PLAINTIFF'S EXHIBIT
USG-1248

Ad No. 40-57-205 A R7-214
California Plasterer—January, 1958
1 page bleed, 2 colors
Plasterer & Cement Mason—January, 1958
Plastering Industries—February, 1958
1 page, 2 colors

RED TOP*

# AUDICOTE

## a new acoustical plaster



*beautiful texture... quickly applied...*

**LOW-COST APPLICATION**... by either spray or trowel; add only water to make a smooth-working plaster. AUDICOTE has exceptional adhesive qualities, bonding to gypsum basecoat plaster, Portland cement-lime plaster, and monolithic concrete. It is ideal for use in schools, churches, hospitals—wherever beauty and sound-control are desirable.

**SOUND-ABSORBENT TEXTURE** . . . gives AUDICOTE a .60 noise reduction coefficient, maximum. It dries to form a porous, sound-deadening surface; may be hand-finished or left with an attractive machine-applied texture. Basically mineral in composition, AUDICOTE will not support combustion. Available in Satin White (light reflectance .65); and new Special White (light reflectance .70) for maximum brightness. Either may be spray-painted without appreciable effect on sound absorbent qualities.

*Ask your U.S.G. Dealer for full details, or write Dept. PI-69, 300 W. Adams Street, Chicago 6, Illinois. *T.M. Reg. U.S. Pat. Off.*

UNITED STATES GYPSUM

**The greatest name in building**

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