

CORRESPONDENCE

PLAINTIFF'S EXHIBIT

GP-654

SGP 0024708



GEORGIA-PACIFIC

INTERDEPARTMENTAL COMMUNICATION

DATE: May 12, 1970

TO: All Gypsum Division Reg./District Mgrs.

LOCATION:

FROM: T. R. Godfrey

LOCATION: Portland

SUBJECT: SLIDE PRESENTATIONS

Attached is a letter from Ed Kimball that is self explanatory.

These slides are available whenever you may have a Trade meeting at which you have been asked to present a program. They were designed particularly for such groups as the Producers' Council, C.S.I. and A.I.A. Either selected slides or all can be shown.

TRG/mf
encl.

TRG

TR McRae

File in our "Sales Helps" Book -
B

SGP 0024721

RECEIVED MAY 13 1970

**GEORGIA-PACIFIC**

RECEIVED AUG 26 1971

INTERDEPARTMENTAL COMMUNICATION

DATE: August 24, 1971

TO: All Gypsum Division Reg/Dist/Area Mgrs.

LOCATION:

FROM: T. R. Godfrey

LOCATION: Portland

SUBJECT: GYPSUM AS A SUBSTRATE

The attached Gypsum Association publication describes some of the advantages of using 3/8" or 1/2" gypsum wallboard as a substrate for prefinished panelling.

Please note the comparative "Burn Thru Time" with and without gypsum and the improved STC ratings. Each branch has been sent a copy of this sheet.

TRG/mf
encl.


T.R.G.

SGP 0024709



INTERDEPARTMENTAL COMMUNICATION

DATE: October 27, 1971

TO: All Gypsum Div. Reg/Dist/Area Mgrs.

LOCATION:

FROM: T. R. Godfrey

LOCATION: Portland

SUBJECT: 1972 GYPSUM WALLBOARD CATALOG

Please carefully read the attached 1972 Gypsum Wallboard Catalog. The format is almost 100% new, and 200% more legible and readable. The larger printing and well defined sections in the Technical Data sections will make picking out an assembly much easier for an architect or contractor.

Included is a Specification Directory (page 13). Several of the more popular sound and fire rated assemblies are graphically shown and described on pages 14 through 19.

Shaft Liner is almost completely described on pages 25 through 31. Please note that we currently have 4 rated Shaft Liner Systems. A new height selection table is shown on page 27, reflecting new tests run at Wiss, Janney & Elstner. Page 31 shows drawings of each of the 4 tests. One more test is to be run in early December, and after that we will probably print a new Shaft Liner Catalog. In the meantime, the attached can be used.

There are other additional items included this time - more detailed information on wallboard installed over masonry (page 21); installation details of panelling over wallboard (page 21), and nail and screw guide (page 23).

TRG/mf

T.R.G.

*Bohner
Date 10/28/71
1972 Gypsum Wallboard Catalog
Gypsum Wallboard
Gypsum Wallboard
Gypsum Wallboard*

RECEIVED OCT 28 1971

SGP 0024710



INTERDEPARTMENTAL COMMUNICATION

DATE: October 27, 1971

TO: All Gypsum Div. Reg/Dist/Area Mgrs.

LOCATION:

FROM: T. R. Godfrey

LOCATION: Portland

SUBJECT: 1972 LATH & PLASTER CATALOG

Attached is a copy of the above. There have been few changes from this year's model.

References to Perfolath have been deleted since we are eliminating this product because the Type X lath usually serves the same purpose. The lay-out for the Technical Data has been improved by better defining the various categories.

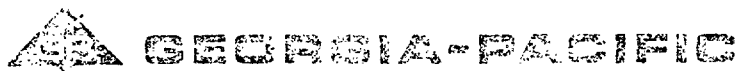
TRG/mf

T.R.G.

*Order 28
Same but no more Smith & Bar*

*RECEIVED
1971*

SGP 0024711



INTERDEPARTMENTAL COMMUNICATION

XK - Branch MGRS

mailed 11/8/71
copy

DATE:

October 5, 1971

TO: All Gypsum Div.Reg/Dist/Area Mgrs.

LOCATION:

FROM: T. R. Godfrey

LOCATION: Portland

SUBJECT: GYPSUM ASSOCIATION

Re: Specification for Covering Existing Walls & Ceilings

Congress recently passed a Bill aimed at eliminating sickness, mental retardation and death of children caused by the eating of lead-based paint. To implement this Act, HUD and HEW were directed to prepare a program setting forth the solutions to this problem.

Gypsumboard products are undoubtedly the most economical and efficient manner of covering old walls and ceilings to hide the lead-based paint finishes. Most living units built prior to World War II, had lead-based paints for decoration. In slum and ghetto areas of our cities are millions of run-down living units that have lead-based paints peeling from the walls and woodwork. Small children pick off and eat the paint chips.

The manner and extent of funding this program has not been settled. When it is, there may be a market of up to 1,500,000,000 sq.ft. of 1/4", 3/8" and 1/2" utilized. A few cities, such as Chicago, have started to implement the program with their own funding programs.

The attached is a Gypsum Association brochure outlining the procedure of covering the old surfaces with gypsumboard.

TRG/mf
encl.

T.R.G.

SGP 0024712

RECEIVED OCT 11 1971



GEORGIA-PACIFIC

INTERDEPARTMENTAL COMMUNICATION

DATE:

August 19, 1971 - *Boone*

TO: All Gypsum Div. Reg/Dist/Area Managers

LOCATION:

FROM: T. R. Godfrey

LOCATION: Portland

SUBJECT: GYPSUM ASSOCIATION
1971-72 Fire Resistance Manual

Enclosed is a copy of the most recent edition of this informative manual. Every two years these will be up-dated and reissued.

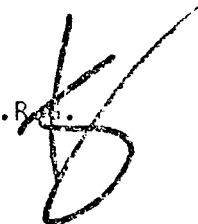
Please read the educational information starting on Page 2 which defines the use of the manual, briefly explains fire and sound testing, flame spreads and the latest in floor/ceiling noise reduction - Impact Noise or IIC. On Page 4 there is a new section on non-load bearing partition height limitations (25 ga. metal studs).

There is a slightly different format to this edition, making it easier to read and understand the various assemblies shown. The detailed descriptions have been revised and are now more explicit. Several new assemblies by all companies are shown. Of particular interest is the new section on Shaft Walls. This will give you a chance to compare the various new systems.

By way of explanation, the 4th column (GA & Company Codes) lists the assembly number assigned by the Gypsum Association for reference. The extra letters, in parentheses, denote which assemblies are proprietary. If there is no letter, the assembly is available to all member companies. Showing the book to an architect, contractor or building official usually is sufficient to obtain approval of use of Georgia-Pacific products in the assembly. If a test report is required, however, we can obtain a copy from the Association, with reference to company names deleted. This, in effect, shows the test as belonging to the Association and available to all members.

The manual is a very effective selling tool, as well as being informative. Many questions you may be asked about what fire or sound ratings are available for given conditions can be readily answered by reference to this manual.

TRG/mf

T.R.G. 

P.S. - Copies are in stock and available by requisition. TRG

SGP 0024714

RECEIVED AUG 20 1971



GEORGIA-PACIFIC

INTERDEPARTMENTAL COMMUNICATION

DATE:

SEPTEMBER 29, 1971

TO: GYPSUM REGIONAL MANAGERS

LOCATION:

FROM: G. S. NELSON

LOCATION:

PORTLAND

SUBJECT: NEW LITERATURE

Brown orders 10/1/71

WE HAVE IN STOCK THE REVISED SHAFT LINER BROCHURE WHICH IS ATTACHED. IT IS AVAILABLE ON THE STANDARD G-P 59 SALES PROMOTION MATERIALS ORDER FORM AT 5¢ EACH.

WE ALSO HAVE AVAILABLE THE NEW GYPSUM ASSOCIATION PIECE "COVERING EXISTING INTERIOR WALLS AND CEILINGS WITH GYPSUM-BOARD PRODUCTS." THESE ARE AVAILABLE AT 10¢ EACH.

GSN
G. S. N.

GSN:cc

ATTACHMENT

CC: GYPSUM DIVISION PERSONNEL
DISTRIBUTION DIVISION STAFF

When this comes out in full length, give me 2. There are 2 left for personal.

SGP 0024713

GEORGIA-PACIFIC

INTERDEPARTMENTAL COMMUNICATION

DATE: July 9, 1971

TO: Gypsum Regional Managers

LOCATION:

FROM: G. S. Nelson

LOCATION: Portland

SUBJECT: Gypsum Ads

John Vello Book

Attached are reprints of four gypsum ads which will be running in various trade publications for the next few months. If you need additional copies, please send your requests directly to my attention with a copy of the ad attached.

Thank you.

G.S.N.
G. S. N.

GSN:cc

Attachment

RECEIVED JUL 12 1971

SGP 0024715



GEORGIA-PACIFIC

INTERDEPARTMENTAL COMMUNICATION

TO: Branch Managers
FROM: G. S. Nelson
SUBJECT: Gypsum Sales Promotion Materials List

DATE: June 21, 1971

LOCATION:

LOCATION: Portland

We are sending attached an up-dated version of the Gypsum Sales Promotion Materials List detailing all the literature, sales helps and samples that are available.

All literature and sales help items are available from Portland. All orders for samples must be sent on an individual GP-59 direct to the Ft. Dodge Gypsum Plant.

It is requested that all orders be submitted on the standard GP-59 Sales Promotion Materials order form. We have been receiving some orders on obsolete forms. In the future, these will be returned to the ordering branch for processing on the proper GP-59 form.

Thank you.

G. S. N.

GSN:cc

cc: Regional Managers
Distribution Division
Gypsum Division
Inside & Outside Salesmen

RECEIVED JUL 07 1971

SGP 0024716

**GEORGIA-PACIFIC**

XR - Mac

INTERDEPARTMENTAL COMMUNICATION

TO: Mr. Bill Brooks

FROM: G. S. NelsonSUBJECT: Joint System Material Pocket Card

DATE: April 8, 1971

LOCATION: Dallas

LOCATION: Portland

5/6

in apt? no

6/6 -

no

6/25

6/11

20. ordered

50 " 6/21

Bill...We will print the subject card and we should have it completed within the next couple of weeks. This has been delayed only because I have been gone for two weeks. We will send you a supply when they are completed.

G. S. Nelson
G. S. N.

GSN:cc

XR →

6/4 - Gene Nelson -

Have not seen any yet - what
you think ??

Al Banks

5 1/2 Ma

7 1/2 Ma

SGP 0024719



GEORGIA-PACIFIC

INTERDEPARTMENTAL COMMUNICATION

DATE: August 7, 1970

TO: All Distribution & Gypsum
Division Personnel

LOCATION:

FROM: G. S. Nelson

LOCATION: Portland

SUBJECT: New Round Edge Gypsum Wallboard Literature

John H. H. B.

The attached brochure on Round Edge Gypsum Wallboard is now available for order from the Portland Advertising Department. The price is 3¢ each. Please order on the standard GP-59 Sales Promotion Materials Order form and designate the item as RE-95.

GSN
G. S. N.

GSN:cjw

SGP 0024720

RECEIVED AUG 26 1970



GEORGIA-PACIFIC

INTERDEPARTMENTAL COMMUNICATION

DATE: APRIL 10, 1970

TO: BRANCH MANAGERS

LOCATION:

FROM: E. L. KIMBALL

LOCATION: PORTLAND

SUBJECT: PRODUCERS' COUNCIL 1970
SLIDE PRESENTATION

WE HAVE NOW COMPLETED OUR PROGRAMED PRODUCERS' COUNCIL MEETINGS. THEREFORE, WE HAVE AN EXCELLENT SET OF SLIDES COVERING MOST G-P PRODUCTS ON HAND IN PORTLAND WHICH CAN BE USED AT DESIGNER-SPECIFIER-ARCHITECT TYPE MEETINGS FOR THE BALANCE OF THIS YEAR. IF YOU HAVE A NEED FOR THIS SET OF SLIDES, PLEASE REQUEST FROM THE WRITER. A SCRIPT ACCOMPANIES THIS PRESENTATION AND IT RUNS ABOUT 40 MINUTES. SLIDES ARE CARTRIDGED FOR CAROUSEL PROJECTOR. TOTAL SLIDE COUNT - 160.

WE ALREADY HAVE RESERVATIONS ON THIS SLIDE SET FOR CLIFTON, APRIL 30; THEN, AKRON FOR A MAY MEETING. THE SECOND SET IS COMMITTED TO THE PORTLAND BRANCH FOR APRIL 16TH. LET US HAVE YOUR REQUIREMENTS. IF WE NEED TO REPRODUCE MORE SLIDE SETS IN ORDER TO COVER YOU, WE CAN DO IT.

ELK:KR

ATTACHMENT: OUTLINE OF SCRIPT

CC: MESSRS. O. E. BURCH
T. R. GODFREY
G. S. NELSON
J. M. PRINCE
E. G. SEILER
REGIONAL MANAGERS
INSIDE SALESMEN
OUTSIDE SALESMEN

APR 15 1970

SGP 0024722

OUTLINE PRODUCERS' COUNCIL '70
PRESENTATION AVAILABLE FOR FIELD USE

	<u>SLIDE</u>	<u>SUBJECT</u>
TRAY #1	1 - 8 9 - 80	INTRODUCTION TO G-P REDWOOD
TRAY #2	1 - 30 31 - 40 41 - 48 49 50 - 76 77 - 80	GYPSUM RADIANT HEAT PANEL SOUND DEADENING BOARD ETERNAWALL WALL SYSTEMS DENS-COTE WEATHER-SEAL SOUTHERN PINE PLYFORM WITH MAGIC KOTE CURTIS DOORS HARDWOOD PLYWOOD EMPHASIS PANELING LITERATURE SWATCH BOOK REDWOOD FILE



Just make sure info
→
lt

(Dict. 2/17)

INTERDEPARTMENTAL COMMUNICATION

DATE: February 22, 1971

TO: Branch Managers & Mobile Home Salesmen

LOCATION:

We need cos of these at our meeting in Feb.

FROM: Jim Davis

LOCATION: Portland

SUBJECT: Diversa Incorporated--Success Story

Attached is a short, to-the-point case history of a sale and subsequent successful use of PreDec gypsum ceiling board to a large mobile home/modular housing manufacturer in Little Rock, Arkansas....Diversa, Incorporated.

Please take a moment and read the brochure through. If you would like extra copies to assist you in presenting the story of this product to your customers, please contact Gene Nelson in Portland, and he will be glad to furnish you copies.

Best regards.

gum
J. J. D.

JJD/mjd

cc:

Messrs. H. L. Airington
J. J. Castevens
R. C. Newman
F. K. Schleicher
R. c. Schmidt
L. B. Trammel
A. M. Wright
G. F. Baitinger
S. S. Dennison
K. W. Guenther
G. S. Nelson
J. M. Prince
L. D. Yeater

Attachment

SGP 0024731



INTERDEPARTMENTAL COMMUNICATION

DATE: October 30, 1969

TO: Branch Managers

LOCATION:

FROM: Gene S. Nelson

LOCATION: Portland

SUBJECT: New Eternawall Brochure
Standard Colors

Attached is the NEW 1970 Eternawall swatch brochure of standard colors. You will note the top line of swatches in the brochure shows the five new colors that have been added to the line. These colors have been selected on the basis that they are very acceptable to not only the light construction market but the specifier market in the commercial and institutional field. For fixed partitions or demountable partitions in many types of buildings, the light textures such as the Stucco, Alabaster and Buff are ideal. The Tangerine and Willow Green are excellent accent colors. These colors are in stock and available for immediate order.

Also attached are ten sets of 8"x10" swatches of the five new colors. These are to be used to up date the green three-ring Eternawall binders that many of you have ordered. If you have these binders at the branch or with a customer, you can use these new swatches to bring his book up to date.

Please order the new swatch brochures on the Standard Sales Promotion Requisition (GP-59) and designate the swatch brochure as ET-50 (\$.25 each). The Eternawall three-ring binder, ET-75 with 8"x10" swatches of the fifteen standard colors is also available (\$1.00 each). Additional sets of the 8"x10" swatches of the five new colors may also be ordered (\$.25 per set). Please send all requisitions to the Advertising Department, Portland.

G. S. N.

GSN:cjw

Attachments

cc: Distribution Division Regional Managers
Distribution Division - Portland
Gypsum Division Regional Managers
Gypsum Division Personnel
Public Relations & Advertising Department

SGP 0024736

RECEIVED NOV 10 1969

3/1/71

4/1
5/1

Gene Nelson - Portland

We used to have these little cards (shown below) which were excellent hand out pieces - and ideal reference for salesmen as well. This one of mine has a 1963 calendar on the back! Anyway, we'd sure like it if this info could be updated and reprinted. Branch salesmen now do need this type of data on small cards, like the one. What you think?

cc: Roger Meyer

W. L. Burke

BESTWALL
WALLBOARD JOINT MATERIALS—Approximate Requirements

#2 package (4 pounds cement - 60 foot tape) per 100 sq. ft. board.
1,000 sq. ft. gypsum wallboard requires:
60 pounds BW Wallboard Joint Compound, *Total - 45#*
or 15 pounds BW Bedding Compound
and 45 pounds BW Topping Compound, *Topping - 15#*
plus 400 ft. tape.
30 pounds Bestwall Laminating Compound per 1,000 sq. ft. of glue surface.
To Texture 1,000 sq. ft. gypsum wallboard surface requires:
For hand application use Bestex No. 1:
12# Bestwall Bestex No. 1 for light texture to 50# for a heavy texture.
For spray application use Bestex No. 2:
8# Bestwall Bestex No. 2 for a light texture, to 50#
or 30# plus 15# of fine Perlite for a heavy texture.

NOTE: Coverages are subject to variations in:
Temperatures
Method of Application (hand or machine)
Degree of perfection of finished job
Layout details
Artistry of the applicator
Experience will help you determine job requirements.

4/1/71 - Gene Nelson

Haven't heard from you yet. How's this coming?
Bill

SGP 0024717



GEORGIA-PACIFIC CORPORATION

ROUND TRIP LETTER

FROM <i>W. B. Banks</i>	DATE <i>6/11/71</i>
	SUBJECT <i>Pocket Card</i>
	<i>Estimator for G.P. Joint System Products</i>
<i>Gene Nelson</i>	
<i>Portland Advertising</i>	
MESSAGE <i>Gene - Larry Trammell received 20 of these cards today, and gave them to me.</i>	
<i>They are sure fine. How do we go about ordering some here for our use?</i>	
<i>We can sure use em.</i>	
REPLY <i>Rec'd 50 more</i> 6/11/71 SIGNED <i>W. B. Banks</i>	
SIGNED	

ORIGINATOR - RETAIN THIS COPY FOR FOLLOW-UP

SGP 0024718