

The RUBEROID Co.

NEW YORK 34, N. Y.

For Attention / Mr. E. W. Christensen - Gloucester City, Date October 3, 1960
New Jersey
Copy to ✓ Mr. T. J. Walters - New York Reference

Subject Cartons - Calasilite-Hi

You recently sent several several new cartons on Calasilite-Hi to this office.

The label portion of the carton is satisfactory. However, I very definitely suggest that on the next run the panel reading Ruberoid and the other panels which now appear in orange be printed in black. The orange doesn't show up at all well, and the general appearance of the carton would be greatly improved if all of the panels which were printed in orange on the original run would be printed in black in subsequent orders.

R. G. McCoy

RGM:mm

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