

REFERENCE MEMO
PAOLI, PENNSYLVANIA

PLAINTIFF'S EXHIBIT

GP-1158

For R/M Sales APR 27 1957 4/8/57 From R/M Sales Dept.

Attention of White BESTWALL CO. Subject Bestwall Coater (White)
COMPANY

Answering yours

Re: Sales

The new white texture was recently field tested on ~~two~~ two real downall applications both using machine application. Mixing takes place in 55 gal. drums. Coarse grade is used for the ceiling application and fine grade for sidewall application. There seems to be no specific formula which is used in the mix but it is nearly mixed until the consistency meets with the approval of the man himself.

SGP 0001923

First test by Ray & Norman Drywall Co. on ceiling work on a house located at E 25th St. & Madison Ave. D/M/R.

Ceilings in this house (200 sq. ft.) were applied in about less than 15 minutes. All the rooms were run with 35* pressure except the living room which was run with 70* pressure. Coverage was very good although hiding qualities were better on the living room ceiling. Applicator agreed that between 50*-60* of pressure would be most ideal area to spray with. Best Coater was much whiter than material he had been using (Synk Triple Duty) Also there was considerably less fogging in the house with our material. As a result of this test, we are working presently on T/b order of this product combined with our Jt. System materials. Have this account would enhance sales by some 4-6 T/b's per year on these materials. Thistick

OFFICE MEMO

For

Date

From

Attention of

Subject

Answering yours

Work done was on Bestwall Drywall Jd on the afternoon of March 31, 1959.

Screen test by RAY Brown Drywall Co. on side wall work on new house located in project at Fairlane Dr. & Throck Ave. T/M Tm.

Ceilings in this house were done with USG Drywall Surface with some grade added. Fine grade was used in our mixer for the side walls. Some difficulty was experienced at the start in getting our material to flow properly through the gun nozzle. However this is believed, was due to not mixing the material sufficiently or with enough water and air put in at the beginning. Applicator stated our material worked well and after it had more time to mix, Bestwall better showed no good tackiness on the wall and showed no tendency to sag when gunned on quite heavily. However during mixing application and after drying Bestwall better was 2-3 shades darker than the USG Dry Wall Surface which was used on the ceilings. Applicator stated Titanium Dioxide is added to the USG product to give it whiteness. The only advantage we have with this material over the USG Drywall Surface the applicator is presently using is a lesser cost. It has not been determined yet whether this will swing this business our way. The maker has a warranty to about 8-10 T/M (Texture Allow) per year.

R. Schilling