

June 19, 1957

TO: Mr. R. E. Schilling - Dallas
 Mr. G. W. Brown - Jackson
 Mr. K. W. Bowland - Chicago

FROM: General Sales

SUBJECT: ACOUSTICAL PLASTER

CC: MESSRS:

M. C. Hoven - Ardmore
 A. L. Meyer - Ardmore
 R. Sikes - Ardmore
 M. Read - Ft. Dodge Plant
 H. J. Zelms - Acme
 C. C. Shuttleworth - Paoli Lab.

RE: NEW PRODUCT - ~~Low Cost~~ **LOW-COST**
 On Material PAOLI, PENNSYLVANIA

JUN 21 1957

CERTAIN-TEED PRODUCTS
 CORPORATION

THIS COPY FOR COPI: C. E. Abbey - Jan

The Laboratory has developed a formula they feel is competitive to U.S.G.'s Audicote and National Gypsum's Sprayolite. We have initiated a project to field test the material in the St. Louis District and want to start field testing this in each of the three districts listed above (Dallas, Jackson, Chicago) in order to get a reflection of local conditions in various markets. This material is designed as a low-cost acoustical plaster material that can be applied with a gun. Before we go to the expense of having official sound absorption tests and light reflection tests, we want more field tests to see that the material works satisfactorily.

The material compares in acoustical value and application to the two competitive materials mentioned above. Initially it is designed to be a one material job, that has a much whiter appearance than National's and compares favorably in color and light reflection to the U.S.G. material. It's coverage appears to be equal as far as laboratory tests are concerned with U.S.G. and National's materials and in fact they have some feeling it may have a little better coverage. Note that this would be competitive with Zonolite material under the tradename "Acoustic Plastic" and with that formerly sold by the American Birdrock Company of Chicago (this company went out of existence the end of 1956 and their product is no longer available on the market).

Attached to the copy of each of the District Sales Managers are two mimeographed copies of directions prepared by the Laboratory covering the mixing and application of this material. We feel that it can be applied through both a Karelus type and an E-Z-On type gun. Field experience will prove this. The material will be sold in 40# bags as on all gypsum products. With a 40# bag there are 50 sacks to a ton. Coverage appears to be conservatively 350 yds. per ton.

We would like you to arrange a field test of this material with one of your plastering accounts who is favorably disposed towards Bestwall materials and may have used either of the competitive products. We will authorize giving the customer up to 2 tons of this material, but believe the test can be made on approximately one ton. This will be at no charge. In offering the material at no charge, we feel the customer should be willing to use it without being insistent on light reflection and sound reduction characteristics being given to him specifically and that he should have no claim on us for further adjustment in using the material. Naturally, we will have to stand in back of the end result providing the contractor follows our directions. We want to have some body from the Laboratory present when the material is being used and applied and request that you keep the Laboratory advised when a project has been set up wherein this material can be tried. The Laboratory reminds us that there is a drying period of several days needed between the base coat and the finish coat, and this should be taken into account when arranging to have the material field tested.

We are in the process of designing a new bag and name for the product. Initial shipments for field testing will be made in a Kalite bag marked Special Formulation. This is an open mouth type bag.