KLD 160

BESTWALL GYPSUM COMPANY

FOR: Dallas Sales | March 31, 1959 | FROM: Paoli Laboratory

TO: Mr. R. E. Schilling | RE: WHITE CERTEX

BY: C. W. Lehnert - jc

cc: Mr. A. L. Meyer - Ardmore
Mr. C. E. Abbey - Ardmore
Mr. K. W. Brown - Acme
Mr. J. R. Ferguson - Dallas Sales

PLAINTIFF'S EXHIBIT

GP-1157

We wish to thank Mr. Ferguson for his prompt report on the White Certex. We have had favorable reports from the other area where we had this product tried too. We have trials planned for other areas, but, in the meantime, will furnish the White Certex to areas where it has been tried and accepted.

We expect the White Certex to replace our regular Certex in the Northern areas but will only furnish it when it is specifically requested in Texas and the other Southern states. The reason is that it is, or at least used to be, customary for applicators to use texture for joint finishing as well as decorating. Our regular Certex is reasonably satisfactory for joint finishing but the White Certex would probably not be. We have developed it specifically to be used as a texture and it has greater coverage than our regular Certex. The greater coverage means higher shrinkage which is undesireable for joint finishing. As far as its use as a texture, we believe it is a substantial improvement over our regular product.

We are willing to ship the White Certex to the Fort Worth market but wanted to advise that it shouldn't be used for joint finishing. Specify White Certex on your orders. The bags will be marked with a W to distinguish it from our standard Certex.

CWL