '71. We must get Easthampton up to production capacity if we are to properly service our customers for the balance of the year. The need for better service was emphasized by our distributors at the Saratoga meeting.

There are no significant cost reduction items to report for the month. We continue to impress on our sales people the need for proper planning to insure that they are thoroughly covering each given area in lieu of taking pot shots here and there. In other words, less traveling time, more calls. No further meetings are scheduled for the year except Bob Ahlers schooling on Dyfoam Specialties.

September sales should exceed those of August. Budget looks out of range.

Sincerely,

L. P. Hollis

LPH/clk