Plastering Materials Merchandiser

PLAINTIFF'S EXHIBIT

USG-1231

Mr. D. W. Miles
Supervisor
Plasters & Finishes Research
Dept. 151

RECEIVED
RSS. LIBS.
DEC - 5 1956

December 4, 1956

Two Important Announcements

Concerning

RED TOP AUDICOTE ACOUSTICAL PLASTER

I. NEW -- SPECIAL WHITE

Red Top Audicote Acoustical Plaster is now also available in Special White with a 70% light reflection. This high light reflection will give you new sales opportunities. For instance, many school boards require a minimum 70% light reflection from ceiling products.

Coverage is 7 to 8 square yards on a 1/2" basis - same as Satin White Audicote. However, because Special White costs 60¢ per bag more than Satin White you may wish to sell Satin White for the 3/8" first coat and Special White for the 1/8" finish coat. If so, you would order a ratio of three bags Satin White to one bag Special White.

Mixing, application and limitations are the same as for Satin White Audicote. Manufacturing plants (New Brighton and Fort Dodge) will have Special White available immediately. Warehousing mills will secure inventories as quickly as possible.

II. NEW PRICE STRUCTURE

Effective December 12, 1956, and subject to change without notice, the following prices apply. They reflect an increase on Satin White and establish prices for Special White Audicote. In addition, Zone 2 has been revised to create new Zones 2 and 3.

CP005 1172

Zone 1 -- Continental United States, except the states of Arizona, California, Idaho, Nevada, Oregon, Utah, Washington, and that part of Montana west of and including counties of Park, Meagher, Judith Basin, Choteau and Hill.

TYPE OF SHIPMENT	PRICE PER BAG	
	Satin White	Special White
LCL, LTL, TL	$2.85	$3.45
Straight C/L's of Audicote	2.40	3.00

Zone 2 -- State of Utah, the portion of Idaho east of and including counties of Custer, Blaine, Power and Oneida; and the portion of Montana west of and including counties of Park, Meagher, Judith Basin, Choteau and Hill.

TYPE OF SHIPMENT	PRICE PER BAG	
	Satin White	Special White
LCL, LTL, TL from Ft. Dodge	$3.15	$3.75
Straight C/L's of Audicote (60,000# min.) From Ft. Dodge	2.55	3.15

Zone 3 -- States of Arizona, California, Nevada, Oregon, Washington and the portion of Idaho west of and including counties of Lemhi, Valley, Boise, Elmore, Camas, Lincoln, Minidoka and Cassia.

TYPE OF SHIPMENT	PRICE PER BAG	
	Satin White	Special White
Mixed C/L's from Midland or Empire	$3.15	$3.75
Straight C/L's of Audicote (60,000# min.) from Ft. Dodge	2.55	3.15

No announcement is being mailed to the trade. Price bulletins have been revised to reflect above.

H. F. Davisson, Sales Manager
Plaster and Lime

GP005 1173

GP005 1933