

PLAINTIFF'S
EXHIBIT
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The RUBEROID Co.

INSULATION DIVISION
New York

Bulletin



March 10, 1955

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TO ALL APPROVED CONTRACTORS AND DISTRIBUTORS

Subject: 1955 RUBEROID INSULATION CATALOG

Enclosed herewith you will find a copy of the new Ruberoid Industrial Insulation Catalog which has just come off the press. It is complete with a full description of all of the insulation products which we manufacture for commercial and industrial purposes.

You will notice that it has been carefully arranged to assist in finding exact information concerning any of our insulation products at a quick glance. This catalog will assist you in offering fast, accurate information to your customers pertaining to descriptive data, technical characteristics, physical properties, and packaging information of all insulation products.

It is expected that you will place these catalogs in the hands of architects, engineers, industrials and government agencies as promptly as possible. Needless to say, the cost of producing a multi-colored catalog such as this does not warrant passing it out to people promiscuously where they obviously have no need for it.

If you will advise the number of copies of this catalog that you will require, together with the exact name, address, telephone number, etc., we will have these imprinted and sent to you promptly.

T. J. WALTERS

GAF 10736