C1798



JUNE 15TH, 1966

SMITH & KANZLER CORPORATION
MR. M. LIEFF
U.S. MINERAL PRODUCTS COMPANY
MR. F. STUMPF
BALDWIN-EHRET-HILL COMPANY
MR. H. WILSON

C.T. MR. J. VERHALEN ✓
C.T. CADWALADER, WICKERSHAM & TAFT - MR. BOYER

RE: ALBI-CLAD ADVERTISING

GENTLEMEN:

DESPITE THE FACT THAT ALBI-CLAD HAD INDICATED THAT THEY WERE GOING TO REMOVE CERTAIN STATEMENTS FROM THEIR ADVERTISING, THE AD ON THE NEXT TO THE LAST PAGE, PAGE 27, OF THE METAL BUILDING REVIEW OF JUNE, 1966 STILL CONTAINS WITHIN IT THE WORDS "WON'T DUST OR FLAKE LIKE OTHER SPRAY-ON FIREPROOFINGS". I WONDER WHETHER THEY ARE GOING TO PERSIST IN THIS, OR WHETHER ANOTHER LETTER FROM US CALLING ATTENTION TO THIS FACT WILL BE REQUIRED. I DO NOT RECALL COMPLETELY THE TENOR OF THEIR LAST LETTER, BUT BELIEVE THAT IT INDICATED THAT THEY WOULD LIKE TO CO-OPERATE WITH US, AND THIS CAN HARDLY FIT INTO THAT CATEGORY. THIS SHOULD BE DISCUSSED AT THE NEXT MEETING OF THE TECHNICAL COMMITTEE ON FRIDAY, JUNE 17TH.

WITH KINDEST REGARDS,

VERY TRULY YOURS,

SPRAYED MINERAL FIBRE MFRS. ASSN. INC.

H.L. LEVINE

COPY