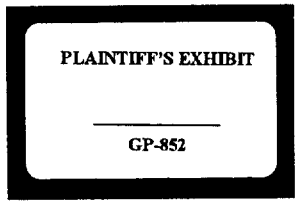
A. W. Jenkins - Grand Rapids



June 16, 1958

TO: All Sales Managers
All Salesmen

CC: MESSRS.
Malcolm Meyer - President
C. E. Berzelius - Vice President

GENERAL SALES BULLETIN # 75

SUBJECT: BESTWALL LIGHT ACOUSTICAL PLASTER

BY: R. Sikes - cvc

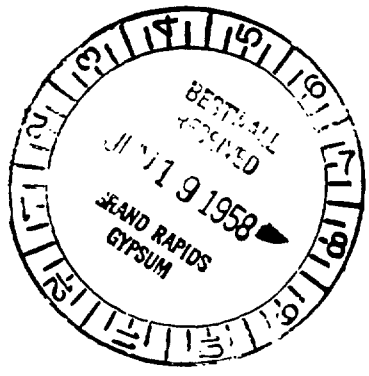
With reference to General Sales Bulletin #71 under the above subject dated June 10, 1958, we wish to announce that all of our gypsum plants, with the exception of Blue Rapids, are now in a position to ship Bestwall Light Acoustical Plaster.

Attached is a copy of our literature on Bestwall Light Acoustical Plaster. Copies of this literature may be requisitioned through the Advertising Department in the usual manner.

This product has been added to our line as a result of the many requests we received from the sales districts for a low cost acoustical plaster for machine application. Now that we have Bestwall Light Acoustical Plaster available for immediate shipment from our gypsum plants, our sales force has a wonderful opportunity to secure our share of today's tremendous market for a low cost acoustical plaster. Let's take advantage of it and start the orders rolling in to the plants!!

Ev

SGP 0002697





Ardmore, Pennsylvania

October 15, 1962

TO:
All District Sales Managers
All Salesmen

CC:
Mr. Malcolm Meyer - President
Mr. K. A. McCaskill - General Sales Mgr.

General Sales Bulletin #119-62

SUBJECT: LITE ACOUSTICAL PLASTER

RE: Discontinuance of Product

BY: C. E. Abbey - sad

Due to the continued poor sales of Bestwall Lite Acoustical Plaster, it has been decided to discontinue the sale of this material. It will not be shown in Bestwall Literature after January 1, 1963. Raw materials left will be consolidated at those plants where there are job commitments that need to be met.

Please discontinue soliciting new orders for this material immediately. Where a contractor or architect sees the material advertised, as in Sweets Catalog of 1962 or some other Bestwall literature, orders may be accepted for shipment on or before December 31, 1962. Where a firm order is offered for shipment in 1963, advise General Sales through your District Office so that a determination may be made as to what plant can ship the material if the order is accepted.

Will each District Office prepare a list of jobs calling for delivery later in 1962 and send to Ardmore for the writer's attention by December 1, 1962.

In the event you have a large order in hand or pending, please advise immediately.

Nova Scotia Gypsum Co. Ltd. Grant

Ardmore, Pennsylvania

October 16, 1962

TO: General Sales Bulletin No. 121-62
All District Sales Managers
All Salesmen

SUBJECT: LITE ACOUSTIC PLASTER

CC: RE: Discontinuance of Product
Mr. Malcolm Meyer - President
Mr. K. A. McCaskill - General Sales Manager

BY: V. J. Lipnicki - rja

This is a supplement to Bulletin #119-62 under same subject in order that you and our customers completely understand our reasons for droping Lite Acoustical Plaster from our lines.

Our judgment is based on the following adverse factors that have become acute with "clay base type of acoustical plasters" and are an industry problem.

1. Difficulty in controling bleedy rust spots and fungus growth on jobs.

2. It is almost impossible to refinish or to clean after (5 to 6 years) without losing acoustical value, bleeding of impurities or damaging soft surface.

3. Increasing acceptance of other types of acoustical plasters.

Although we consider the quality of Bestwall Lite Acoustic Plaster better or equal to similar competitive materials (Audicote Sprayolite) we do not feel that this type of product measures up to the needs of the building industry and to the standard of our other products. We are, however, continuing to explore the possibility of having a different type of acoustical plaster product as part of Bestwalls full line of Lath and Plaster Products.

SGP 0002699