

UPL

0252

August 5, 1966

Dr. Morris Lieff
Smith & Kanaler Company
1144 East Linden Street
Linden, New Jersey

Dear Morris:

The attached is a copy of an ad on E-13 appearing in Metal Building Service July 1966. We first heard of this product in a bulletin in February. The bulletin, however, was dated September 16, 1964, and we assumed the product was dead.

You have written to U. S. Insulation Sales Company and we received their test data with "k's" of .190 and .138.

This E-13 appears to be another product altogether and with a "k" claim of .13; in their old literature they actually cite the value as .1266 which is way out of line. Perhaps you could write to these people and ask for substantiating data which we could discuss at the next meeting.

Sincerely yours,

UNITED STATES MINERAL PRODUCTS COMPANY

Frank W. Stumpf
Vice President - Research

FS/ee
Attachment

cc:

ASMA Technical Committee:

Mr. H. L. Levine - Asbestospray Corp.

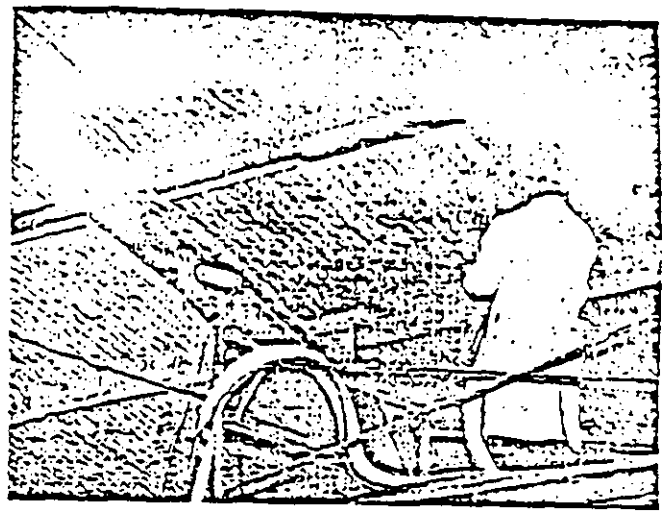
Mr. H. Wilson - Baldwin-Threl-Hill

Mr. J. P. Verhaalen - U. S. Mineral Products
Mr. J. Rorer - Cadwalader, Vickersham & Taft



K-13 - What is
This product?
JCR → FMS

Why more and more metal building buyers specify K-13 spray-on insulation



PLAINTIFF'S
EXHIBIT
3730(2)

K-13 spray-on insulation enhances the value of metal buildings. Not only does it reduce the occupant's insurance, heating and cooling costs; it also provides worthwhile dividends to the owner in the event of resale or leasing.

*Production efficiency up -
operational cost down*

Employee morale and efficiency, not hindered by adverse weather conditions, keep at a profitable peak. K-13 provides superior insulation which keeps both heating and cooling costs at the lowest level.

*Rated noncombustible
by Underwriters Laboratories*

Fire insurance rates are reduced to the metal building owner.

Unlike ordinary spray-on insulation, amazing K-13 "stays put": a fact proved by thousands of applications throughout the Southern United States. K-13 can be drilled, cut, sawed, painted, sealed and waterproofed and it will not rot or shrink.

Protect your investment

In addition to its superior insulation qualities, K-13 has excellent sound absorption characteristics and controls con-



densation. It also prevents rust from forming on structural steel and cover metals thereby preserving the life of the building, reducing maintenance and increasing versatility. If you are considering building, buying, leasing or selling a metal building, be sure to get the complete K-13 story first! Send for a free K-13 brochure today.

**MFG. & BUILDING INSULATORS
OF TEXAS, INC.**
12315 BOBIN BLVD. HOUSTON 77043