

PLAINTIFF'S EXHIBIT

USG-1383

Ad No. 40-56-07 R6-398
Plastering Industries—September, 1956
Plasterer & Cement Mason—September, 1956
1 page, 2/color—7 x 10
California Plasterer—September, 1956
1 page bleed—2/color
Audicote

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, monolithic concrete or other firm, clean surfaces. 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. Satin White AUDICOTE has .65 light reflectance value, and 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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