PLAINTIFF'S EXHIBIT

GP-985

FIREPROOF GYPSUM
BESTWALL
BUILDING PRODUCTS

LITE-MIX FACTS

1 Available in these mixes:

fibered

unfibered

masonry

2 The fibered Lite-Mix contains uniform length glass fiber, assuring:

constant high strength

increased crack resistance

longer wall and ceiling life

3 Glass fibers in Lite-Mix:

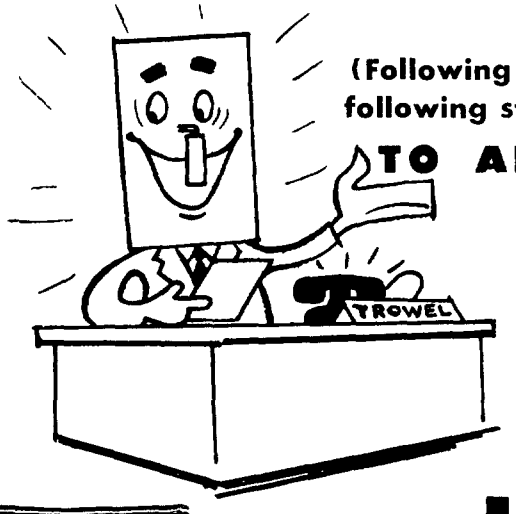
give better keying

won't ball-up or drag the surface

reduce smoothing and back tracking

EDITOR'S NOTE:

If you want to know more about Bestwall Lite-Mix plaster, or other Bestwall plastering materials, slip this coupon to Trowel. He's just been made an honorary member of the company and has nothing to do all day but answer inquiries and spread the good word about his favorite Bestwall plasters.



(Following his testimony, Trowel issued the following statement.)

TO ALL TIRED TROWELS:

Get the boss to buy Bestwall Lite-Mix plaster. It cured me of that old worn-out feeling and it'll cure you too.

SIGNED

B.W. Trowel



MR. TROWEL
BESTWALL GYPSUM COMPANY
120 EAST LANCASTER AVENUE
ARDMORE, PENNSYLVANIA

SGP 0003022

Name_____

Address_____

City_____ State_____

The Case of the TIRED TROWEL

Excerpts from the School of Experience

"BETTER WAYS TO MAKE A DOLLAR"

READING TIME: FOUR MINUTES
(and worth every second of it)

SGP 0003023

BESTWALL LITE-MIX

Lite-Mix contains expanded Perlite which means less dead load in the building, a saving in structural steel. It also takes a load off the journeyman's arm for easier, faster application.

REPROOF GYPSUM
BESTWALL
BUILDING PRODUCTS

Bestwall Gypsum Company
Ardmore, Pennsylvania
Plants and offices in Principal Cities

FORM NO. BW 59231-10M-5-59-L *Printed in U.S.A.*

BACKGROUND

Reports from all over the country indicated that many plasterers, masons, contractors and builders were confused over the many claims made for various types of plaster now on the market. Following are excerpts from an inquiry held to weigh these claims.

A trusty trowel with several years of experience is testifying:

Q: "And are you inferring that Plaster is the villain, Mr. Trowel?"

A: "Well, that is — I said, you see . . ."

Q: "Answer the question!"

A: "Well, now, yes, Plaster can be pretty rough on us trowels. After all, we have our faces plastered in the stuff all day long!"

Q: "Never mind the puns. What's wrong with Plaster?"

A: "It's not so much what is wrong as how much better some is than others the boss buys."

Q: "What others?"

A: "Well, I hesitate to use brand names . . ."

Q: "We understand, go ahead."

A: "Well, I'm not nearly as tired when we're working with Bestwall Lite-Mix."

Q: "Would you explain, please."

(Here trowel launches a long, rambling dissertation on the advantages of Bestwall Lite-Mix plaster. We have summed up the following major points.)

A: "Well, Bestwall Lite-Mix . . .

. . . Weighs ⅓ regular sanded plasters. This doesn't make me so tired and I don't have to work so long either. Lite-Mix cuts down on time, labor and materials. It saves the builder money — gives him a better job.

— easy to handle . . . covers more area faster, maintains its plasticity, and is easier on the arm. What's more, it sets evenly, uniformly to maximum hardness and strength. Gives straighter, better finished walls and ceilings.

— adaptable . . . may be applied to gypsum, insulating, metal or wood lath, and directly to gypsum, brick or clay tile. Covers irregularities and resists impact, abrasions and cracks.

— a better insulator . . . offers four times more insulation than ordinary sanded plasters.

— safer . . . because it contains expanded perlite, it is completely incombustible — will not burn or support combustion. Quite honestly, I might add that a team of happy trowels turn out walls and ceilings that give a house more "Sellability". Bestwall is lighter, easier to apply, gives a better job, and sells more houses for more builders. It's every trowel's wish that his boss will buy Bestwall Lite-Mix."

(So enthusiastic was Trowel about Bestwall Lite-Mix plaster that the examination included the following information supplied by the manufacturer in his report . . .)