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SHOOK & FLETCHER INSULATION COMPANY

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September 10, 1968

Mr. John C. Pollock
Executive Director
I D C N A
8226 Fenton Street
Silver Spring, Maryland 20910

Dear John:

This is in response to your letter of September 6, 1968 relative to the name of the "BOOK."

Your double check is very timely. We have all been guilty of taking liberties with the name of the "BOOK." It really was not flagged with me as being important and not considered important, until the recent repeated reference to "Specification Manual." This was important to me because I talked around the Country, to the union, and contractors; and for two years tried to get it out of everybody's noodle, that the book was a "Specification Manual." This is important. The book is important. If it was a "Specification Manual" it would not be as important, and half of our anticipated support would probably disappear!

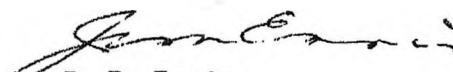
The name of the book will be "INSULATION INTEGRATED DESIGN MANUAL." This updated as late as today and will remain firm. The Publisher, Consulting Editor, Author and Committee are in accord, so consider that it is definite. This title is considered more compatible. It is representative of a book that takes into account all phases of design, application, qualities of material, efficiencies, performance, etc.

It is an "ill-wind that blows...." If we are straight now, and I believe we are, we have the title in focus and we "know where we are."

Incidentally, want to take this opportunity to tell you that the Newsletter is getting more impressive all the time. More impressive, more pertinent. It is a useful, attractive organ.

Best personal regards,

cc: Messrs: T. H. Brodie
J. K. Dixon
A. M. Gibbons
John Malloy
Bob Smaistrle


J. P. Ennis