

01803

SPRAYED MINERAL FIBER MANUFACTURERS ASSOCIATION, INC.

SUITE 2200, 14 WALL STREET, NEW YORK, N. Y. 10005

J. P. VERHALEN, President
United States Mineral Products Company
A. E. BINGER, Vice President
Smith & Kessler Company



J. H. WITTKOP, Secretary
Baldwin-Ehren-Hill, Inc.
H. L. LEVINE, Treasurer
Asbestomex Corporation

March 28, 1966

Albi-Clad Manufacturing Company, Inc.
98 East Main Street
Rockville, Connecticut

Dear Sirs:

It has come to the attention of the members of the Sprayed Mineral Fiber Manufacturers Association, Inc. that you have stated in your advertising copy that Albi-Clad "won't dust or flake like asbestos-type fire-proofing."

As you may know, it is an unfair trade practice to publish statements that are misleading or deceptive, in whole or in part, in disparaging competing products. Such practices are actionable in the courts. In addition, the Federal Trade Commission has jurisdiction to issue a cease and desist order against unfair trade practices.

We ask that you send us promptly your assurance that you will remove phrases such as the one quoted above from all promotion materials.

Further, we note your claim that Albi-Clad has been "Accepted by all Leading Building Codes", and we request that you substantiate this claim by providing us with a list of the building codes referred to in your claim.

Sincerely yours,

Morris Lieff
Chairman, Technical Committee
Sprayed Mineral Fiber
Manufacturers Association, Inc.