PLAINTIFF'S
EXHIBIT
GF-1815

The RUBEROID Co.

NEW YORK, N. Y. 10017

For Attention Mr. R. W. Henry

Date March 2,1966

Copy to Mr. Wm. C. O'Brien

Reference

Subject precision Insulation Company - Houston, Texas

Had a long visit with Ken Dixon in reference to taking on our Calsilite line. I found that they have a requirment for Ruberoid Special Fiber (J.M. Spintex) thru thier office in Corpus Christi, Texas., they have been buying this thru Thorpe Products Company.

Ken has requested that we rush them about 200 each of the Calsilite add reprints, they will mail these out monthly to all the plants in this area.

First he wants 200 of the reprints (Announcing---a radically new thermal insulation from Ruberoid) this will go in the first mailing along with a announcement that he is a Ruberoid distributor.

Then he plans to follow up with reprints each month as listed, (2 ways to cut profit leaks in your piping) next (This is what a better thermal insulation looks like) next (Now..... Ruberoid CALSILITE thermal insulation is all sectional, 2"to 24" iron pipe size) then the one page reprint (You can put on insulation piece by piece by---or use Ruberoid's new sectional CALSILITE)

Precision has been mailing a monthly hunting and fishing letter each month for many years, along with news about new products and service they offer.

I have the two page reprints, these are to large they have to be one page in order to mail along with the above. You may about fifty extra of each and mail all to me.

After all this if a user of this material don't know about the new Calsilite he dont read his mail or he cannot read.

Walter Voigt