

SPRAYED MINERAL FIBER MANUFACTURERS ASSOCIATION, INC.

P.O. BOX 427, WESTFIELD, N. J. 07090

J. P. VERHALEN, President
Largest Spray Mineral Products Company
R. H. TOTH, Vice President
Smith & Kessler Company

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H. L. LEVINE, Treasurer
Auburn Spray Corporation
A. E. BINGER
Executive Secretary



October 16, 1967

To: Mr. James P. Verhalen
From: A.E. Binger
Subject: Plastering Industries

Dear Jim:

Please let me have your comments on Mr. Clay's thoughts.

It is obvious a column would not last long if no ads were forthcoming.

More important is his comments in the fourth and fifth paragraphs.

By the way - when you reply please have your secretary make a copy of the file for you - I have no Xerox.

Sincerely.

A.E. Binger
Executive Secretary



Publishing Office:

CONSTRUCTION CENTER - 215 WEST HARRISON STREET • ATWATER 4-7160 • SEATTLE, WASHINGTON 98119

October 4, 1967

Mr. A. E. Binger, Executive Secretary
Sprayed Mineral Fiber Manufacturers
Association, Inc.
P. O. Box 427
Westfield, N. J. 17090

Dear Mr. Binger:

Thank you very much for your prompt letter.

The Sprayed Mineral Fiber Manufacturers Association members are doing some very interesting things in the technical field and in cooperation with the CPLIA, and one of the things I had in mind was perhaps a regular monthly or whatever period would be appropriate feature on the activities of the Association that would be of interest to members of our industry.

The second thought was that with the cooperation of your various members we could run a story or two on a regular basis of applications in various parts of the country so that everyone could get attention on that level. We need advertising support, of course, in order to make the magazine possible and I hope in this way we can do a job that would be helpful to both of us.

You will recall especially that in the hurly-burly of competition between the various types of fireproofing that the whole field has fallen under some suspicion by the Building Officials as to fireproofing and product life, and this is one subject which should be attacked very quickly or as soon as you are ready to reveal recent technical information that you have.

The other matter is one which came up during the CPLIA convention in Washington when one of the government agency officials declared there was a need for a harder surface on acoustical and fireproofing materials. Dr. Morris Lief commented that this was one of the objectives of the Association.

WAC: ...

Mr. A. E. Binger

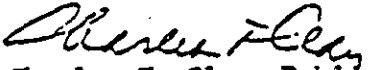
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In other words, what I have in mind is a bright newsworthy and technically suitable feature that we could run on a regular basis to support the good work of your members and the Association. It would be far better to have it come from a planned source such as yours rather than pick it up helter-skelter and not coincide with your Association's activities.

I shall much value your reaction to these suggestions and hope we can put them into effect right away.

We are placing you on the mailing list at once and we are sorry we overlooked this previously.

Sincerely,


Charles F. Clay, Publisher
PLASTERING INDUSTRIES

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