

Jackson Sales

August 26, 1957

General Sales

Mr. G. W. Brown

ACOUSTICAL PLASTER FOR MACHINE
APPLICATION
C. E. Abbey - jam

CC: Mr. M. C. Hoven - Ardmore
Mr. C. G. Shuttleworth - Paoli Lab.
Mr. R. Sikes - Ardmore

THIS COPY FOR

PLAINTIFF'S EXHIBIT

GP-393

You have Mr. Watt's excellent report of August 21 covering the time he spent in Jackson recently observing the trial use of our new acoustical plaster. I have two comments insofar as you are concerned.

Item number 2 in Mr. Watt's memorandum would infer that we might enjoy more of Mr. Chapman's business if our Credit Department would extend credit or be more lenient insofar as the dealer from whom Mr. Chapman buys is concerned. Would you please give me the dealer's name and whose gypsum that dealer handles, and if you know it, approximately how much gypsum a year the account handles.

Section 4 of Mr. Watt's report refers to the interest of the Stylite Company in high strength gypsums. I wish you would follow this carefully and see if we can give the account a Densite product that will meet their requirements. Bear in mind, however, that we will not sell them or anybody else Densite at plaster prices. I trust that you will tactfully point out to them that the price of the material will be \$40.00 per ton or \$41.00 or whatever it is depending on the item he finally decides on F.O.B. Elm Rapids and equalized with Southard only. We know that U.S.G. has been selling some mixtures of Hydrocal and molding or Hydrocal and plaster out of Sweetwater at about regular gypsum and regular finish coat prices. I am sorry, but we cannot meet this competition. However, if the account does develop an interest in the use of Densite for plastering, this could be the opening wedge to get a dealer to stock small amounts of some of the other industrial items down in your area and might be the entering wedge to sell more industrial gypsum products in that area.

RECEIVED
PAOLI, PENNSYLVANIA

AUG 28 1957
CERTAIN-TEED PRODUCTS
CORPORATION

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