Plastering Materials Merchandiser

PLAINTIFF'S EXHIBIT
USG-1410

December 14, 1960

NEW AUDICOTE

'Fresh from Research, and extensively laboratory and field tested -- the new RED TOP AUDICOTE Acoustical Plaster includes characteristics never before combined into an AUDICOTE type acoustical plaster.

- IMPROVED WORKING QUALITIES -- more body, better initial bond to the basecoat and far less drop-outs during application.
- MORE UNIFORM ACOUSTICAL PROPERTIES -- NRC is consistently .55, even under a variety of unusual job conditions.
- FISSURING MINIMIZED -- will withstand greater variety of adverse job conditions.
- LESS WATER -- requires 50 quarts of water per bag. Spray finish mixes require only about 70 quarts.
- GREATER RUST RESISTANCE -- new rust-inhibiting additives and reduced water content make the New AUDICOTE far less susceptible to rusting.
- VAPOR PROOF BAGS -- insuring consistent quality and extended life.

Warehousing mills will stock the New AUDICOTE as soon as their old stocks are depleted. For a few months the new product will be coded X-13 to identify it. New directions are on the bag.

Caution: New stocks must not be mixed with old stocks.

Satin White and Special White are now packaged in 40# bags. The price and coverage remain the same.

Familiarize yourselves and your trade factors with these changes. The new RED TOP AUDICOTE is a superior product. You have lots to talk about -- many advantages to offer. Let's see what you can do with it!

D. P. Newman
Technical Manager
Plastering Materials

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This letter sent to all Regional, Division & District Dealer Sales Managers in U.S.A.; all General Line, Job and Plaster Salesman; with copies to Messrs. G. J. Morgan, H. F. Sadler, R. D. Stephan, H. C. Bear, A. J. Watt, E. R. Stainback, W. R. Weidman, T. J. Boucher, R. E. Underwood, H. G. Williams, G. V. Lane, J. T. Ault, M. P. Reed, A. V. Abnee, R. C. Young, R. W. Kyle, W. J. L. Steele, and all Plastering Materials, Quality and Architect Service personnel.

GP003 0106