

Plastering Materials Merchandiser

PLAINTIFF'S EXHIBIT

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Release of RED TOP AUDICOTE ACOUSTICAL PLASTER

During the past few years spray type acoustical plasters have grown steadily in popularity throughout the country. These plasters have been specified and used in rapidly increasing volume due to their lower cost, and greater speed and ease of application, as compared to hand applied materials.

Several months ago we released a new spray type acoustical plaster for sale in a limited area of four divisions. To date, approximately 125,000 square yards have been applied on over 100 jobs, and performance and acceptance have been excellent. Accordingly, as of this date, RED TOP AUDICOTE ACOUSTICAL PLASTER is released for sale throughout the United States.

We have in AUDICOTE an extremely versatile product which can be either hand or machine applied with equal success. It is competitively priced, and possesses superior working qualities, high sound absorption, and excellent light reflection. Its many advantages provide you with a splendid opportunity to capture the lion's share of the acoustical plaster business in your area.

Carry the word to your architects, builders, plastering contractors, and dealers, - thoroughly service their AUDICOTE jobs to assure good results. Satisfied users mean repeat specifications, the key to ever-increasing plaster sales!

R. C. Spahr
Sales Manager
Plaster & Lime

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