PLAINTIFF'S EXHIBIT

GP-1787

PAOLI, PENNSYLVANIA

April 19, 1965

To: All Regional Sales Managers
All Area Sales Managers
All Salesmen

Cc: Mr. R.I. Fredericks Paoli
Mr. K.A. McCaskill Paoli

General Sales Bulletin #32-65

Subject: READY-MIX JOINT COMPOUND

Re: Improved Formulation
Hand or Machine Mix

By: C.E. Abbey /ghp

File - Gypsum Wallboard Manual - Section 6A

The Manufacturing Department has improved the formulation of Bestwall's Ready-Mix Joint Compound and is now able to make two products, one designed for "Hand Application" and the other for "Machine Application".

The Akron plant will make White material for Hand application and Yellow material for application through mechanical tools, such as the Ames applicators. The Brunswick plant will make White material for both Hand and Machine applied material, the Fort Dodge plant will make Yellow material for both Hand and Machine applied material and also make White material for Hand application.

Stocking plants will have the type material available which is furnished by their normal producing Plant.

With the change in the weather and the elimination of freezing problems on shipments, you should increase your orders for Ready-Mix Joint Compound. The experience in several markets has indicated Bestwall has the best Ready-Mix product on the market today. Use it to sell other materials including other Joint System Textures and Wallboard.

Remember, all Ready-Mix is packed in the same 5-gallon printed metal pail. The Plant will stamp on the can to indicate "Machine" application material and also "Yellow" material. In other words, the standard can with no marking will be White material and will be for Hand application.

Regular
Heavy

The applicator should not allow the mixed casein material to freeze in a bucket, nor the applied material to freeze before it has dried. Frozen casein material in the bucket should be discarded. Frozen joint system material on the wall ought to be removed and replaced, since it generally will never achieve full adhesive value and can be subject to excessive delayed shrinkage when the material has thawed.

If the applicator sees that the area in which wallboard is being finished is heated to 50° to 55°, and that the area is protected from freezing and given ventilation until the joint material is dry, and uses clean warm (not hot!) water, he will avoid all of these cold weather problems.

It is always important to allow sufficient drying time between coats and before decorating to avoid delayed shrinkage and other problems. In cold weather, it is even more important to be sure the mass is dried out and not just surface dry.

Bestwall's Ready-Mix Joint Compound can freeze and then be thawed and used entirely satisfactorily. It should not be subject to freezing and thawing cycles indefinitely. If it has frozen, do not force thaw the material, but allow it to thaw out at normal interior temperatures for a sufficient period of time to make it workable.

The old adage of "Plan your Work" is most important in the wintertime. The applicator should take full advantage of favorable working conditions, and avoid doing certain work under such adverse conditions that only poor results can be obtained.

As stated at the start, all the competitive materials have the same problem. Remember, an automobile well maintained, may present problems in starting and operating in extremely cold weather. This is expected and the operation of the automobile is adjusted to take care of the condition. Joint System materials are no different.

PAOLI, PENNSYLVANIA

14 July 1965

To: All Regional Sales Managers
All Area Sales Managers
All Salesmen

Cc: Mr. R.I. Fredericks Paoli
Mr. K.A. McCaskill Paoli

General Sales Bulletin #68-65

Subject: BESTWALL JOINT SYSTEM PRODUCTS

Re: New Formulation

By: C.E. Abbey /ghp

As of April 1st at Akron and May 1st at Acme, we began manufacturing and shipping new formulas for Wallboard Joint Compound, Bedding Compound, Topping Compound and All Purpose. These revisions were a result of successful field trials in several areas and a full year of satisfactory performance in one area (Chicago). The revision was primarily directed toward the improvement of the product. The advantages over the old formula at no increase in quantity requirements for the customers are:

(1) Quicker solution of the casein, particularly important in cold weather;

(2) Longer working properties;

(3) Better viscosity stability and

(4) Easier mixing.

Surprisingly, this development produced an economic improvement as well. This all came at a time when the price of casein skyrocketed to twice what it was six months ago. The development work in the new formulas was stepped up because of the casein situation, but it is important to note that it was not done solely for economic reasons.

The texture line has also been revamped to provide plain and aggregated textures with greater whiteness and hardness. Other advantages are better hiding and application properties. These changes were made at some sacrifice in cost to the company, in order to gain wider acceptance of these textures.

Evidence of the advantages gained by the new formulas is the fact that the month of June was the best production month for bagged joint system products in the history of the company. Sale of Ready-Mix Joint Compound was a plus over these figures.

This matter is called to your attention so that you can continue to promote the use of Bestwall Joint System products with confidence and feel that you have materials which are equal to or better than any other products of this type in the field.

PAOLI, PENNSYLVANIA
May 12, 1966

TO: All Regional Sales Managers
All Area Sales Managers
All Salesmen
Distribution Division Sales Personnel

CC: R. I. Fredericks, Paoli
K. A. McCaskill, Paoli

General Sales Bulletin #32-66

SUBJECT: FINISHING THE WALL TO CEILING ANGLE

RE: Concrete and Plastered Ceilings

By: C. E. Abbey:jw

One of the common ways of finishing the wall to ceiling angle with a gypsum wallboard partition has been to fold the joint tape and adhere it to the wallboard and to the ceiling with joint compound, just as is done in an interior vertical corner between intersecting walls. Generally this has been satisfactory, whether the ceiling was gypsum wallboard, gypsum plaster or concrete.

However, there have been a few problems, resulting in large complaint adjustment requests, that have led our Laboratory to investigate this matter more carefully. On account of the many situations that can be met in the field, over which we have no control, it is suggested that the best way to finish this joint without problems developing later is to "flat" tape the wallboard at the ceiling when the partition runs into either a concrete ceiling or a plastered ceiling. These ceilings may have dust areas, slick areas, areas with form oil or areas in which the ceiling has an imperfect or weak finish - all of which can cause a poor bond of the joint compound which results in the tape pulling away from the ceiling at such areas when any stress develops, as in the case of building movement. This has been referred to in previous bulletins. (See #1-66, January 1966)

This is particularly important in the flat slab reinforced concrete buildings where there may possibly be movement of the floor. Your recommendation should be: Flat tape the walls - do not run the tape up onto the ceiling.

As Bestwall literature on various systems is revised this detail will be corrected.

The Gypsum Association has recently undertaken a project to investigate this matter and develop an industry specification for this detail. This will be incorporated in our literature when ready for release.

A careful examination of the literature of the other gypsum manufacturers indicates that this type of application has been brushed over, just as in Bestwall literature, with details showing a tape folded in the corner, but nothing specific in specifications or details on the joint system packages. Non-manufacturers of gypsum wallboard do make some claims about this being a satisfactory installation.

When a gypsum wallboard partition runs into a gypsum wallboard ceiling, there is no problem of dissimilar materials and it is satisfactory to tape the ceiling angles in this case.

Problems at the ceiling angle ordinarily only occur when there is movement at the ceiling angle caused by structural changes. In some cases flat taping is satisfactor as outlined, whereas in other cases it may be necessary to provide a relief joint.

PAOLI, PENNSYLVANIA
March 31, 1966

TO: All Regional Managers
All Sales Managers
All Salesmen
Distribution Division Sales Personnel

General Sales Bulletin #19-66

Subject: READY MIX JOINT COMPOUND

CC: R. I. Fredericks, Paoli
K. A. McCaskill, Paoli

By: C. E. Abbey - jp

During 1965 several problems arose relative to the consistency, the workability, and the general performance of Bestwall's Ready Mix. In some markets it was acceptable but in some it was not. The Laboratory has worked diligently in improving the formulation and has spent time in the field with some of the key accounts in working out the proper characteristics of a satisfactory joint system. They tell us, and this is confirmed by some of the salesmen with whom they have worked, that Bestwall's material now is one of the best Ready Mix Joint Compounds on the market.

In some markets it is necessary to furnish a yellow material, while in other markets it must be white. Some customers apply the material by hand, while others apply it by machine. The product has rapidly become one similar to plaster, where it is necessary for the plant to maintain a customer's card showing the characteristics of the material which has been shipped previously to an account.

You are reminded, however, of several factors. First, the material is normally sold by the Company to dealers and shipped from the manufacturing plant or stocking plant to a dealer, who in turn ships it to a customer. Therefore, if your orders to the plant only give the dealer name it is possible that at one time the dealer may be furnishing a contractor who does handwork, and the next time a contractor who does machine work.

It is up to the salesman taking the order to be sure he clearly stipulates whether the material is to be used on a large project where it is going to be hand applied, or where it is going to be machine applied. Further, it should be noted whether the material should be white or yellow. It would be well for the salesman to get in the habit of putting this in on orders, particularly carload and truckload orders of the material, so there would be no mistake.

We have a standard white material, as well as a standard yellow material. We cannot be varying these colors for each individual account. Part of the salesman's responsibility is selling these items to satisfy the requirements in the field and avoid having Bestwall's "White" meet the "White" of every other manufacturer. You realize that there are many, many whites if you look at the color of many so-called "White" items. The same is true of yellow.

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New enlarged equipment is being put in at Akron which will increase the production, and make it possible to sell in a wider market. Improvements are continually being made in the operations at Brunswick and Ft. Dodge. Equipment will be put in at Acme in the next several months to improve the availability and lower the cost of the material in the Southwest. Products from outside suppliers are being investigated on the West Coast to solve the problem there of having a ready mix material available under the Bestwall label that will enable us to provide service and make expenses and, possibly a small profit, which we cannot do under present circumstances out of Sigurd.

You will be advised as each of these steps are effected. We wanted to call your attention now to the improved performance of Bestwall's material and the necessity for each salesman to be sure his order is clear and complete when he places orders for Ready Mix Joint Compound at the plant.

PAOLI, PENNSYLVANIA

12 November 1965

To: All Regional Sales Managers
All Area Sales Managers
All Salesmen

Cc: Mr. R.I. Fredericks Paoli
Mr. K.A. McCaskill Paoli

General Sales Bulletin #106-65

Subject: COLD WEATHER TIPS ON TAPING AND FINISHING GYPSUM WALLBOARDS

By: C.E. Abbey /ghp

FILE - Gypsum Wallboard Manual #1
Section 6, Sub-Section A

Bestwall joint system materials are designed to work as well as possible even under adverse conditions. Competitive materials are continually checked so that any good features may be incorporated. The tests generally indicate Bestwall joint system items are equal to or better than competitive materials. However, as the weather is changing and winter coming on, we want to call to your attention certain precautions in finishing gypsum wallboard to enable you to give the best service possible to your accounts, and at the same time, protect yourself and the company from unjustified complaints. Be sure you understand that these precautions apply to the materials manufactured by your competitors, and that they make the same general recommendations.

All casein base dry powder joint system materials are slower to go into solution in cold weather than in warm weather. This is aggrevated by cold material and cold water. Good applicators do one or all of the following: they pre-heat the water in a bucket before adding the cement; they bring warm water from home; or they mix the material the night before, thus allowing the material to soak overnight, and bring it to the job the next morning.

Don't let the applicator add a great deal more water in an effort to get the material into solution more quickly. This will only result in a thinning out or watering down of the mix as it stands in the pail and the casein ultimately goes into solution. However, a little more water is required with cold materials and a much longer time is needed for the casein to go into solution in cold weather.

Tape and joint system materials should be stored in a dry place. It is important to emphasize this in winter weather, since frequently there is a dampness in warehouses or on the job that can only result in the materials picking up moisture, resulting in joint beading over the tape, lumps in the joint system and other problems that come with dampness.

The applicators should never use dirty water. He should avoid using excessively cold water at all times.

(continued on page 2)