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December 20, 1938

Mr. Donald Tulloch,
16th Floor, Inquirer Bldg.,
Philadelphia, Pa.

Dear Mr. Tulloch:

This will acknowledge your note of the fifteenth following the one of the tenth regarding "500" Insulation. I have given a great deal of thought to this matter and, while we have sold but very little "500" Insulation, I tried to explain to you some time ago our position in this connection which I shall repeat. We originally began making a covering from a crimped paper to sell at the all cell price to meet Carryol competition. We found that it was not profitable to do this and we, therefore, added a feature in connection with the longitudinal seam and priced it the same as asbestos, or thereabout.

For the life of me I cannot see how this in any way jeopardizes the price or sale of sponge felt for there is no comparison of the two materials and I cannot see where any manufacturer would have a complaint about our doing it, especially those who are trying to manufacture a laminated covering at the price of all cell covering.

I had a letter from Walter Stuffens which acknowledged the sample sent to Mr. C. D. Crabbe and I told him that our sales of this material had been in very small quantities. I did not comment any further than this.

I am hoping this will satisfy the desires of those who are trying to compare "500" and sponge felt without comparing Carryol and Airoll.

Very truly yours,

AKB....Exhibit 70.....
Obtained 6-27-40 Letter - Interview
No. I-1207 Atty. BDS
Federal Trade Commission

AKB:F

President

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