3/10/69
Ed Cox
for your info.
ZSP

March 10, 1969

F. L. Pundsack, Finderne

Safety Mask

After our telephone conversation last week on the safety mask, I asked Ward Burleson whether he thoughthis Division could market them along with insulations. IID has 21 contract locations of its own, and the Division sells directly to some 60 independent contractors. Direct marketing might best provide the kick-off for a new, improved and relatively expensive safety mask.

Ward said he would like to study it further but he could immediately see one possible disadvantage: it would be awkward for contractors in dealing with unions on mask usage if they also were in the business of selling them.

Today I had a call from Ward's girl with the message that Ward believes that he could market the masks and he would like to talk more about it when he returns to the office in a week.

If we could get the masks on the road through the contractors with whom we are already in direct contact, we might later plan how best to widen the market. This would also give us the opportunity to prove the product with minimum capital exposure.

SG

Stanley Green

SG:mf

cc: M. W. Burleson
A. C. Smith

F. L. [illegible]
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