

TO: ALL BRANCH MANAGERS AND SALESMEN

SUBJECT: TALC

PRINCIPAL: SIERRA TALC COMPANY

There has been considerable hullabaloo recently about a "new" talc---
International Talc's Asbestine 625.

Asbestine 625 probably does represent the ultimate fineness to which
the harsh New York State talcs can be produced. This, however, does not
make it a "new" product since our coarsest Mistrons, 139 and F-123,
approximate the particle size range of Asbestine 625.

We can deliver carloads of either of these Mistrons to any point in the
United States at a lower price than that of Asbestine 625. In fact,
Mistron 139 delivers everywhere at a price below the FOB producing
point price for Asbestine 625.

Our company places great importance on material quality and new product
application. In some cases this may have obscured the fact that in
ultra fine talcs, we also offer important price advantages. Attached
Sheet No. 1 of price comparisons clearly illustrates this.

At present, only the largest paint manufacturers purchase straight
carloads of ultra fine talc. However, practically every paint company
uses some quantity in its operation. Many of these purchase combined
carloads of regular and ultra fine talcs from New York State.

In such cases, you often have the opportunity of selling combined loads
of Fibrene and Mistron, despite a freight disadvantage. The lower
Mistron costs will often more than offset the higher Fibrene delivered
prices.

Sheet 2 looks like a mess of figures. We are providing it so that you
may have a source for making comparisons of delivered costs of our talcs
and their New York equivalents.

The graphs following Sheet 2 illustrate price relationships of combinations
of approximate matches at key points in your marketing area. Vertically,
we have plotted tons of 325 mesh talcs; horizontally, tons of ultra fine
talc. Based on the delivered costs of the combinations, we have drawn
curves through the points where ratios of regular and ultra fine talcs
result in equal delivered costs. All combinations to the left of the
curve result in lower costs for the New York Producer. All of those
to the right are in our favor.

NAP 70128557
SERIES "D"

THAN 1485

SUBJECT: TALS

Page 2

Example:

Suppose one of the St. Louis paint companies currently consumes 100 tons of Nylal 300 and 20 tons of Nylal 400 yearly. A look at the comparison of this combination with Fibrene C-500 - Mistron 139 (Curve A) shows we have a delivered price advantage since this point is to the right of the curve.

West and south of Kansas City, any combination results in lower delivered cost for Sierra products.

The above information was received from Joe Mulvan of the Sierra Talc Company.

If I can be of any help, please call on me.

Yours very truly,


Jim Robinson

JAL:eb

attachment

NAP 70128558
SERIES "D"

THAN 1488

Waco	71.00	92.05	97.75	72.00	93.70	92.85	99.60	93.35	97.00
Waco	76.75	96.68	97.60	81.75	96.00	92.75	96.60	96.25	97.00
Waco	68.20	100.30	100.10	73.10	90.00	90.00	100.10	99.70	91.00
Waco	76.75	97.00	97.00	77.75	96.00	92.75	97.00	96.25	97.00
Waco	68.20	100.30	100.10	77.75	96.00	92.75	100.10	99.70	91.00
Waco	68.20	100.30	97.70	72.20	90.00	90.00	100.10	99.70	91.00
Waco	72.80	95.60	90.00	81.75	91.05	97.00	95.60	101.30	97.00
Waco	79.80	96.60	97.60	81.75	91.05	97.00	96.60	101.30	97.00
Waco	76.75	97.00	97.00	81.75	91.05	97.00	97.00	96.25	97.00
Waco	70.45	100.30	98.05	76.10	91.70	92.75	100.05	91.95	97.00
Waco	68.70	100.30	100.10	72.70	96.95	92.70	100.10	87.20	90.00
Waco	67.00	100.30	100.10	76.50	96.25	92.75	100.10	88.50	90.00
Waco	76.75	100.30	98.05	81.75	91.70	92.75	100.10	96.25	97.00
Waco	70.45	100.30	100.10	76.50	91.70	92.75	100.10	91.95	94.50
Waco	76.75	100.30	95.25	81.75	90.00	92.75	100.85	96.25	97.00

Waco for California Prices: 100

W120
W-076

Waco for
W120
W-076

Aspenline for Wyoming, N. Y. Prices: 625
W625
W-076 (Based on unofficial information)

Desertline for California Prices: 57	\$65.00	com
Waco 400 for Wyoming, N. Y. 400	\$85.00	com
Waco 400 for Wyoming, N. Y. 400	\$84.00	com
Waco 400 for Wyoming, N. Y. 400	\$70.00	com

NAP 70128560
SERIES "D"

THAN 1480

56.10	102.10	96.10	98.10	103.10	51.10
56.65	101.65	96.65	96.65	101.65	49.65
58.10	103.10	98.10	100.10	103.10	53.10
57.05	100.85	97.85	95.85	100.85	48.85
59.00	97.00	90.00	92.00	97.00	45.00
40.60	95.60	80.60	89.60	95.60	43.60
59.00	97.00	90.00	92.00	97.00	45.00
49.60	96.60	89.60	91.60	96.60	44.60
57.65	98.65	92.65	96.65	98.65	47.65
59.65	100.65	94.65	98.65	100.65	48.65
51.10	103.10	96.10	98.10	103.10	51.10

GRAPH OF TENSILE STRENGTH - WEIGHT RATIO







