Glass fibers . . .
stronger than steel . . .
put
BESTWALL
glass-fibered
WALL PLASTER
in a class by itself!



better t.

FIREPROOF GYPSUM
BESTWALL
BUILDING PRODUCTS

A trial will convince you that the new BESTWALL Glass-Fibered Plaster *is all that we claim, and more in durability, ease of application and economy. We can supply you promptly. Call upon us for your requirements or further information.*

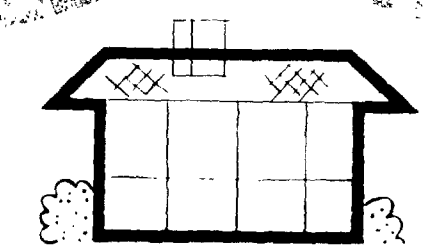
Gypsum Lath and Plaster
Gypsum Wallboard and Sheathing
Gypsum Roof Deck

Manufactured by
BESTWALL GYPSUM COMPANY
Sold through
BESTWALL CERTAIN-TEED SALES CORPORATION
General Offices: Ardmore, Pennsylvania

Form No. 5582-7-57-1 Printed in U.S.A.

What!

live in a glass house?



SGP 0027049

PLAINTIFF'S EXHIBIT
GP-6450

BESTWALL®

"We have designated all of our fibered plaster to be glass-fibered, since our men all say that it handles easier under the trowel and keeps a more uniform surface, while the tenders don't have trouble with the fibers collecting on the blades of the mixer." *Hurd & Simmons, Waterloo, Iowa.*

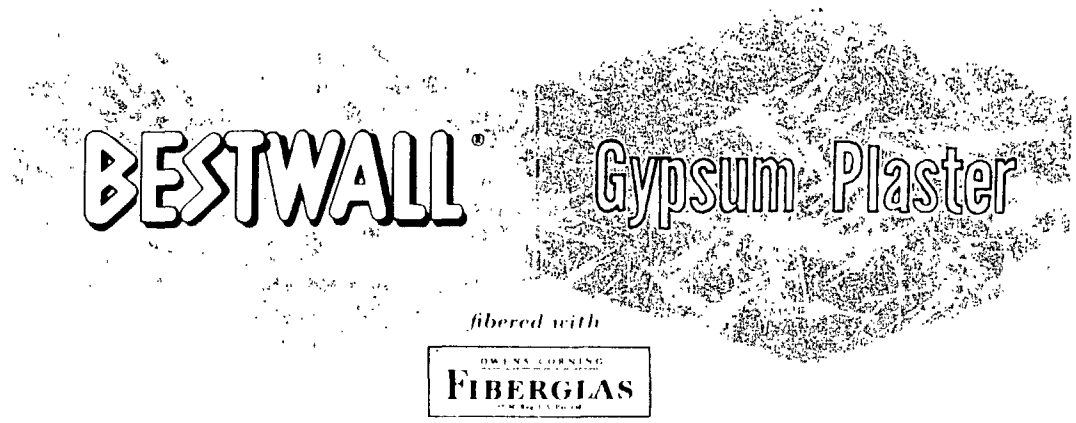
"My men are asking for this Bestwall with the glass fibers, as they can do a better job with less effort." *Stanley J. Sleichert, Chicago, Ill.*

"Our experience with this material which was used on metal lath and clay tile was entirely satisfactory. The glass-fibered plaster applied smoother than manila-fibered plaster. There were no balls or chumps of fiber in the plaster. It rodded and darbied better than manila-fibered." *Edward Mader & Co., Buffalo, N. Y.*

"We tried your new product (glass-fibered plaster) and find that it works very good. Our mixers, etc., have never been so clean." *J. J. Wilson Plastering Co., Sioux City, Iowa.*

This is to commend you on your fine new product, glass-fibered plaster. After having used several hundred bags of your glass-fibered plaster in lieu of manila-fibered plaster, we have noted several qualities about it that are definite advantages to the plastering industry." *Lee Bros. Contractors, St. Louis, Mo.*

Yes, a vital part of today's better home is



This entirely new kind of Bestwall fibered gypsum plaster brings you revolutionary advances. Yet Bestwall glass-fibered plaster costs you no more than old-fashioned fibered plaster.

The difference is basic and sensational. Individual filaments of glass fiber weigh only 1/150 to 1/200 as much as most manila or sisal fibers, yet, weight for weight, they're stronger than many steels. Bestwall glass-fibered plaster contains 30 to 40 times as many fibers as ordinary manila or sisal fibered plasters. The latter come in random lengths, from ¼ to 4 or 5 inches. Glass filaments in Bestwall are cut to a carefully controlled length best suited for use in plaster.

Here's what all this means to you!

TIME SAVED

No long fibers to foul up mixer blades, or build up on box, hoe or hod. Bestwall has unexcelled spreading and darbying properties. Gives faster, easier plastering, with no lumps or balls to groove the plaster and necessitate backtracking and smoothing.

BETTER JOB

Many more fibers per unit of volume produce better keying on metal lath or perforated gypsum lath. A better surface is provided for reception of the finish coat. Bestwall dries strong, hard, highly resistant to impact, cracks and abrasion.

CLEANER JOB

You can count on far less messy plaster droppings. This saves material, money, and mechanics' clean-up time on the job.

Despite their toughness, the glass fibers in Bestwall are soft, flexible and nonirritating. The same grade, in fact, that the textile industry uses for curtains, draperies and the like. The men on the job pronounce Bestwall glass-fibered plaster the biggest improvement in plaster in many a day!

SGP 0027050

better try

FIREPROOF GYPSUM
BESTWALL
BUILDING PRODUCTS

A vital part of today's better home

FIBERED
BESTWALL
ACME BEAVER
GLASS-FIBERED
GYPSUM PLASTER

BESTWALL
Glass-Fibered
Gypsum
Plaster

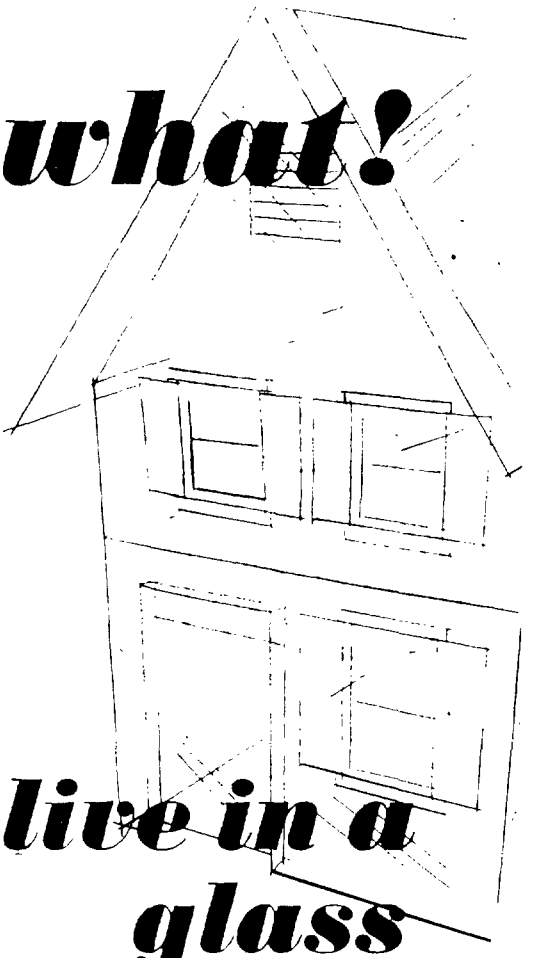
Gypsum Lath and Plaster
Gypsum Sheathing, Gypsum Roof Decks and other
Famous Gypsum Products

Manufactured by
Bestwall Gypsum Company

Sold through
BESTWALL CERTAIN-TEED SALES CORPORATION
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Ardmore Pennsylvania

Form No. BW-58140 Printed in U.S.A.

what!



live in a glass house?



BESTWALL

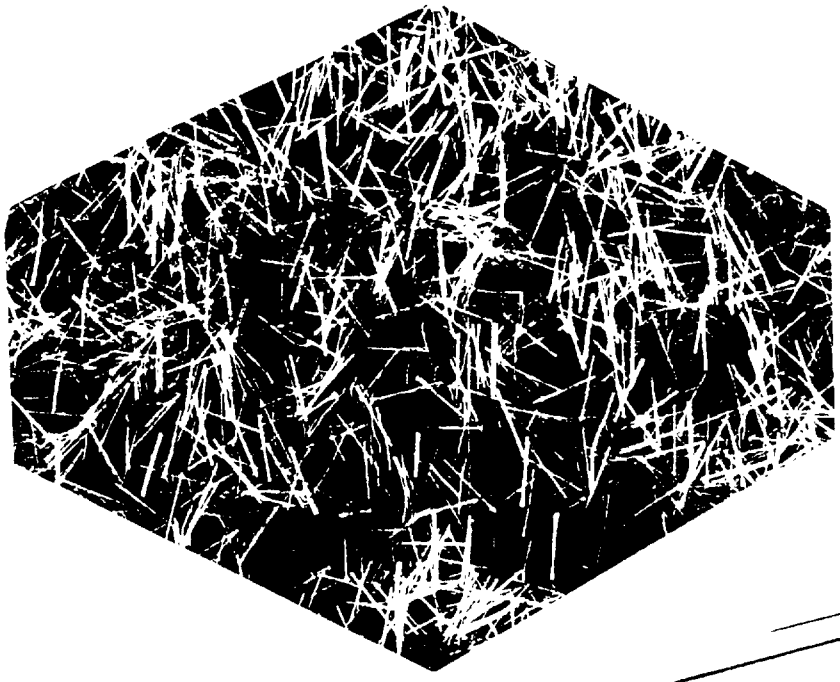
glass-fibered
Gypsum Plaster

in a class by itself!

SGP 0027051

Yes! stronger walls and ceilings

. . . with Bestwall Gypsum Plaster Glass Fiber Reinforced



Glass fiber makes the difference! Here's why: This new kind of Bestwall fibered gypsum plaster contains glass filaments. Individual filaments of glass fiber weigh as little as 1/150 to 1/200 as much as most manila or sisal fibers, yet fiber for fiber they're stronger than many steels! Bestwall glass-fibered plaster contains 30 to 40 times as many fibers as ordinary manila or sisal fibered plasters.



Time saved
Bestwall has unexcelled spreading and darbying properties. Gives faster, easier plastering, with no lumps or balls to groove the plaster. No time lost in backtracking or smoothing. This means a money-saving job for you.

Better job
Bestwall dries strong, hard, highly resistant to impact, cracks and abrasion. A better surface is provided for reception of the finish coat.

Cleaner Job
You can count on far less messy droppings. This saves material, money and contractor's cleanup time on the job.



Whether it's a new house or a home improvement project, you get the best walls with Bestwall glass fibered plaster. A stronger, smoother, cleaner job . . . at no additional cost!

FIREPROOF GYPSUM
BESTWALL®
BUILDING PRODUCTS

SGP 0027052