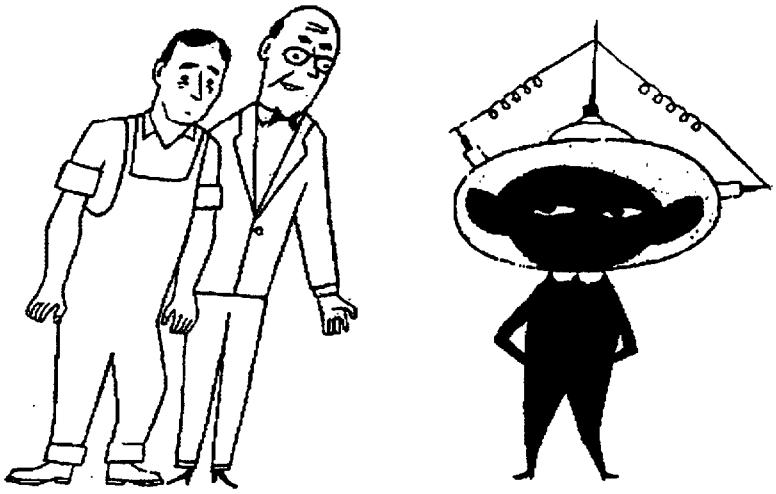
PLAINTIFF'S
EXHIBIT
GF-2448



"HE SAYS HE COMMUTES BETWEEN MARS WHERE IT'S HOT AND DRY AND JUPITER WHERE IT'S HOT AND RAINY. HE WANTS US TO COVER HIS FLYING SAUCER WITH CALSILITE!"

A-1006

Apparently the little man got it from the interplanetary grapevine that Ruberoid CALSILITE is the insulation material that can withstand alternate soaking and drying at temperatures up to 1250°F... without significant loss of efficiency!

1250°F is a lot of Fahrenheit, of course. But it's routine stuff to Martians... and to industrial designers and plant engineers working with high pressure steam equipment. And the answer is CALSILITE, which combines heat control efficiency with economy and convenience.

Lightweight CALSILITE—for temperatures between 200°F and 1250°F—is more efficient than any combination of materials. And it is designed for speedy, single-layer application. The result? Top performance ... plus labor-saving economy ... plus smaller warehouse stocks of insulation materials.

Give us a ring. Take a tip from the Martians and let us show you why this insulation is out of this world!

[redacted]