

W. L. Grant
Nov Scotia
Ardmore, Pennsylvania

December 17, 1962

PLAINTIFF'S
EXHIBIT

GP-278

TO: All District Managers
All Salesmen

General Sales Bulletin No. 134-62

SUBJECT: ONE DAY JOINT SYSTEM

CC: Mr. Malcolm Meyer - President
Mr. K. A. McCaskill - Vice President

RE: New Product

BY: C. E. Abbey - sad

A new Joint System material which may become the biggest seller in the Bestwall line has been approved for National distribution. This product has been field tested on several jobs around the country and more recently, has been shipped out of the Wilmington Plant into the Philadelphia and Washington Sales Districts. Every applicator who has used it has been enthusiastic.

This product will be available for shipment out of all Gypsum Plants on approximately January 15, 1963.

Price sheets covering Joint Treatment products will be altered to show this material available in 25 pound bags at a delivered price of \$2.40-Column "A"; \$2.25 - Column "B"; \$2.12 - Column "C". The basic price on the West Coast will be \$2.55 per bag. These are to guide your discussions. Be sure you read carefully the price sheet applicable to your area when it is distributed insofar as this product is concerned. It will be sold on the same Merchandising Plan as other Joint System products and may be mixed with other Joint System products or sold and shipped with gypsum wallboard.

Attached is a copy of the directions printed on the back of One Day Joint Compound bag. Read them carefully so that you can tell your applicator customers just how to use it.

This product has many advantages over conventional and long used casein base products. One Day Joint Compound is a setting type material and will harden within 2 1/2 to 3 hours after it is applied.

Application specifications call for the joint to be buttered and the tape laid in over a uniform thickness of the material. Just as soon as the compound has hardened to a point where movement will not occur under tools, One Day Joint Compound is applied over the tapes and nail heads and the corner beads are filled in.

Many applicators, particularly on speculative house work, have found this a satisfactory finished job. For finer work, a final tight coat over joints and other treated areas as soon as the Bestwall One Day Joint Compound application has completely hardened, is made with Bestwall Topping Compound.

One Day Joint Compound has practically no shrinkage. It has no casein or other material to putrify and so there are no obnoxious odors in closed buildings and in unventilated areas, such as closets and corners. Since it is a setting material and faster drying, One Day Joint Compound will be excellent in notoriously slow drying areas that have given problems with conventional materials.

The use of Bestwall One Day Joint Compound means better job control and reduces job costs by speeding up the job, reducing number of coats and long time between each coat, thereby, reducing number of trips to a job. Of great importance to the owner and the builder, the applicator reduces the number of days in the job meaning sooner completion of decoration.

Most Joint System materials under slow drying conditions, skin over, but underneath remain soft and pliable making the joint subject to damage and causing problems in painting.

Every product has certain requirements for best results. Use clean potable water with Bestwall One Day Joint Compound; do not mix other materials with it; do not beat air into it; use the material as mixed; do not allow it to stand over two hours. Where a slight stiffening does occur, a small amount of water may be added to obtain a workable consistency again. Mixing pails and tools should be cleaned after every use as hardened material will be very difficult to remove. Allowing fresh batches to be mixed with previously mixed Joint Compound and used material shortens the working life considerably. One Day Joint Compound cannot be worked out as thin as Bestwall Topping Compound and hence, it is not recommended for a final tight coat, if this is necessary to get the desired finished joint.

Where Joint System textures or other similar products are to be used in the decoration scheme, a vinyl primer, sealer, or equivalent must be applied to the entire area before texturing. One Day Joint Compound cannot be thinned out and applied as a texturing material.

Here is another first for Bestwall. A few products have been advertised as "One Day" materials or under some similar claim. All those tested at Bestwall Laboratories have not proven out and in no sense is any product competitive to "Bestwall One Day Joint Compound".

Drywall Contractors have been eagerly awaiting such a product. Be sure to sample every Bestwall customer and prospect as soon as the material is available from your gypsum plant. Let them see for themselves the many advantages of Bestwall One Day Joint Compound.

In the past four years, Bestwall Joint System sales have increased more than five-fold. "Bestwall One Day Joint Compound" will make it possible to sell Joint System for use over competitors' board and then you should go after the additional Gypsum Wallboard business.

1-DAY JOINT COMPOUND

INSTRUCTIONS - Read Carefully

GENERAL

- 1) Bestwall 1 Day Wallboard Joint Compound is to be used for taping and all coats preceding the final coat in the finishing of joints, concealing of nailheads and corner bead in gypsum wallboard construction.
- 2) Bestwall 1 Day Wallboard Joint Compound is formulated to harden in 2½ to 3 hours. The working life is approximately 2 hours.
- 3) When hardened Bestwall 1 Day Wallboard Joint Compound will not shrink.
- 4) Material from a previously mixed batch added to a freshly mixed batch will shorten the working life.
- 5) Where joint system textures are to be used as decoration or part of the decorating scheme, a vinyl primer sealer or equivalent must be applied to entire surface to be decorated prior to texturing.

MIXING

- 1) Mix 25 lbs. of Bestwall 1 Day Wallboard Joint Compound with 13 pints of water.
- 2) Allow mix to soak 5 minutes.
- 3) Remix, adding additional water if necessary to obtain the desired working consistency.

APPLICATION

- 1) Apply Bestwall 1 Day Wallboard Joint Compound to joints and embed tapes, leaving a uniform thickness of material under the tapes.
- 2) Apply first coat over tapes as soon as compound under tapes has hardened to a point where movement of the tapes will not occur while performing this application. At this time, fill corner bead. Nailheads may be spotted at convenient intervals as soon as previous spots are partially or completely hardened.
- 3) Apply final tight coat over previous Bestwall 1 Day Wallboard Joint Compound coats with Bestwall Topping Compound or other Bestwall finishing compounds as soon as the Bestwall 1 Day Wallboard Joint Compound applications have completely hardened.

FOR BEST RESULTS

- 1) Add only clean (potable) water to the contents of this bag. Water temperatures should be 60-80°F.
- 2) Do not mix any other material or ingredients with the dry powder in this package.
- 3) Do not beat air into mix.
- 4) Mix only enough material for 2 hours use. If slight stiffening should occur, a small amount of water may be added to obtain a more workable consistency.
- 5) Mixing pails and tools must be thoroughly clean.
- 6) Mixing tools should be cleaned after each use, otherwise hardened material will be difficult to remove.
- 7) Freshly mixed batches must be kept free of previously mixed material or working life may be shortened considerably.
- 8) Do not use as the final finish coat on joints, nails, or corner bead. Use Bestwall Topping Compound or other Bestwall finishing products for this purpose.
- 9) Where joint system textures are to be used as decoration or part of the decorating scheme, a vinyl primer sealer or equivalent must be applied to entire surface to be decorated prior to texturing.
- 10) Protect work from freezing.

STORE IN DRY PLACE

Directions on back of bag:

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