PLAINTIFF'S EXHIBIT

ASI-706

AMERICAN RADIATOR & Standard Sanitary CORPORATION

MANAGER
ADVERTISING & SALES PROMOTION

P. O. BOX 1226
PITTSBURGH 30, PA.

November 28, 1949

American Radiator & Stand. Sanitary Corp. RECEIVED DEC 1949 L. H. R.

TO ALL SALES OFFICE MANAGERS:

One of the important sales features of American-Standard Heating Equipment is the new Forge Red finish on jackets of the majority of units now being shipped. Preliminary information was forwarded to you in General Sales Department Bulletin GSD-30, dated August 25, 1949. Our consumer advertisement in the national magazines for November shows the Mohawk in Forge Red, and the November Sales Promoter carries comments on this new finish to your wholesaler customers.

Here, now, is a new piece of point-of-sale literature —

Form No. 795 Winterglo Winter Air Conditioner

— featuring this popular oil fired utility unit in Forge Red. This is the first of a new series of literature featuring current product in the new jacket finish. Other brochures will be coming to you — all designed to help you promote this feature and sell our furnaces, winter air conditioners and boilers finished in the new Forge Red finish.

We are sending a copy of this new literature to each warm air wholesaler to help you gain fast, effective initial distribution. Use Advertising Requisition # 35, as usual, to order the additional copies you need for a complete distribution, for wholesaler salesmen, and all your other uses.

Yours very truly,

H. L. Spindler

H. L. Spindler, Manager
Advertising & Sales Promotion

HLS:ns

Enclosure

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Serving the Nations' Health and Comfort

ARSS 2313

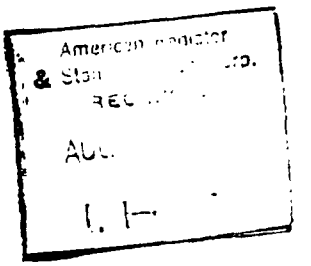
AMERICAN RADIATOR & Standard Sanitary CORPORATION

GENERAL SALES DEPARTMENT

P. O. BOX 1226
PITTSBURGH 30, PA.

August 25, 1949

GSD-30



TO SALES OFFICE MANAGERS:

This is to advise that we are in the process of changing over to a smooth "hammer" finish on jackets for boilers and warm air heating equipment. One uniform color--a warm shade of red--has been selected to replace the present colors.

Jackets in the new color are being shipped on certain warm air units. The new color and finish will be embodied in the balance of the warm air line and on boiler jackets as soon as stocks of units in the former colors are exhausted. Colors of Arcoflame Burners for Oil Heating Units will correspond with the units with which they are shipped. If any Wholesalers have stocks of oil-fired boilers or furnaces and conditioners in former colors and they are going to require Arcoflame Oil Burners in matching colors to balance these stocks, they should arrange to order their requirements at this time.

Because of our stocks of jackets finished in former colors, some of which are quite substantial, no formal announcement of the new finish is being made to Wholesalers or the Trade at this time, but a gradual transition is being made in applicable literature, and eventually the new finish is to be announced.

This is a major step and everything possible is being done to accomplish this change with the least inconvenience to you and your customers. During the changeover period, mixed shipments of old and new colored jackets will undoubtedly be received, and we are calling this to your attention in the event of any question on the part of your Wholesalers.

GENERAL SALES DEPARTMENT