Merchandising Bulletin

Building Materials Group

Floor Products

PLAINTIFF'S
EXHIBIT
GF-1507

June 12, 1978

TO: GAF FLOOR PRODUCTS DISTRIBUTORS
GAF FLOOR PRODUCTS DISTRIBUTOR SALESMEN

CC: FLOOR PRODUCTS REGIONAL AND DISTRICT MANAGERS
FLOOR PRODUCTS SALES REPRESENTATIVES
NEW YORK HEADQUARTERS AND WHITEHALL PERSONNEL

SUBJECT: GAF FB-1 MULTI-PURPOSE ADHESIVE AD

I am attaching a copy of a two color full page advertisement which outlines the features and benefits of GAF FB-1 Multi-purpose Flooring Adhesive. This ad appears on page 45 of the May, 1978, issue of Installation Specialist, a publication of Specialist Publications, Inc., 17835 Ventura Boulevard, Encino, California, 91316.

Ronald E. Stoeckel
Manager Marketing Systems
GAF CONSUMER PRODUCTS GROUP
Floor Products

MB # 12
F-1,2,3,4
Attachment

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