Plastering Materials Merchandiser

PLAINTIFF'S EXHIBIT
USG-1239

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SATIN WHITE AUDICOTE

Red Top AUDICOTE Acoustical Plaster, since its release last year, has received outstanding sales acceptance. To make this excellent product even more saleable here are two important improvements:

1. LIGHT REFLECTION

   Satin White AUDICOTE light reflection has been increased from .58 to .65.

2. COVERAGE

   Increased between 14% and 17% -- now 7 to 8 square yards per bag, 1/2" thick, depending on method of application.

Because some contractors have elected to apply AUDICOTE over unsound bases that can sag or rust, we are revising our specifications to the following:

> "AUDICOTE Acoustical Plaster may be applied over properly prepared gypsum plaster basecoat, portland cement - lime plaster basecoat, or directly to monolithic concrete."

Sales bulletins have been corrected to include the light reflection and coverage improvements as well as the bases over which AUDICOTE may be applied. AUDICOTE literature is being revised and reprinted.

Use these improvements to sell more AUDICOTE -- your trade will be receptive.

H. F. Davisson
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Plaster and Lime

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