A. W. Jenkins - Grand Rapids

PLAINTIFF'S EXHIBIT
GP-424

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.

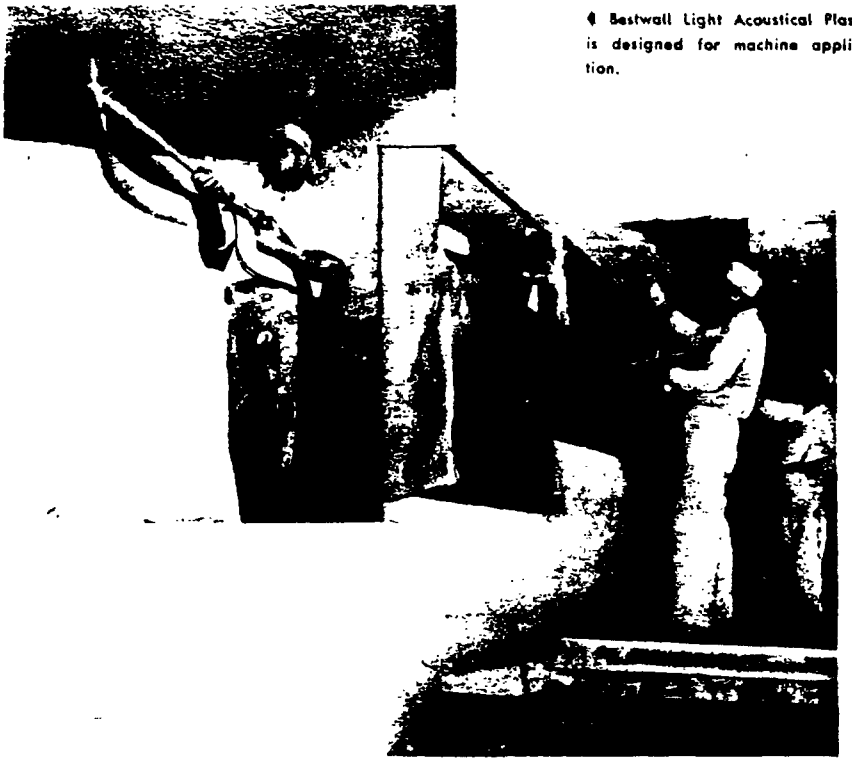
This product has been added to our line as a result of the many requests we received from the sales districts for a low cost acoustical plaster for machine application. Now that we have Bestwall Light Acoustical Plaster available for immediate shipment from our gypsum plants, our sales force has a wonderful 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!!

cvc

BEST-ALL RECEIVED JUN 13 1958 GRAND RAPIDS GYPSUM

FIREPROOF GYPSUM
BESTWALL®
BUILDING PRODUCTS

LIGHT ACOUSTICAL PLASTER



◆ Bestwall Light Acoustical Plaster is designed for machine application.

◆ Easily applied by hand application for excellent sound conditioning.

DESCRIPTION

Bestwall Light Acoustical Plaster is an ideal sound conditioner for new work or refinishing ceilings in commercial, institutional or industrial buildings. Restaurants, offices, churches, schools, auditoriums, hospitals and homes can use Bestwall Light Acoustical Plaster for sound conditioning. It has a sound absorption coefficient of .55 to .60 and is designed for machine application.

Bestwall Light Acoustical Plaster is made of incombustible materials — it will not burn or support combustion. The fire protection obtained by using this plaster in many cases may cut the cost of fire insurance premiums.

Bestwall Light Acoustical Plaster produces a natural white finish which by test reflects 69% of the light reaching it when machine applied and 67% of the light when hand-trowelled. This finish may be painted or left undecorated as desired. When painting Bestwall Light Acoustical Plaster, a non-bridging breather type paint should be spray applied.

SPECIFICATIONS

USE: Bestwall Light Acoustical Plaster, a mill mixed product, is to be mixed with clean water only for machine or trowel application over gypsum basecoat plaster, monolithic concrete and other surfaces which are firm, clean and free of efflorescence or water soluble substances. Gypsum basecoats should be half dry to dry. Concrete should be dry.

MIXING: Be sure equipment and tools are clean. Machine mix at least 5 minutes. If hand mixed, hoe until thoroughly mixed.

APPLICATION:

SPRAY — For first coat use ~~70-80~~ 55-65 quarts of water per 40-lb. bag. Apply ⅜" thick. Level with darby and allow to dry before applying finish coat. For finish coat use 5 to 10 additional quarts of water per bag depending upon texture desired. When applied over low suction bases, the material should be applied in three applications, the first application furnishing the suction for subsequent coats. Any large fissures in the basecoat should be filled and leveled before applying finish coat.

HAND — Use ~~60~~ 50 to ~~70~~ 60 quarts of water per 40-lb. bag for both basecoat and finish coat. Apply basecoat ⅜" thick, allow to dry, then apply finish coat ⅛" thick. Trowel finish may be smooth troweled, floated, stippled or darbied after it has taken-up sufficiently.

COVERAGE:

Bestwall Light Acoustical Plaster applied ½" thick will cover approximately 9 square yards per 40-lb. bag.

PRECAUTIONS:

Provide adequate heat and ventilation in slow drying weather. The acoustical value of Bestwall Light Acoustical Plaster depends on a wide even distribution of small fissures in the finished surface. Avoid rapid drying to prevent large cracks. Use only on ceilings and other areas which are not subject to abrasion or free moisture. Cover any exposed metal with rust resistant paint before applying Bestwall Light Acoustical Plaster.

BESTWALL CERTAIN-TEED SALES CORPORATION

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134 Peachtree Street

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208 So. LaSalle Street

CHICAGO HEIGHTS, ILLINOIS
P. O. Box 302

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815 Superior Avenue

DALLAS 22, TEXAS
P. O. Box 6030

DES MOINES 9, IOWA
505 Fifth Avenue

DETROIT 4, MICHIGAN
305 Woodbrook Bldg.
5050 Joy Road

EAST ST. LOUIS, ILLINOIS
17th Street & Broadway

JACKSON 6, MISSISSIPPI
P. O. Box 4615
Fondren Station

KANSAS CITY 26, MISSOURI
1248 Crystal Street

MINNEAPOLIS 2, MINNESOTA
509 Second Avenue, South

NIAGARA FALLS, NEW YORK
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