

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date February 12, 1949

TO: Mr. Harold Pfeiffer

Attached is an inquiry card from:

Name M. J. Pamel Title Pl. Mgr.
Firm Selman Chemical Company, Inc.
Address _____
City Bilken Zone ____ State Maryland

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the first letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

GAF 19778

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date February 23, 1960

TO: Mr. Harold Pfeiffer

Attached is an inquiry card from:

Name T. S. Haffer Title Product Eng.
Firm General Chemical Div. - Allied Chemical Corp.
Address 1100 Line Street
City Camden Zone 8 State New Jersey

Requesting Literature on Calgilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the first letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

GAF 19779

FIRST CLASS
PERMIT NO. 378
NEW YORK, N. Y.

BUSINESS REPLY MAIL
No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY

Industrial Products Division
The RUBENSON Co.
500 FIFTH AVENUE
NEW YORK 36, NEW YORK



GAF 19780

YES.....Send me detailed information on RUBEROID
CALSILITE Insulation.

Name W. J. Fenebe Title PH. Mgr.
Firm DELMAR Chem. Co. Inc.
Address _____
City E. Kenton Zone _____ State W. Va.

☐ We have a specific insulation problem. Please
have an engineer call me at _____
for an appointment to discuss a solution.

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date February 18, 1960

TO: Mr. Harold Pfeleiger

Attached is an inquiry card from:

Name M. J. Fenol Title Ph. Mgr.
Firm Delmar Chemical Company, Inc.
Address _____
City Elkton Zone _____ State Maryland

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the first letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

*See Report of 4/12 on Mr. C.R. Neumoyer
of same plant.*

GAF 19782

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date February 14, 1960

TO: Mr. Harold Pfeiffer

Attached is an inquiry card from:

Name H. L. Bolton Title Asst. Manager
Sec. A. L. Dept.
Firm Philadelphia Quartz Company
Address Public Ledger Building
City Philadelphia Zone 2 State Pennsylvania

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the first letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

GAF 19783



BUSINESS REPLY MAIL
No postage stamp necessary if mailed in the United States

FIRST CLASS
PERMIT No. 378
NEW YORK, N. Y.

POSTAGE WILL BE PAID BY

Industrial Products Division
FALBERGOLD Co., Inc.
100 FIFTH AVENUE
NEW YORK 36, NEW YORK



YES

Send me detailed information on RUBEROID
CALSILITE Insulation.

Name H. L. Bolton Asst. Manager -
Firm Philadelphia Quartzs Company Title Res. & Dev. Dept.
Address Public Ledger Building
City Philadelphia Zone 6 State Pa.

☐ We have a specific insulation problem. Please
have an engineer call me at _____
for an appointment to discuss a solution.

GAF 19785

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date February 18, 1960

TO: Mr. Harold Pfeleiger

Attached is an inquiry card from:

Name H. L. Bolton Title Asst. Manager
Res. & Dev. Dept.
Firm Philadelphia Quarts Company
Address Public Ledger Building
City Philadelphia Zone 6 State Pennsylvania

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the first letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

#16 - REVISING THEIR THINKING ON INSUL. FOR MAINT.
WORK. SECURING DATA FROM VARIOUS MFG. - MAG
NOT HOLDING UP - J.M.'s. MAN HERE AT SAME
TIME WE WERE - WE CONTACTED DR. WALTER
SCHLEYER IN MR. BOLTON'S ABSENCE. LEFT
SAMPLES AND OUR LIT., ALSO UNIVERSAL'S
FOLDER. WE ARE TO CALL BACK IN WEEK TO
10 DAYS.
H.P.

Copy UNIVERSAL Insul. Co.

GAF 19786

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date February 18, 1960

TO: Mr. Harold Pfeiffer

Attached is an inquiry card from:

Name Mr. John Watson Title Plant Engineer
Firm Kessler Chemical Co., Inc.
Address State Rd. & Cottman Avenue
City Philadelphia Zone 28 State Pennsylvania

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the first letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

GAF 19787

YES ✓ Send me detailed information on RUBEROID
CALSHITE Insulation.

Name John Hartzel Title P. E. ENGR.
Firm Kessica L. Hartzel
Address State Rd. 4 Cottman Ave
City PHILA Zone 35 State PA

☐ We have a specific insulation problem. Please
have an engineer call me at _____
for an appointment to discuss a solution.

55



HEART FUND
ENEMY REQUISITION FENCE
HEART FUND

BUSINESS REPLY MAIL
No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY

Industrial Products Division
The RUBENROD Co.
500 FIFTH AVENUE
NEW YORK 36, N.Y.



INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date February 18, 1960

TO: Mr. Harold Pfeleiger

Attached is an inquiry card from:

Name Mr. John Hatzell Title Plant Engineer
Firm Kessler Chemical Co., Inc.
Address State Rd. & Cottman Avenue
City Philadelphia Zone 35 State Pennsylvania

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the first letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

3/4 DO ALL THEIR OWN INSUL. WORK, TROUBLE IN PAST WITH
MAG. DUE TO MOISTURE AND REIGS, HAVE USED KALD WITH
SUCCESS. LIKE OUR SAMPLES AND WILL GIVE CALSILITE A
TRY IN THE NEAR FUTURE. HAVE 2 STACKS THAT SHOULD
BE INSULATED WITH 1800² MAT. LEFT LITERATURE, SAMPLE
AND UNIVERSAL FOLDER.

H. PFEIGER.

Copy UNIVERSAL INSUL. CO.

GAF 19790

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date February 12, 1960

TO: Mr. Harold Pfeiffer

Attached is an inquiry card from:

Name Mr. W. E. Alexander Title Plant Supt.
Firm Air Reduction Sales Company
Address 421 Lynn Avenue
City Bethlehem Zone State Pennsylvania

Requesting Literature on Calsilite.

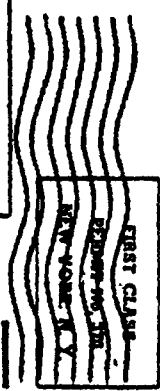
Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the first letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

GAF 19791



BUSINESS REPLY MAIL
No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY

Industrial Products Division
The RUBEROD Co.
500 FIFTH AVENUE
NEW YORK 24, NEW YORK



GAF 19792

YES

Send me detailed information on RUBEROID
CALSHITE Insulation.

Name Mr. J. H. Williams Title Owner
Firm The Anderson Building Co.
Address 421 1st Ave. N.E.
City Washington Zone DC State DC

☐ We have a specific insulation problem. Please
have an engineer call me at _____
for an appointment to discuss a solution.

GAF 19793

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date February 18, 1960

TO: Mr. Harold Pfeleiger

Attached is an inquiry card from:

Name Mr. W. R. Alexander Title Plant Supt.
Firm Air Reduction Sales Company
Address 421 Lynn Avenue
City Bethlehem Zone State Pennsylvania

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the first letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

209 HAVE HAD MOISTURE TROUBLE WITH MAGNESIA PK -
LIKE OUR PRODUCT AND WILL ORDER FROM NAT.
BOND INSULATORS, ALLENTOWN, PA, WHEN IN NEE
LED SAMPLES AND LITERATURE. DO THEIR OWN WORK
WILL HAVE A JOB COMING UP SHORTLY
H. PFEIGER.

Copy NAT. Bond Insul.

GAF 19794

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date February 22, 1960

TO: Mr. Harold Pfeiffer

Attached is an inquiry card from:

Name Mr. Harold Bainbridge Title Plant Engineer
Firm Glenbrook Laboratories
Division of Sterling Drugs, Inc.
Address 2102 East State Street
City Trenton Zone 4 State New Jersey

Requesting Literature on Calsilite.

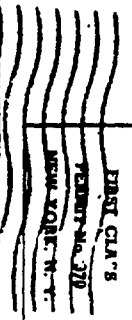
Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the first letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

GAF 19795



BUSINESS REPLY MAIL
No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY

Industrial Products Division
The RUBEROID Co.
500 FIFTH AVENUE
NEW YORK 36, NEW YORK



YES ^x

Send me detailed information on **RUHEKOID**
CALSLITE Insulation.

Name HAROLD BAIDBRIDGE Title PLANT ENGINEER
Firm OLENBROOK LABORATORIES Division of Sterling Drugs Inc.
Address 2144 East State Street - Trenton, New Jersey
City Trenton Zone 7 State N.J.

☐ We have a specific insulation problem. Please
have an engineer call me at
for an appointment to discuss a solution.

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date February 12, 1960

TO: Mr. Harold Pfeiffer

Attached is an inquiry card from:

Name Mr. A. E. Small Title Plant Engineer
Firm Kawachi Chemical Company
Address County Line Rd.
City Layartown Zone State Pennsylvania

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the first letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

GAF 19798

21

OVERSEAS
FEB 17
5-PM
1960

POSTAGE WILL BE PAID BY

BUSINESS REPLY MAIL
No postage stamp necessary if mailed in the United States

Industrial Products Division
The RUBEROID Co.
500 FIFTH AVENUE
NEW YORK 36, NE

FIRST CLASS

YES

Send me detailed information on RUBEROID
CALSLITE Insulation.

Name Hyd-Tect Inc. Title Rep. Lincoln
Firm Lincoln
Address Country Club
City Dover State MD Zone 17

☐ We have a specific insulation problem. Please
have an engineer call me at _____
for an appointment to discuss a solution.

GAF 19800

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date February 19, 1960

TO: Mr. Harold Pfeleiger

Attached is an inquiry card from:

Name Mr. A. W. Swell Title Plant Engineer
Firm Kaweechi Chemical Company
Address County Line Rd.
City Boyertown Zone State Pennsylvania

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the first letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

3/31 ~ See NOTES ON SAME PLANT (MR. E. GRAEFF)
OR 3/31 ~ SAME APPLY.

H. PFELEIGER.

Copy UNIVERSAL Insul. Co.

GAF 19801

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date February 12, 1960

TO: Mr. Harold Pfeiffer

Attached is an inquiry card from:

Name Mr. S. Marchetti Title Asst. Plant Engineer
Firm Sabco & Adams Works, General Chemical Division
Address Allied Chemical Corporation
City Marion Rock Zone State Pennsylvania

Requesting Literature on Calsilite.

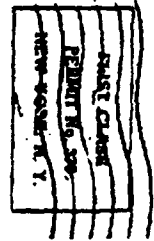
Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the letter letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

GAF 19802



BUSINESS REPLY MAIL
No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY

Industrial Products Division
The RUBEROID Co.
500 FIFTH AVENUE
NEW YORK 36, NEW YORK



GAF 19803

YES

Send me detailed information on ROBEROID
CALSHITE Insulation.

Name S. MARCETTI Title Asst. Lt. Engr.
Firm DAKEN & ADAMS CO. WKS., GENERAL CHEM. DIV.
Address ALLIED CHEMICAL CORP.
City MARSHUS Hook Zone State IL NOV

☐ We have a specific insulation problem. Please
have an engineer call me at
for an appointment to discuss a solution.

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date February 19, 1960

TO: Mr. Harold Pfleiger

Attached is an inquiry card from:

Name Mr. S. Marchetti Title Asst. Plant Engineer
Firm Baker & Adamson Works, General Chemical Division
Allied Chemical Corporation
Address _____
City Mareus Hook Zone _____ State Pennsylvania

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the first letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

5/14 MR. MARCHETTI ADVISED MAGNESIA DISCONTINUED IN
FAVOR OF CALSIUM SILICATE. NOW USING J.M. THERMOBESTOS
PURCHASED THRU DELAWARE INSULATION CO.
REQUESTED INFORMATION ON CALSILITE FROM US
AS THEY ARE ALWAYS LOOKING FOR BETTER INSULATION
LIKE OUR SAMPLES AND WILL SPECIFY FOR A TRIAL
ORDER WHEN NEXT ORDERING FROM DELAWARE INSUL.
PER MR. CLARENCE TALLEY, PURCHASING SUPERVISOR

H. PFLEIGER

Copy DEL. INSUL. CO.

GAF 19805

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date February 18, 1960

TO: Mr. Harold Pfeleiger

Attached is an inquiry card from:

Name Mr. B. E. Van Sant Title Cost Engineer
Firm B. E. Du Pont De Nemours
Address Newport
City Wilmington Zone 4 State Delaware

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the first letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

GAF 19806



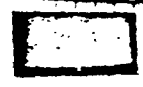
BUSINESS REPLY MAIL
No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY

Industrial Products Division
The RUBEROID Co.
600 FIFTH AVENUE
NEW YORK 36, NEW YORK

NOV 11 1970
PM 11
III

FIRST CLASS
SECOND CLASS
FOR BETTER MAIL SERVICE



YES

Send me detailed information on RUBEROID
CALSLITE Insulation.

Name B.K. VAN SANT Title COST ENGINEER

Firm E. I. DU PONT DE NEMOURS

Address NEWPORT

City WILMINGTON Zone 4 State DELAWARE

☐ We have a specific insulation problem. Please
have an engineer call me at _____
for an appointment to discuss a solution.

GAF 19808

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date February 19, 1960

TO: Mr. Harold Pfeleiger

Attached is an inquiry card from:

Name Mr. E. K. Van Sant Title Cost Engineer
Firm E. I. Du Pont De Nemours
Address Newport
City Wilmington Zone 4 State Delaware

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the first letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

*4/17 WANTED Samples Aug Lit. For Files Aug
FUTURE REF.
HE WAS NOT AWARE OF THIS PLANT PURCHASING
CALSLITE FROM DEL. INSUL. CO AT PRESENT.
(SMALL QUANTITIES)*

H.P.

Copy DEL. Insul. Co.

GAF 19809

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date February 23, 1960

TO: Mr. Harold Pfleiger

Attached is an inquiry card from:

Name Mr. Harold Bainbridge Title Plant Engineer
Glenbrook Laboratories
Firm Division of Sterling Drugs, Inc.
Address 2144 East State Street
City Trenton Zone 7 State New Jersey

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the first letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

*3/24 - Left samples and literature also Universal
Folder - Do not need P/C now - wanted data
for future - have been using KRAO O.K. -
Buy all bottles for Bayer Aspirin from
OWENS-ILLINOIS*

H. PFLEIGER

Copy Universal

GAF 19810

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date February 24, 1960

TO: Mr. David Pfister

Attached is an inquiry card from:

Name Mr. R. G. Newman Title Plant Manager
Firm Scheller Bros. Inc.
Address _____
City Elwood Zone ____ State New Jersey

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the first letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

GAF 19811

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date February 24, 1960

TO: Mr. Harold Pfeleiser

Attached is an inquiry card from:

Name Mr. J. B. Herren Title Chief Engineer
Firm Rompage Company
Address _____
City Trenton Zone 8 State New Jersey

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the first letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

GAF 19812

YES.....Send me detailed information on RUBEROID

CAISLITE Insulation.

Name

Firm

Address

City

Zone 3 State N.Y.

☐.....We have a specific insulation problem. Please

have an engineer call me at

for an appointment to discuss a solution.

GAF 19813

FIRST CLASS
PERMIT NO. 378
NEW YORK, N. Y.

BUSINESS REPLY MAIL

No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY

Industrial Products Division
The RUBEROID Co.
500 FIFTH AVENUE
NEW YORK 36, NEW YORK

GAF 19814

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date February 24, 1960

TO: Mr. Harold Pfeleiger

Attached is an inquiry card from:

Name Mr. J. D. Herren Title Chief Engineer
Firm Homasote Company
Address _____
City Trenton Zone 3 State New Jersey

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the first letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

3/24 DOWN WORK GENERALLY TAKES TOO LARGE -
HAVE BEEN USING MAG & MOISTURE PROBLEM
BREAKDOWN WHEN IN NEED OF INSUL. WILL GIVE
CALISILITE A TRY - LEFT SAMPLES AND DIT; ALSO
UNIVERSAL IS FOLDER.

H. Pfeleiger
Also left DATA WITH P. J. FOLKMAN

Copy "UNIVERSAL"

GAF 19815

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date February 26, 1960

TO: Mr. Harold Pfeleiger

Attached is an inquiry card from:

Name Mr. C. Rambo Title Maintenance Supt.
Firm Westfield River Paper Company
Address _____
City West Conshohocken Zone ____ State Pennsylvania

Requesting Literature on Calsilite.

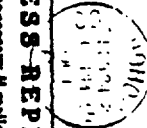
Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the first letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

GAF 19816



FIRST CLASS
NEW YORK, N.Y.
JUN 24 1964

BUSINESS-REPLY MAIL

No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY ADDRESSEE

Industrial Products Division
The RUBEROID Co.
500 FIFTH AVENUE
NEW YORK 36, N.Y. 10017



GAF 19817

YES..... Send me detailed information on RUBEROID

CALSHITE Insulation.

Name C. F. HUBBO Title MAN. Supt.
Firm WESTFIELD RIVER PAPER Co.
Address WEST CONSHOHOCKEN
City _____ State PENNA.
Zone _____

☐ We have a specific insulation problem. Please
~~have an engineering firm~~
~~for an estimate to determine~~

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date February 26, 1960

TO: Mr. Harold Pfeleiger

Attached is an inquiry card from:

Name Mr. C. Rambo Title Maintenance Supt.
Firm Westfield River Paper Company
Address _____
City West Conshohocken Zone _____ State Pennsylvania

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the first letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

3/18 ALSO CONTACTED MR. HARRY WORTH P.A. RE: CONDENSATION HAS RUINED CANVAS AND MAG. COU'G. ON STEAM LINES. WILL HAVE SOME REPLACEMENT WORK IN A MONTH OR TWO. LIKE OUR MAT. FOR THIS PROBLEM. LEFT UNIVERSAL'S FOLDER AS WELL AS OURS ALSO SAMPLES.

MAY REPLACE SIG. LIGHTS IN MONITOR WITH A/C CORRELATED. WILL FOLLOW.

H. FLEIGER.

COPY UNIVERSAL.

GAF 19819

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date March 1, 1960

TO: Mr. Harold Pfeleiger

Attached is an inquiry card from:

Name Mr. Edgar F. Ott, Jr. Title Engineer
Firm _____
Address 7810 Briar Road
City Philadelphia Zone 88 State Pennsylvania

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the first letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

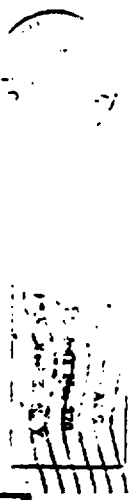
GAF 19820



BUSINESS REPLY MAIL
No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY

**Industrial Products Division
The RUBEROID Co.
500 FIFTH AVENUE
NEW YORK 36, NEW YORK**



YES.....Send me detailed information on RUBEROID

CALSHITE Insulation.

Name Engin A. Altin Title Engineer

Firm _____

Address 1310 Birch St.

City Bole Zone 38 State 13

☐ We have a specific insulation problem. Please
have an engineer call me at _____
for an appointment to discuss a solution.

GAF 19822

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date March 1, 1960

TO: Mr. Harold Pfleiger

Attached is an inquiry card from:

Name Mr. Edgar F. Ott, Jr. Title Engineer
Firm _____
Address 7810 Briar Road
City Philadelphia Zone 38 State Pennsylvania

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the first letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

3/21 ABOVE ADDRESS MR. OTT'S RESIDENCE -
WOULD NOT DISCLOSE EMPLOYER - WANTED DATA
FOR PERSONAL FILE.

H. PFLEIGER

Copy Universal Incul. Co

GAF 19823

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date March 8, 1960

TO: Mr. Harold Pfeiffer

Attached is an inquiry card from:

Name Mr. Joseph F. Fischer Title Proj. Engr.
Firm U. S. Asbestos Division
Address Stiegel Street
City Manheim Zone State Pennsylvania

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the second letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

GAF 19824

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date March 9, 1960

TO: Mr. Harold Pfeigler

Attached is an inquiry card from:

Name Mr. C. E. Bennett Title Chemist
Firm Palmer Chemical Company, Inc.
Address P. O. Box 102
City Elkton Zone State Maryland

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the second letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

GAF 19825

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date March 8, 1960

TO: Mr. Harold Pfleiger

Attached is an inquiry card from:

Name Mr. George A. Russell Title Chief Engineer
Firm Amchem Products, Inc.
Address Brookside Avenue
City Ambler Zone State Pennsylvania

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the second letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

GAF 19826

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date March 9, 1960

TO: Mr. Harold Pfeiffer

Attached is an inquiry card from:

Name Mr. Theo H. Schmitt Title Maint. Supt.
Firm Feate Mineral Co.
Address Drawer W
City Paeoli Zone State Pennsylvania

Requesting Literature on Calsilite. ☒

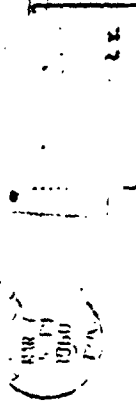
Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the second letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

GAF 19827



BUSINESS REPLY MAIL
No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY

Industrial Products Division
The RUBEROID Co.
500 FIFTH AVENUE
NEW YORK 36, NEW YORK



GAF 19828

YES

Send me detailed information on RUBEROID
CALSHITE Insulation.

Name Theo H Schmidt Title Maint. Supt

Firm Easta Mineral Co

Address Drewer V

City Paoli Zone _____ State Penn

☐ We have a specific insulation problem. Please

For File Data.

have an engineer call me at _____
for an appointment to discuss a solution.

GAF 19829

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date March 9, 1960

TO: Mr. Harold Pfleiger

Attached is an inquiry card from:

*MR. A. RHODAS P.A.
MR. VIRGIN ASSIST. P.
MR. JACK FRIEL, Pl. Eng*

Name Mr. Theo H. Schmitt Title Maint. Supt.

Firm Foots Mineral Co.

Address Drawer U

City Paoli Zone State Pennsylvania

Requesting Literature on Calsilite. X

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the second letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

*4/11 Mr. Schmitt wanted In-fo for his files, etc.
Have been calling on these people since
June, 1959 and from their files, Mr. Warrington
before me.
Have bid to them on contract work in the
past and so has Universal, all to no avail.
It seems that Phila. Asb. Co. receives all the
contract work and John Cannon all the
F.O.B. Fiberglass (G.B.)
Will keep calling.
H.P.*

Copy Universal Insul. Co.

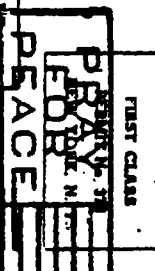
GAF 19830



BUSINESS REPLY MAIL
No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY

Industrial Products Division
The RUBENROD Co.
500 FIFTH AVENUE
NEW YORK 36, NEW YORK



GAF 19831

YES

Send me detailed information on KUBERNAID
CALSLITE Insulation.

Name C. F. Neumeier Title Chemist
Firm Pelmar Chemical Co., Inc.
Address P.O. Box 108
City Elkton Zone State Maryland

☐ We have a specific insulation problem. Please
have an engineer call me at _____
for an appointment to discuss a solution.

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date March 9, 1960

TO: Mr. Harold Pfleiger

Attached is an inquiry card from:

Name Mr. C. R. Neumeyer ^{NEUMAYER} Title Chemist
Firm Delmar Chemical Company, Inc.
Address P. O. Box 108
City Elkton Zone State Maryland

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the second letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

4/17/61 HAS A STILL 2" DIAM. X 6'-0" LONG HE IS ASSEMBLING. WAS INTERESTED IN CALSILITE FOR THIS DETAIL. WILL NOT BE READY FOR 2 MONTH SET UP LEROY FOR SUPPLY.

MR. M. J. FENOL, PH. MGR., INTERESTED FOR PLANT MAINT. IN FUTURE - NOTHING NOW, WILL FOLLOW.

Copy Leroy Insul. Co.

GAF 19833

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date March 9, 1960

TO: Mr. Harold Pfeiffer

Attached is an inquiry card from:

Name Mr. W. S. Miller Title Proj. Eng.
Firm Alden Eng Mills, Inc.
Address Lenox Mills
City " " Zone " " State Pa.

Requesting Literature on Calsilite.

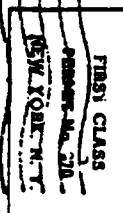
Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the second letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

GAF 19834



BUSINESS REPLY MAIL
No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY

Industrial Products Division
The RUBEROID Co.
500 FIFTH AVENUE
NEW YORK 36, NEW YORK



GAF 19835

YES..... Send me detailed information on RUBEROID
CALSITE Insulation.

Name Mark S. Niles Title Proj. Eng.
Firm Alden Rug Mills, Inc.
Address Leoni Mills
City Zone State Penn.

☐ We have a specific insulation problem. Please
have an engineer call me at
for an appointment to discuss a solution.

2

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date March 9, 1960

TO: Mr. Harold Pfleiger

Attached is an inquiry card from:

Name Mr. W. S. Miller Title Proj. Eng.
Firm Alden Rug Mills, Inc.
Address Lenzi Mills
City " " Zone State Pa.

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the second letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

3/14
HAVE BEEN USING MAGNESIA (CARRY) AND SAME DOES NOT HOLD UP IN THEIR DYE HOUSE DUE TO MOISTURE PROBLEM. IS INTERESTED IN CALSILITE FOR REPLACEMENT ASD FOR BOILER ROOM WORK. WILL HANDLE ON CONTRAC. BASIS IN JUNE, 1960. WILL REQUEST A BID FROM UNIVERSAL INSUL. CO.

LEFT SAMPLES, LITERATURE AND UNIVERSALS FOLDER.

H. PFLEIGER.

COPY TO UNIVERSAL.

GAF 19837

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date March 10, 1960

TO: Mr. Harold Pfleiger

Attached is an inquiry card from:

Name Mr. Earl Gueff Title Exec. Foreman
Firm Smeth Chemical Co.
Address _____
City Myerstown Zone _____ State Pa.

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the 2nd letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

GAF 19838

YES: ☒ Send me detailed information on RUBEROID
CALSHITE Insulation.

Name Earl G. HOFF The L.L.C. COMPANY
Firm KAWNEER CHEM CO.
Address Box 60
City Dayton OH State PA

☐ We have a specific insulation problem. Please
have an engineer call me at
for an appointment to discuss a solution.

GAF 19840

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date March 10, 1960

TO: Mr. Harold Pfeleiger

Attached is an inquiry card from:

Has Change of Piping & Insul.
Name Mr. Earl Graeff Title Elec. Foreman
Firm Kawecki Chemical Co.
Address _____
City Boyetown Zone _____ State Pa.

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the _____ letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

3/31 - DO OWN WORK. HAVE TROUBLE WITH MAG. DUE TO ACIDS AND MOISTURE. A GREAT DEAL OF CORR. NEEDS REPLACEMENT, SOME TO BE DONE THIS SUMMER. LEFT SAMPLES AND LIT. OF CALSILITE AND PREST-O-CI ARE INTERESTED AND WILL BUY FROM UNIVERSAL INSUL. CO. PRESENT GALVESTON IN PLACES NEEDS REPLACEMENT. LIT. IN OUR CORRUGATED ASB. Siding, LEFT LIT. OF CORRUGATED, STONE WALL, ETC., ALSO SAMPLES. WILL HANG SAMPLES OUTSIDE FOR TEST.

Will Follow About 4-29-60

Left Universal Folder.

N. PFEIGER

Copy Universal Insul. Co.

GAF 19841

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date March 14, 1960

TO: Mr. Harold P. Craig

Attached is an inquiry card from:

Name Mr. E. Eason Title Foreman
Firm North American Iron Co., Inc.
Address 818 St. A. Allegheny Avenue
City Philadelphia Zone 22 State Pennsylvania

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the second letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

GAF 19842

BUSINESS REPLY MAIL

No postage Stamp necessary if mailed in the United States

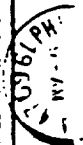
POSTAGE WILL BE PAID BY

Industrial Products Division

The RUBEROID Co.

500 FIFTH AVENUE

NEW YORK 36, NEW YORK



NOV 11 1963



GAF 19843

YES..... Send me detailed information on RUBEROID
CALSILITE Insulation.

Name W. FEEVRY Title FOREMAN
Firm NORTH AMERICAN LAC CO., INC.
Address 8111 ST. B. ALLEGHENY AVE
City PHIL. Zone 33 State PA.

☐ We have a specific insulation problem. Please
have an engineer call me at _____
for an appointment to discuss a solution.

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date March 14, 1960

TO: Mr. Harold Pfeleiger

Attached is an inquiry card from:

Name Mr. W. Feenan Title Foreman
Firm North American Lace Co., Inc.
Address 8th St. & Allegheny Avenue
City Philadelphia Zone 33 State Pennsylvania

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the second letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

3/21 — NOTHING DEFINITE IN MIND — ARE USING
ACETONE IN THEIR MFG. PROCESS — WANTED TO
KNOW DETAILS OF AN INSUL. MATERIAL THAT WOULD
WITH-STAND SAME — SHOULD THEY BE IN NEED OF
REPLACEMENT MATERIAL IN FUTURE, WILL BUY
CAL SILITE FROM UNIVERSAL INSUL. CO.
LEFT KIT AND SAMPLES, ALSO UNIVERSAL'S FOLDER

H. PFELEIGER

Copy UNIVERSAL INSUL. CO.

GAF 19845

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date March 34, 1960

TO: Mr. Harold Pfeiffer

Attached is an inquiry card from:

Name Mr. William Shuman Title Technical Service Rep.
Firm Peters, Inc.
Address 300 to 400 E. Sedgley Avenue
City Philadelphia Zone State Pa.

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the 000024 letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

GAF 19846

YES

Send me detailed information on RUBEROID
CALSHILTE Insulation.

Name William Chaval Title Technical Service Mgr

Firm McNeill Inc.

Address 300 E 42nd St. Sec 14 E

City PAID Zone State PENNA.

☐ We have a specific insulation problem. Please
have an engineer call me at _____
for an appointment to discuss a solution.

E

GAF 19847

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date March 14, 1960

TO: Mr. Harold Pfleiger

Attached is an inquiry card from:

Name Mr. William Dhomau Title Technical Service Rep.
Firm Pecora, Inc.
Address 300 to 400 W. Sedgley Avenue
City Philadelphia Zone State Pa.

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the second letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

3/21 WANTED OUR LIT. AND SAMPLES FOR DATA FOR
USE WITH ADHESIVES AND COATINGS THAT THEY
MFG. ~ THIS PLANT PREVIOUSLY MFG'D. PAINT.
HAVE NO IMMEDIATE NEED FOR CALSILITE BUT
WILL BUY FROM UNIVERSAL IF THEY DO.

H. PFLEIGER

Copy Universal Insul. Co

GAF 19848

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date March 17, 1960

TO: Mr. Harold Pfeiffer

Attached is an inquiry card from:

Name Mr. John Parker Title Asst. Mgr.
Firm E. I. Du Pont de Nemours & Co., Inc.
Address _____
City Sanford Zone _____ State Delaware

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the _____ letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

GAF 19849



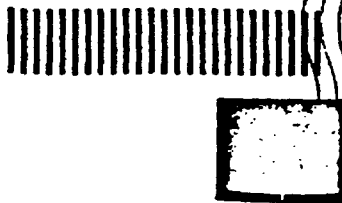
POSTAGE WILL BE PAID BY

Industrial Products Division
The RUBEROID Co.
300 FIFTH AVENUE
NEW YORK 36, NEW YORK

BUSINESS REPLY MAIL
No postage stamp necessary if mailed in the United States



FIRST CLASS
- PERMIT NO. 400 -
NEW YORK, N.Y.



GAF 19850

YES.....Send me detailed information on RUBEROID

CALSLITE Insulation.

Name

John Fickler *Thompson*

Firm

De. O. Haupt & Co. Inc.

Address

City *DeFord* Zone _____ State *N.Y.*

☐..... We have a specific insulation problem. Please
have an engineer call me at _____
for an appointment to discuss a solution.

GAF 19851

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date March 17, 1960

TO: Mr. Harold Pfeleiger

Attached is an inquiry card from:

Name Mr. John Puhler Title Maint. Foreman

Firm E. I. Du Pont De Nemours & Co., Inc.

Address _____

City Seaford Zone _____ State Delaware

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the second letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

N.Y. Mr. Puhler did not realize this is same material his plant is buying monthly thru Del. Insul. Co.

N.P.

Copy Del. Insul. Co.

GAF 19852

INDUSTRIAL PRODUCTS DIVISION
THE RUPERTOID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date March 21, 1960

TO: Mr. Harold Pfeiffer

Attached is an inquiry card from:

Name H. J. Feltz Title Dev. & Tech. Div.
Firm Sanley Company, Inc.
Address 1433 E. Randolph St.
City Philadelphia Zone 22 State Pennsylvania

Requesting Literature on Calasilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the second letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

GAF 19853

GAF 19854



GIVE
FIRST CLASS
PERMIT NO. 378
NEW YORK, N.Y.

RED CROSS
FUND

BUSINESS REPLY MAIL
No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY

Industrial Products Division
The RUBEROID Co.
800 FIFTH AVENUE
NEW YORK 34, NEW YORK



YES Send me detailed information on RUBEROID
CALSULITE Insulation.

Name W. J. Federbush Title President
Firm Hamley Co. Inc.
Address 1432 W. Randolph St.
City Indian Zone 22 State Pa.

☐ We have a specific insulation problem. Please
have an engineer call me at _____
for an appointment to discuss a solution.

GAF 19855

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date March 21, 1960

TO: Mr. Harold Pfleiger

Attached is an inquiry card from:

FEDECHKO
Name W. J. Fedichko Title Des. & Tech. Div.
Firm Curley Company, Inc.
Address 1432 W. Randolph St.
City Philadelphia Zone 22 State Pennsylvania

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the second letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

3/24 WANTED SAMPLES AND LIT. FOR FUTURE REF
PRESENT BLOG. IS UP FOR SALE OR RENT.
SECRETIVE ABOUT FUTURE PLANS - MAY BE
A NEW BLOG - WILL FOLLOW.

H. PFLEIGER

copy "Universal"

GAF 19856

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date March 25, 1960

TO: Mr. Harold Pfeiffer

Attached is an inquiry card from:

Name Mr. S. S. Harrison Title Asst. Res. Engr.
Firm Sinclair Refining Company
Address East Road
City Marana Park Zone State Pennsylvania

Requesting Literature on Calsilite.

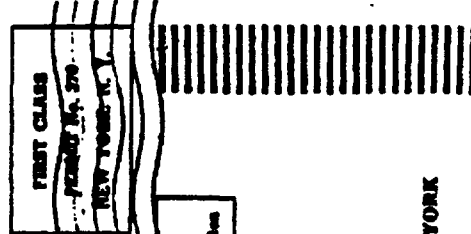
Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the third letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

GAF 19857



BUSINESS REPLY MAIL
No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY

Industrial Products Division
The RUBEROID Co.
500 FIFTH AVENUE
NEW YORK 36, NEW YORK



GAF 19858

YES

Send me detailed information on RUBEROID
CALSHITE Insulation.

Name G. C. MARTINSON Title Asst. Res. Engr

Firm SINCER REFINING COMPANY

Address Post Road

City Morristhock Zone State Pa

☐ We have a specific insulation problem. Please
have an engineer call me at
for an appointment to discuss a solution.

A

INDUSTRIAL PRODUCTS DIVISION

THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date March 25, 1960

TO: Mr. Harold Pfeiffer

Attached is an inquiry card from:

Name Mr. G. G. Martinson Title Asst. Res. Engr.
Firm Sinclair Refining Company
Address Pest Road
City Marcus Hook Zone State Pennsylvania

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the third letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

4/14 WANTED INFO. TO BRING FILE UP TO DATE, ETC. —
LEFT LIT. AND SAMPLES. MR. MARTINSON HAS
NOTHING TO DO WITH PURCHASING — HANDLED BY
MR. HISSINGER OF N.Y. OFFICE, WHICH IS DONE
ON A 6 MONTHS CONTRACT BASIS. NO STOCK
CARRIED AT MARCUS-HOOK, THEY SECURE FROM
THE CONTRACT SUPPLIER (J.M.) AS THEY NEED IT
LOCAL DIST. PHILA. M.S.B. CO., PHILA., PA.
N.P.

Copy UNIVERSAL INSUL. CO.

GAF 19860

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date March 25, 1960

TO: Mr. Gerald Pfeleiger

Attached is an inquiry card from:

Name Mr. H. C. Sebald Title Gen. Foreman
Firm Pittston Pipe & Rubber Company
Address P. O. Box 430
City Pittston Zone State Pennsylvania

Requesting Literature on Calsilite.

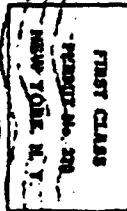
Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the third letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

GAF 19861



BUSINESS REPLY MAIL

No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY

Industrial Products Division

The RUBEROD Co.

500 FIFTH AVENUE

NEW YORK 36, NEW YORK

GAF 19862

YES Send me detailed information on RUBEROID
CALSLITE Insulation.

Name Mr. Kipold Title Gen. Foreman
Firm Freelance Inc. & Rubber Co.
Address P.O. Box 690
City Lakewood Zone _____ State FLA.

☐ We have a specific insulation problem. Please
have an engineer call me at _____
for an appointment to discuss a solution.

A

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date March 25, 1960

TO: Mr. Harold Pfleiger

*MR. T. A. STORM, P. A.
MR. DWYER - BUYER
MR. MORRIS REF-INSUL.
FORMER*

Attached is an inquiry card from:

Name Mr. E. G. Rabold Title Gen. Foreman MAINT.

Firm Pirestone Tire & Rubber Company

Address P. O. Box 690

City Pottstown Zone State Pennsylvania

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the third letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

3/31 - SECURED TRIAL ORDER FOR CALSILITE P/C, BLOCK AND CEMENT, PER ATTACHED COPY OF REQUISITION FOR \$218.66. WE ARE TO WAIT FOR FORMAL PURCHASE ORDER FROM PURCHASING DEPT. BEFORE SHIPPING. MR. RABOLD WOULD LIKE TO HAVE MATERIAL BY 4-10-60, WHICH IS FOR INSULATION OF A DRYER. WILL YOU FORWARD THIS REQUISITION TO MR. KATULA FOR A CHECK AGAINST THE P.O. WHEN RECEIVED.

MR. RABOLD CAN ORDER MATERIALS ON REQUISITION UP TO \$500.00, OVER THIS AMOUNT PURCHASING DEPT. HANDLES. MR. RABOLD INTRODUCED US TO MR. MORRIS REY, HIS INSULATION FORMAN. HE LIKES OUR SAMPLE. ADVISED CALSILITE CUTS EASIER THAN KALD OR THERMOBESTOS AND WILL GIVE OUR MATERIAL A GOOD

GAF 19864

The RUBEROLL CO.
NEW YORK 34, N. Y.

For Attention

(7)

Date

Copy to

Reference

Subject FIRESTONE TIRE AND RUBBER CO

TRIAL ON THE ~~DRYER~~ TO BE INSULATED.
MR. RABOLD ADVISED THEY USE 2 TO 3 CARLOADS
OF PIPE COVERING A YEAR, ALL KINDS AND A LOT OF
F.G. BLANKET FOR TEMPORARY WORK.

ALL THINGS BEING EQUAL, THEY FAVOR
ACHENBACK AND BUTHER CO., OWENS-CORNING
DISTRIBUTORS, AS O.C. BUYS A LARGE AMOUNT OF
SYNTHETIC RESINS FROM THEM.

DO WE BUY ANY FIRESTONE MATERIAL?
THIS DOES NOT LIMIT THEM IN THEIR USE OF
OTHER MATERIAL AS THEY ALSO BUY SOME OF
J.M.'S. MATERIAL AND WILL DO THE SAME WITH US,
SHOULD OUR MATERIAL MEET THEIR REQUIREMENTS
A+B. HAVE 5 MEN WORKING AT THIS
PLANT AT THE PRESENT TIME ON T. + M.

WE HAVE SET-UP UNIVERSAL INSULATION CO.
FOR CONTRACT WORK AND F.O.B. MATERIAL IN
THE FUTURE.

FIRESTONE USES ABOUT 100 SHEETS OF
CORROGATED ASBESTOS SIDING A YEAR FOR
REPLACEMENT WHEN BROKEN BY THEIR LIFT
TRUCKS, ETC. MR. RABOLD WILL MAKE A CHECK
OF HIS STOCK AGAINST REQUIREMENTS AND
WHEN NEEDED, WILL PLACE A REQUISITION ON
PURCHASING FOR A YEARS SUPPLY. AS THIS WILL RUN
OVER \$500.00, PURCHASING WILL HANDLE ON QUOTES.
WILL FOLLOW FOR THIS REQUISITION AND HAVE
UNIVERSAL QUOTE LIST LESS 10%, RETAINING 5%
FOR BILLING.

H. FLEIGER

Copy UNIVERSAL INSUL. CO.

GAF 19865

INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date March 22, 1960

TO: Mr. Harold P. Pincus

Attached is an inquiry card from:

Name Mr. T. J. Hayes Title Asst. Plant Eng.

Firm E. I. duPont de Nemours & Co., Inc.

Address 3300 Spruce Street Avenue

City Philadelphia Zone 42 State Pennsylvania

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the third letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

GAF 19866



GAF 19867

FIRST CLASS
PERMIT No. 376
NEW YORK, N. Y.

BUSINESS REPLY MAIL

No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY

Industrial Products Division
The RUBEROID Co.
500 FIFTH AVENUE
NEW YORK 36, NEW YORK



YES.....

Send me detailed information on RUBEROID
CALSILITE Insulation.

Name T. J. HAYES Title Asst. Plant Eng.

Firm E. I. DUPONT DE NEMOURS & CO., INC.

Address 3500 GRAYS FERRY AV.

City PHILADELPHIA Zone 44 State PA

☐ We have a specific insulation problem. Please
have an engineer call me at _____
for an appointment to discuss a solution.



INDUSTRIAL PRODUCTS DIVISION
THE RUBEROID CO.
500 FIFTH AVENUE
NEW YORK 36, N.Y.

Date March 29, 1960

TO: Mr. Harold Pfeleiger

Attached is an inquiry card from:

Name Mr. T. J. Hayes Title Ass't. Plant Eng.

Firm E. I. DuPont De Nemours & Co., Inc.

Address 3500 Grays Ferry Avenue.

City Philadelphia Zone 46 State Pennsylvania

Requesting Literature on Calsilite.

Asking that you call for an appointment.

This lead results from our Direct Mail Program to Industrial accounts and is in response to the third letter we have sent. Please follow-up on this lead and advise us of its value and your progress with this account.

T. J. Walters

(Use this space to report on the results of your follow-up.)

WANTED INFO. FOR FUTURE REF. ✓ LEFT SAMPLES
AND LITERATURE. UNIVERSAL SET UP FOR F.O.B. AND
CONTRACT WORK. INFORMED MR. HAYES OF THE
VARIOUS DUPONT PLANTS NOW USING CALSILITE.
WILL FOLLOW FOR FURTHER ACTION.

H.P.

Copy UNIVERSAL Insul. Co.

GAF 19869