

Ardmore General Sales

Dec. 11, 1958

Detroit Sales

Mr. C. E. Abbey

BESTWALL LIGHT ACOUSTICAL PLASTER

RECEIVED
PAOLI, PENNSYLVANIA

J. O. Vanghey - jp

DEC 15 1958

BESTWALL GYPSUM
COMPANY

PLAINTIFF'S EXHIBIT

GP-490

cc: Mr. J.R. Watt - Paoli ✓
Mr. A. L. Meyer - Ardmore
Mr. C. E. Berselius - Ardmore

We have received a report from Mr. Kaboos in connection with the acoustical job of our new plaster which was just completed on the Kalamazoo Public Museum and Library. As you may recall, this was the material which we got special permission to furnish in "real white".

"This is a report of the acoustic job which we supplied for William Reichenbach Plastering Company of the Kalamazoo Public Museum and Library, Louis Kingscott & Associates, Architects and the Miller Davis Company, General Contractors.

This job was completed November 26, 1958 and is the finest looking perlite base acoustic in the state of Michigan. With the proper amount of water, the base acoustic had an excellent working quality and was easily darbied to eliminate waves and shadows.

*Find report
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It was at this point that we started working with the 'real white' finish coat acoustic which was supplied by special arrangements with the Paoli Laboratory. We experienced a few small chunks which went through the E-Z-Tex machine, but we feel that this was caused by the inefficient mixer the plaster contractor had on the job. Mr. Reverski, who was on the job on three different days, assures us that they did everything in their power to be positive the material was completely mixed. This defect of an extra large particle every so often was solved by screening with 1/4" galvanized screen. The plasterers trowled this 'real white' on the base coat acoustic in what they call the butter coat which is only about 1/16 of an inch in thickness. This was done over the whole surface before they started to texture and the butter coat in some places was on one day before the spray finish was applied. The working quality and appearance of this acoustic is something to be proud of in this special 'real white' finish. It should be mentioned that our finished acoustic is not only whiter than other perlite base acoustics, but is a truer white in color, as some have the tendency to be on the tan, grey or pink shading.

In view of the success of this finish coat material, I am asking that it be made available to our customers as a regular product in our gypsum line."

On the basis of the reports which we have been getting from Mr. Kaboos apparently the "real white" material is almost a "must" if we are to build any worthwhile distribution on this product. We wish to request that consideration be given to maintaining a small quantity of the whitening agent at the Grand Rapids Plant so that if, as and when we come up with orders on the spur of the moment we will be able to make at least a reasonable amount of the "real white" material. Our competitors, as you know, have quite a head start on us in this field and it will be difficult enough for us to line up jobs without having to wait two or three weeks for delivery. We wish to request that consideration be given to this and when a decision is reached we would like to be so advised.

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