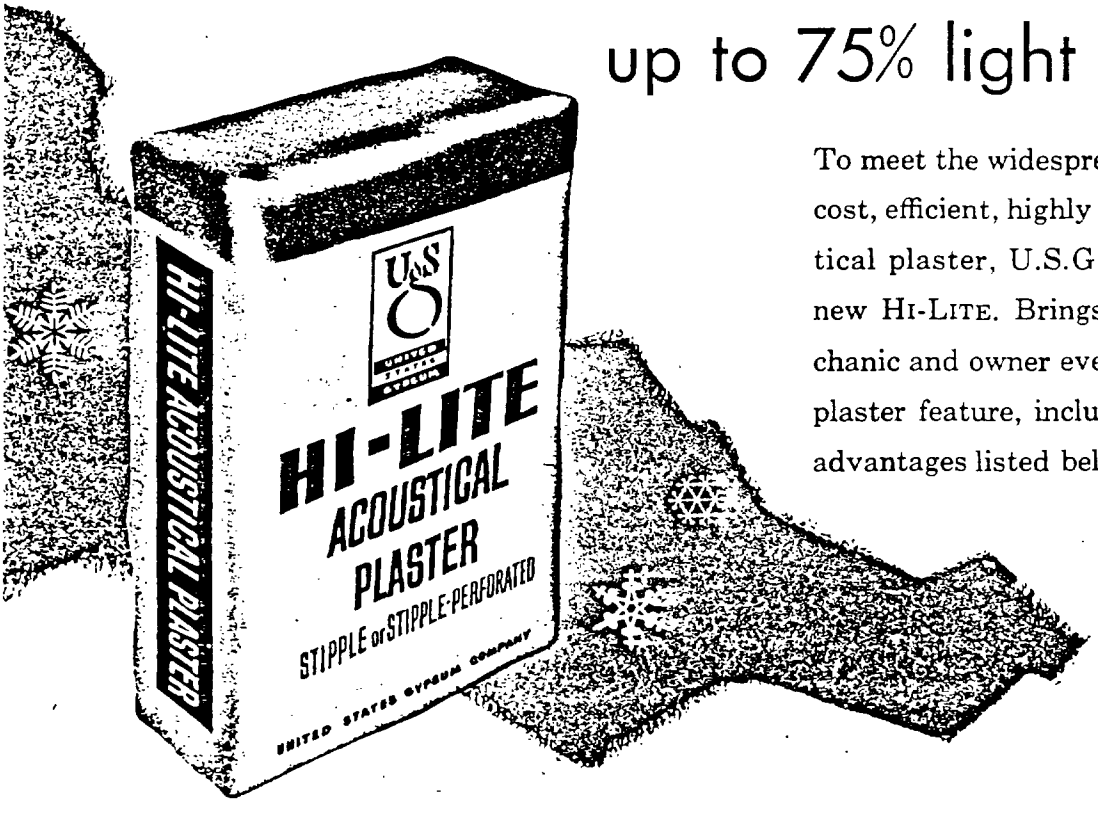
new HI-LITE

acoustical plaster

PLAINTIFF'S EXHIBIT

USG-1296

so white it's almost snow white
up to 75% light reflective

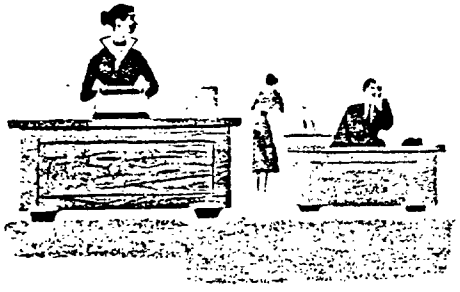


To meet the widespread demand for a low-cost, efficient, highly light-reflective acoustical plaster, U.S.G. research developed new HI-LITE. Brings the contractor, mechanic and owner every wanted acoustical plaster feature, including the outstanding advantages listed below:

1. A beautiful white finish with up to 75% light reflection.
2. Highly efficient sound control.
3. Easy, economical application.

That's new HI-LITE acoustical plaster. Outstanding! Makes it easy to compete in today's important remodeling and new construction markets.

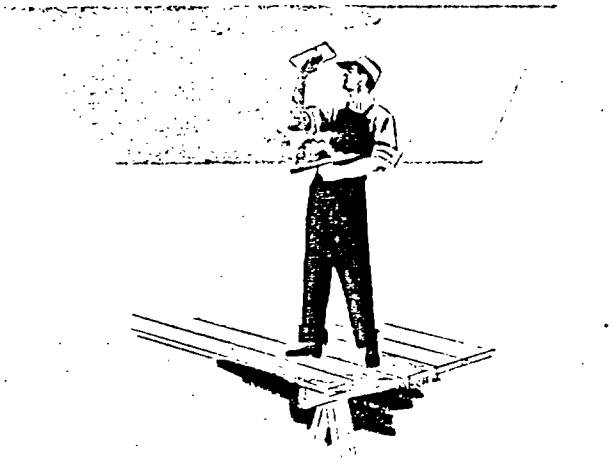
BB007 0332



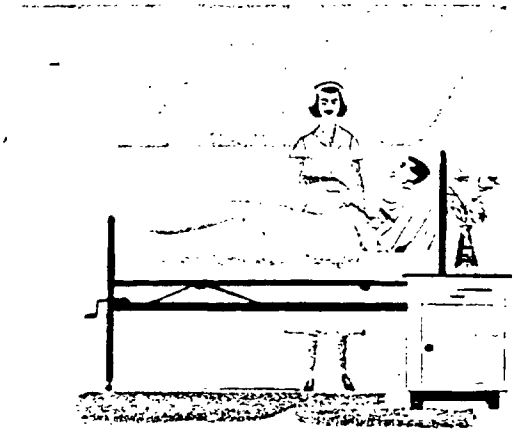
Hi-Lite Finish—almost snow white, with up to 75% light reflection.



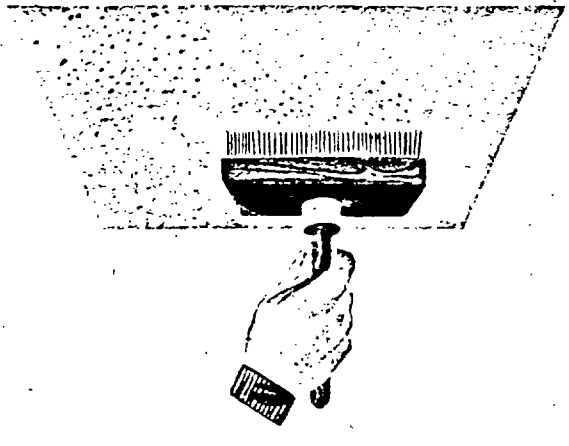
Efficient—applied to ½-inch thickness, stipple-perforated finish has .60 N.R.C.



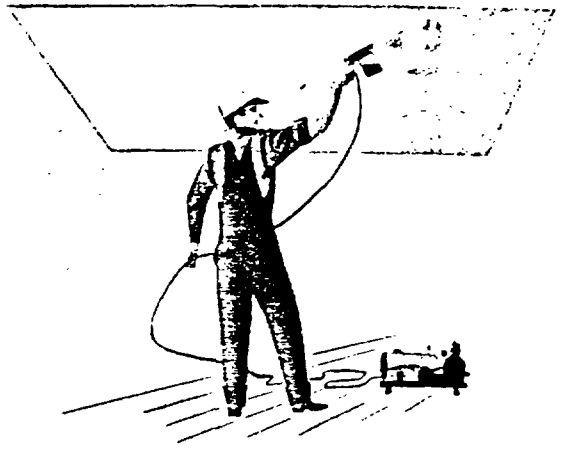
Easy to Mix and Apply—mechanically mixed, it works smoothly and easily under the tools.



Fire-Resistant—HI-LITE will not burn or support combustion . . . an important safety advantage.



Attractive, Adaptable—stipple or stipple-perforated finish. For new plastered surfaces or on existing ceilings over an asphalt emulsion bonding coat.



Low Maintenance Costs—can be decorated repeatedly with any good resin-emulsion or casein paint without appreciable loss in sound absorption.

BB007 0333