

PLAINTIFF'S EXHIBIT USM-279

October 19, 1967

Mr. A. E. Binger, Executive Secretary
Sprayed Mineral Fiber Manufacturers Assn.
P. O. Box 427
Westfield, New Jersey 07090

Dear Al:

Thanks for your letter of October 16th concerning the CPLIA correspondence and the offer of Plastering Industries magazine.

I believe this is a wonderful opportunity for our Association to get publicity and editorial space and I would urge you to see that the Promotion Committee takes every advantage of it. Although our advertising budget is sharply curtailed, it is possible that our Company could give some little support to Plastering Industries magazine by getting a portion of that budget to them, presuming of course that the magazine does in fact get the message of the spray fiber industry across to the plastering fraternity.

It must be clear to everybody in our industry that denser, harder products like Type D are going to be required in some applications in order for our industry to maintain an image of permanence and durability. I hope that the rest of the members can understand the probable need for having two different classifications for fireproofing materials in the spray fiber field and, still a third classification for the cementitious products so that on jobs where the more expensive, more durable product is specified and required, our industry has the opportunity to satisfy that market without complaints of the type Bud Nelson referred to you a week ago.

I would suggest that a notice from you to the member companies of this situation is appropriate, as well as a place on our Agenda for our next meeting. The original correspondence is returned herewith. A copy has been made for our files.

Best regards,

J. P. Verhalen,
Executive Vice President

JPV/deo
Enc.