

GEORGIA-PACIFIC CORPORATION
BESTWALL GYPSUM DIVISION

November 17, 1966

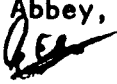
TO: ALL REGIONAL SALES MANAGERS
ALL AREA SALES MANAGERS
ALL SALESMEN

General Sales Bulletin #70-66

SUBJECT: GYPSUM SHEATHING

CC: R. I. Fredericks, Paoli
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RE: Sales Advantage

BY: C. E. Abbey, Paoli


Gypsum sheathing is one of the lowest cost sheathing materials on the market; is incombustible; is easily installed; and there is little waste in using the material. By itself it does not have as good insulation value as the various other materials sold for sheathing. However, in today's building where sheathing products are generally used, due to the emphasis on heat loss through walls, modern air conditioning and other factors, almost all have additional insulation in the side walls. Once additional insulation is used the differences in the heat loss through the walls due to difference in the insulation value of the sheathing becomes very small.

Forwarded herewith are five copies of an old folder on Fireproof Gypsum Sheathing, BW 61100. Open it to the inside and study carefully the graph on the left hand side and then use the comparative exterior wall cost figures on the right sheet to build a sales story for gypsum sheathing in your market. Notice an estimated cost is shown for the various competitive combinations and additional blank lines are provided at the bottom for you to substitute the particular application which is competitive in your market. There are blank spaces for you to provide your own cost for every combination shown. Build up a cost comparison in your own area and show your building contractors and dealers the advantages in using gypsum sheathing.

Remember that with gypsum sheathing on the exterior and any exterior siding and with 5/8" Firestop on the inside or gypsum lath and 1/2" plaster or 1/2" Firestop Dens-Cote Base and Dens-Cote Finish you have a one hour fire resistive exterior wall from both sides.

Using 4" brick veneer over gypsum sheathing on the outside and two layers of 5/8" Firestop on the inside gives you a two hour fire resistive exterior wall assembly from either side.

Use this cost and performance comparison to sell more Bestwall Gypsum Sheathing.

Att. (5)

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