

Ex 7

PLAINTIFF'S EXHIBIT

USG-1301

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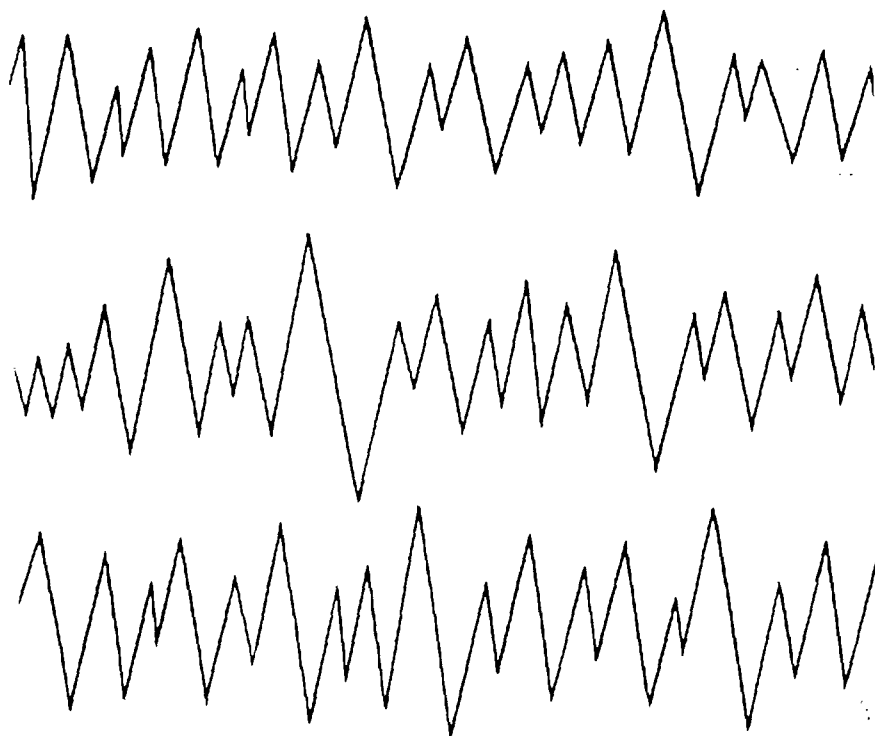


way to control sound

RED TOP*

audicote

A C O U S T I C A L P L A S T E R



*T. M. Reg. U. S. Pat. Off.



BR007 0523

audicote

Spray or hand applied

ACOUSTICAL PLASTER

RED TOP AUDICOTE Acoustical Plaster is a plastic, high-coverage material with excellent sound-absorbing properties. Only the addition of water is required to produce a smooth-working plaster for either machine or trowel application. It has exceptional bonding characteristics, and is designed for use over gypsum basecoat plaster or other ceiling surfaces which

are firm, clean, and free from oily film or water-soluble materials.

AUDICOTE does not set into a dense, hard mass, but simply dries to form a porous, sound-deadening surface. It is prepared and bagged under strict laboratory control for uniformity and quality. Basically mineral in composition, it will not support combustion.

WHERE TO USE IT...

AUDICOTE is recommended for use on ceilings or other areas not subject to wear or abrasion. It is ideal for use in classrooms, churches, offices, auditoriums, theaters, libraries, hospitals—in short, wherever beautifully textured, sound-absorbent fire proof surfaces are desired. AUDICOTE lends itself perfectly to the best in

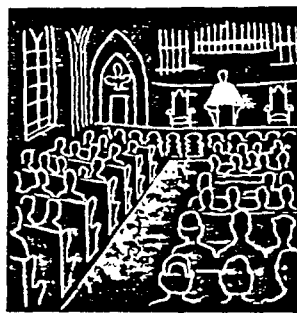
design and construction, including curving contours and smoothly sweeping surfaces. It may be given an attractive machine-applied texture, or stippled, stipple-perforated, darbied, or floated. It may be spray painted, according to U.S.G. specifications, without appreciably affecting its sound absorbent qualities.

WHY SHOULD USE IT...

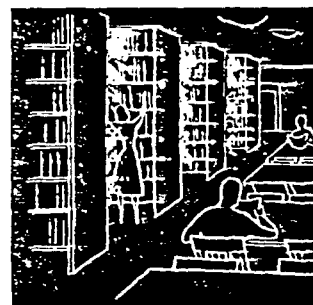
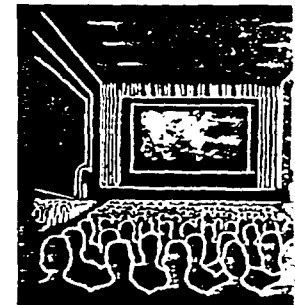
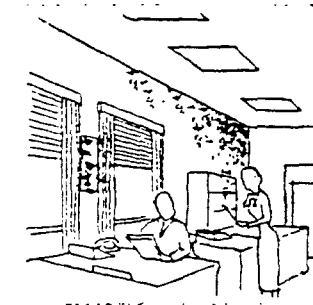
RED TOP AUDICOTE Acoustical Plaster helps you get into a *new* phase in the field of sound control... *new* because it offers the economy, beauty and uniformity of machine-applied plaster... *new* because it can also be easily applied by hand in a variety of appealing finishes... *new* because it will bond to any usual ceiling surface that is firm, clean and free from oily film or

water soluble materials. AUDICOTE is a versatile acoustical plaster—highly suitable for the remodeling market, refinishes old surfaces effectively and economically. Any good plaster craftsman can apply AUDICOTE. It *satisfies* customers—and satisfied customers mean repeat business. Try RED TOP AUDICOTE Acoustical Plaster on your next job!

...with the cells that
absorb sound!



LOW COST
ABSORBS SOUND
INCOMBUSTIBLE
BEAUTIFUL
ENDURING
VERSATILE
REDECORATIVE



Here's Proof audicote

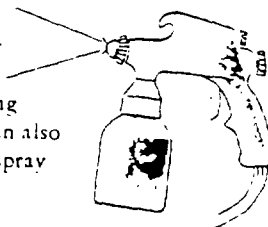
Takes the Nuisance out of Noise!

Audicote spray applied to 1/2" total thickness over a gypsum plaster basecoat on metal lath:

FREQUENCY	SOUND ABSORPTION						
	125	250	500	1000	2000	4000	NRC
Machine Textured Finish	.59	.28	.51	.73	.77	.77	.55
Darbled Finish	.64	.29	.55	.83	.80	.80	.60

audicote Paints Beautifully
again and again

Tests reveal no loss in Audicote Plaster's Noise Reduction Coefficient after two spray coats of Texolite* (Standard or Imperial), applied according to U.S.G. specifications for painting acoustical plasters. Audicote can also be redecorated easily by direct spray application of a thin coat of Audicote.



audicote Lightens and Brightens!

Audicote Plaster's pleasing Satin White gives light reflection of .58 ...makes any room restful to the eye as well as to the ear.

