PLAINTIFF'S EXHIBIT

GP-1156

K+U 160

Cleveland Sales March 26, 1959 Paoli Laboratory

Mr. S. Gall

WHITE CERTEX

C. W. Lehnert - jc

cc: Messrs: A. [illegible]er - Ardmore
G. [illegible]bey - Ardmore
E. [illegible]ean - Acme
J. [illegible]ad - Cleveland Sales

A short time ago we [illegible]ted National Gypsum Company's Craftex and, at that time, stated that we had [illegible]h for their product. We have since done quite a bit of development work on [illegible]uct which would be competitive to Craftex and also be equivalent in color [illegible]er "white " competitive textures.

We now have a product [illegible]h we feel will be competitive with Craftex, if not superior. We have [illegible]d the two with the following results:

1. [illegible]ite Certex is substantially lighter in color [illegible]n Craftex.

2. [illegible]ite Certex is as long, if not longer working, an [illegible]portant property in applying the swirl type [illegible]xture used in this market.

3. At the same water, Craftex gives a slightly deeper texture but White Certex mixed with somewhat less water will give the same depth of texture as Craftex. Our product is more versatile in that either heavy or fine textures may be obtained by merely regulating the consistency of application.

4. White Certex is easier or freer working and seems to permit a more uniform texture to be obtained.

5. Craftex, being a high alkalinity product, enters solution faster than White Certex. The White Certex should be allowed to soak for 20 to 30 minutes prior to use for best results. We recommend mixing 25 lbs. of White Certex with 19 to 20 pints of water, permitting the mix to soak for 30 minutes and then adjusting the consistency by adding more water and remixing prior to use.

We would like to have Mr. Read arrange to have Parsons Drywall in Youngstown, Ohio, try the White Certex and are willing to furnish 10 bags for that purpose. Mr. Read can probably arrange to have the 10 bags included on his next order from Acme.

We shall appreciate hearing Mr. Parsons comments on the White Certex. We are making trials in other areas as well, and, providing favorable receptance is obtained, will furnish it to the northern market in lieu of our regular Certex.

CWL

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