

Ardmore, Pennsylvania

August 19, 1963

TO: WASHINGTON SALES
Mr. G. C. Moore
Mr. T. R. Kenslea
Mr. W. J. Jennings

FROM: General Sales

PHILADELPHIA SALES
Mr. E. R. Irrgang
Mr. R. J. Herkins

SUBJECT: COMPETITIVE PERLITE TEXTURES

NEW YORK SALES
Mr. V. J. Lipnicki
Mr. F. G. Brauer

BY: C. E. Martin - jd

CC: Mr. J. R. Day - Ardmore
Mr. C. W. Lehnert - Paoli

THIS COPY FOR

We are trying to establish texturing materials which would be pre-mixed at the Manufacturing Plant and would be like competition's texturing materials which they are presently selling in your market. We need U.S.G.'s simulated Acoustic, a sample of a competitive sand finish texture, and a sample of medium coarse texture, either U.S.G. or National's unless there is a more popular texture which you are selling in your market. If so, furnish the texturing in which is presently being best received in your area. Would you forward one bag of this texturing material to our Paoli Laboratory to the attention of C. W. Lehnert marked for use with R & D #261.

Your prompt attention to this matter will be appreciated.

RECEIVED
PAOLI, PENNSYLVANIA

AUG 20 1963

DETWALL GYPSUM
COMPANY

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