GYPSUM PRODUCTS MANUAL

PREFACE

1959 Edition

This manual is a technical presentation of Gypsum, including general geological facts, chemical and physical properties, mining and processing of rock, calcination process, manufacture of all gypsum products, and detailed discussions of each product.

The Gypsum Products Manual is for the information of Bestwall Certain-teed Sales Corporation personnel only. It contains competitive product information developed in Bestwall and Certain-teed laboratories, observed in the field, and other miscellaneous sources. Each manual is numbered and registered. It is not to be given or loaned to people outside of the Bestwall Certain-teed Sales organization. This includes a 100% Bestwall Certain-teed account.

This manual gives you technical background of gypsum products. The proper use of all these references will aid you in selling and reduce the amount of inquiries you need to make to the District Sales Office, the Plant, and/or the General Sales Office.

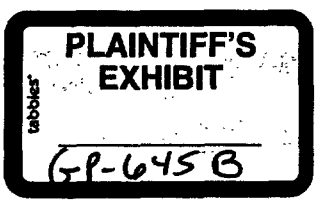
An appendix is included in the manual giving miscellaneous general information involving assemblies and uses of gypsum products particularly as it might pertain to a number of gypsum products.

Throughout the manual and the appendix references are made to standard text books, manuals, or trade journals, which generally are available from public libraries. The salesman who would know all he can about the items he sells would find it of value to be acquainted with some of these books. Use this manual to make yourself self-reliant. It will be particularly helpful in selling architects. The manual will give you background for selling a customer of any class on buying Bestwall.

Notice the mechanical arrangement of the book. It is sectionalized and pages are numbered in a decimal system that will permit new sheets to be added anywhere in the book. Product literature is included. With this edition, technical information in past General Sales Bulletins and Product Information Bulletins have been included. You may discard those dealing with Gypsum Products, Lime and Roof Decks prior to October, 1958.

In the future no technical information or reference material on gypsum products will be covered in the General Sales Bulletins or in Product Information Bulletins. You will be given revised sheets or new sheets for the gypsum products manual numbered, dated, and properly indexed. Read them and put them in place in your manual. Thus, the Gypsum Products Manual becomes an automatic self-perpetuating reference book.

While it may be repetitous, the manual is complete in product information. Printed material in addition to literature is included as reference standards and listings.



Preface (Cont'd.)

Your Sales Help Book should be used and kept up-to-date. This has all the literature as well as advertisements, give away items available for distribution to the trade. Your Salesman's Manual of Procedure gives you necessary instructions to carry out your sales functions.

Read the new sheets when you get them and file them!!!!

Keep your manual up-to-date!!!!

Keep your mind and ideas of gypsum up-to-date!!!!

GYPSUM PRODUCTS MANUAL

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