Ardmore, Pennsylvania

October 15, 1962



TO:
All District Sales Managers
All Salesmen

CC:
Mr. Malcolm Meyer - President
Mr. K. A. McCaskill - General Sales Mgr.

General Sales Bulletin #119-62

SUBJECT: LITE ACOUSTICAL PLASTER

RE: Discontinuance of Product

BY: C. E. Abbey - sad

Due to the continued poor sales of Bestwall Lite Acoustical Plaster, it has been decided to discontinue the sale of this material. It will not be shown in Bestwall Literature after January 1, 1963. Raw materials left will be consolidated at those plants where there are job commitments that need to be met.

Please discontinue soliciting new orders for this material immediately. Where a contractor or architect sees the material advertised, as in Sweets Catalog of 1962 or some other Bestwall literature, orders may be accepted for shipment on or before December 31, 1962. Where a firm order is offered for shipment in 1963, advise General Sales through your District Office so that a determination may be made as to what plant can ship the material if the order is accepted.

Will each District Office prepare a list of jobs calling for delivery later in 1962 and send to Ardmore for the writer's attention by December 1, 1962.

In the event you have a large order in hand or pending, please advise immediately.

PLAINTIFF'S EXHIBIT

GP-2223

Ardmore, Pennsylvania

October 15, 1962

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All District Sales Managers
All Salesmen

General Sales Bulletin #119-62

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Nova Scotia W.H. Grant

Ardmore, Pennsylvania

October 16, 1962

TO: General Sales Bulletin No. 121-62
All District Sales Managers
All Salesmen

SUBJECT: LITE ACOUSTIC PLASTER

CC: RE: Discontinuance of Product
Mr. Malcolm Meyer - President
Mr. K. A. McCaskill - General Sales Manager

BY: V. J. Lipnicki - rja

This is a supplement to Bulletin #119-62 under same subject in order that you and our customers completely understand our reasons for droping Lite Acoustical Plaster from our lines.

Our judgment is based on the following adverse factors that have become acute with "clay base type of acoustical plasters" and are an industry problem.

1. Difficulty in controling bleedy rust spots and fungus growth on jobs.

2. It is almost impossible to refinish or to clean after (5 to 6 years) without losing acoustical value, bleeding of impurities or damaging soft surface.

3. Increasing acceptance of other types of acoustical plasters.

Although we consider the quality of Bestwall Lite Acoustic Plaster better or equal to similar competitive materials (Audicote Sprayolite) we do not feel that this type of product measures up to the needs of the building industry and to the standard of our other products. We are, however, continuing to explore the possibility of having a different type of acoustical plaster product as part of Bestwalls full line of Lath and Plaster Products.

Ardmore, Pennsylvania

January 22, 1963

TO:
All District Sales Managers
All Salesmen

General Sales Bulletin No. 5-63

SUBJECT: LITE ACOUSTIC PLASTER

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

RE: Discontinuance of Product

BY: C. E. Abbey - mm

As anticipated by General Sales Bulletin No. 119-62, dated October 15, 1962, the Bestwall Gypsum Company discontinued Lite Acoustic Plaster as of January 1, 1963. Provisions were made to provide for a few jobs that were brought to our attention.

The remaining stock of raw materials available at the various gypsum plants are being assembled at Acme, Texas, in accordance with the instructions of the Manufacturing Department. For the information of various salesmen who get plaster material out of the Acme Plant, orders for Lite Acoustic Plaster, both White and Ultra White, for shipments directly from the Acme Plant will be accepted. The characteristics of the material, the selling price--f.o.b. the plant, the literature currently available will be applicable.

Please note that Lite Acoustic is not mentioned in the 1963 Sweets' Catalog for Bestwall. New literature will not be made for the material.

Dallas, Houston, Kansas City and New Orleans Sales Districts please note the continued availability of this product out of Acme will depend entirely on the movement. Be sure the salesmen involved with the three accounts (Baton Rouge, Little Rock and Memphis) keep the plant aware of any large job prospects.

January 30, 1963
Paoli Laboratory
CANCELLED FORMULAS - BLUE RAPIDS

J. R. Watt/md



Messrs. C. R. Googe - Blue Rapids
J. I. Trolley - Ardmore
E. R. Skonal - Ardmore
O. F. Grieve - Paoli
Paoli Laboratory

The following Blue Rapids, Kansas plant formulas have been cancelled and are to be removed from your Formula Book:

BR-406 - Acoustical Plaster	Cancelled
BR-407 - " "	"

Please fill in and return the attached tear sheet.

BESTWALL GYPSUM COMPANY

SCHEDULE 3, PAGE 18
EFFECTIVE: 2/1/83
CANCELS PAGE 18
DATED: 2/26/80

00435

BESTWALL LITE-ACOUSTIC PLASTER

THE FOLLOWING DELIVERED PRICES APPLY ON SHIPMENTS OF BESTWALL LITE-ACOUSTIC PLASTER ONLY INTO THE DALLAS, HOUSTON AND NEW ORLEANS SALES DISTRICTS.

• PRODUCT	PACKAGING	COLOR	DELIVERED PRICES PER BAG	
			20 TON MINIMUM CARLOAD (NOTE A)	LESS THAN 20 TONS (NOTE B)
BESTWALL LITE-ACOUSTIC PLASTER	40# PAPER BAGS	WHITE	$2.40	$2.85
		(C) ULTRA-WHITE	$3.00	$3.45

-/ •THIS PRODUCT AVAILABLE FOR SHIPMENT FROM ACME, TEXAS ONLY.

NOTE A - ORDERS MUST CALL FOR A MINIMUM OF 20 TONS BESTWALL LITE-ACOUSTIC PLASTER. OTHER GYPSUM PRODUCTS MAY BE ADDED IN THE CAR; HOWEVER, FOR PRICING PURPOSES, THE CARLOAD PRICE ON LITE-ACOUSTIC PLASTER WILL APPLY ONLY ON MINIMUM QUANTITIES OF 20 TONS OF THIS PRODUCT.

NOTE B - THESE PRICES APPLY ON ALL SHIPMENTS OF LESS THAN 20 TONS OF BESTWALL LITE-ACOUSTIC PLASTERS.

NOTE C - ORDER ULTRA-WHITE FOR FINISH COAT WHERE LRC BY MACHINE APPLICATION IS 70.

COVERAGE - APPROXIMATELY 8 SQ. YDS. APPLIED 1/2" THICK.

ORDERS - SALESMEN SHOULD MAKE CERTAIN THAT COLOR (WHITE OR ULTRA-WHITE) IS SHOWN ON ORDER BOOKS.

-/ DENOTES CHANGE - DISCONTINUING ALL BESTWALL MILLS EXCEPT ACME AS PRODUCING MILLS.

BESTWALL GYPSUM COMPANY

00436

SCHEDULE 3, PAGE 18
EFFECTIVE: 2/1/63
CANCELS PAGE 18
DATED: 2/26/60

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SGP 0019068

BR 406
BR 407

BES[illegible]ALL GYPSUM COMPANY

For: ALL GYPSUM QUALITY ← THIS COPY FOR March 19, 1963 Paoli Laboratory

Subject: LITE ACOUSTIC PLASTER
J. R. Watt/md

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cc: All Gypsum Plant Managers
Mr. C. F. Abbey - Ardmore

Lite Acoustic plaster is presently available only at Acme, Texas. The only exception to this is any commitment made for a particular job prior to the time the formula were cancelled. No orders, excluding the above exception, are to be accepted by any plant other thanAcme. If this presents a problem for any salesmen, they should be advised to take the matter up with General Sales through their district sales office.

