

Jackson Sales

August 30, 1957

General Sales

Mr. C. W. Sims

ACCOUSTICAL PLASTER FOR MACHINE  
APPLICATION  
C. E. Abbey - cve

CC: Mr. M. C. Hoven - Ardmore  
Mr. C. G. Shuttleworth - Paoli  
Mr. J. Watt - Paoli  
Mr. R. J. Kuklich - Ardmore Advertising

THIS COPY FOR

I noticed your memorandum of August 28 to Mr. Watt on the above subject. It would appear that the material has proven very satisfactory, and a thought came to my mind as to whether we could use comments from the plasterer and/or the architect in either advertisement or sales promotional pieces on this new product. We are going to release the material shortly for general distribution and we will need comments such as you apparently got from these people on appearance, coverage, workability, etc. in putting this together.

Would you please review this with Mr. Brown and Mr. Olsen, the salesman, and see if these people involved on the job would be agreeable to writing us comments or permitting us to use pictures relative to the use of this material on this job.

NOTE TO: Mr. C. Shuttleworth

Clarence, this apparently is the material you were looking for and now I think you should go ahead with the sound test and light reflection test. We are after the Advertising Department to get us the bag and literature just as quickly as possible now that we have got things this far.

g  
x

RECEIVED  
PAOLI PENNSYLVANIA

SEP 3 1957

CERTAINTEED PRODUCTS  
CORPORATION

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