

TO: T. W. Pickett
FROM: D. G. Campbell

DATE: April 1, 1971
SUBJECT: Plaster Display

It was good talking with you yesterday relative to your request for a display and I am enclosing a xerox copy of a picture of our most recent plaster display.

As we discussed, it is primarily on the pollution subject which is not conducive to your area. However, after talking this over with Phil Strand, he mentioned that there are two new Mono-Kote advertisements being prepared by our New York agency. One deals with a job in Los Angeles and another in San Francisco. Neither of these ads refer to your pollution problem but are more or less straight-forward, product oriented ads.

Phil's feeling was that perhaps these could be blown up or used in some manner as back-wall copy. When I was talking with the agency yesterday, I mentioned this request and they informed me that one ad was in the layout stage and the second ad had not been put into the layout stage because it wasn't due for exposure in "Walls and Ceilings" magazine until July.

However, let's see what we can pull together for you so that you have a more positive posture at your show. I'll keep in touch with you and should you have any further thoughts or suggestions, please let me know.

Thanks very much.

D. G. Campbell

DGC:ms

Enc.



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