

Ardmore, Pennsylvania

January 22, 1963

TO:
All District Sales Managers
All Salesmen

General Sales Bulletin No. 5-63

SUBJECT: LITE ACOUSTIC PLASTER

CC:
Mr. Malcolm Meyer - President
Mr. K. A. McCaskill - Vice President

RE: Discontinuance of Product

BY: C. E. Abbey - mm

As anticipated by General Sales Bulletin No. 119-62, dated October 15, 1962, the Bestwall Gypsum Company discontinued Lite Acoustic Plaster as of January 1, 1963. Provisions were made to provide for a few jobs that were brought to our attention.

The remaining stock of raw materials available at the various gypsum plants are being assembled at Acme, Texas, in accordance with the instructions of the Manufacturing Department. For the information of various salesmen who get plaster material out of the Acme Plant, orders for Lite Acoustic Plaster, both White and Ultra White, for shipments directly from the Acme Plant will be accepted. The characteristics of the material, the selling price--f.o.b. the plant, the literature currently available will be applicable.

Please note that Lite Acoustic is not mentioned in the 1963 Sweets' Catalog for Bestwall. New literature will not be made for the material.

Dallas, Houston, Kansas City and New Orleans Sales Districts please note the continued availability of this product out of Acme will depend entirely on the movement. Be sure the salesmen involved with the three accounts (Baton Rouge, Little Rock and Memphis) keep the plant aware of any large job prospects.