Plastering Materials Merchandiser

PLAINTIFF'S EXHIBIT

USG-1242

July 12, 1962

IMPROVED AUDICOTE

On June 1, you were advised of the release of improved AUDICOTE (temporarily designated "Type A"). Please note the following:

1. Non-setting acoustical plasters develop fissures which are inherent in the product and are absolutely necessary if it is to function satisfactorily.

2. Fissures may be minute, hardly noticeable to the naked eye....or, under certain job conditions, may become increasingly large, to the point of being objectionable.

3. In many markets, AUDICOTE has met with user satisfaction; in others, fissuring has been regarded as a problem, varying from mild to severe. It has been our long term goal to develop in AUDICOTE an adequate resistance to objectionable fissuring. You now have this in improved AUDICOTE.

4. We have shipped the new formulation, Type A, for over two months, and its performance has been excellent. This has been true even on jobs where conditions would normally have been expected to promote heavy fissuring.

5. AUDICOTE is now shipped in 38 lb. bags. The volume is the same, and coverage is still well within the 7-1/2 to 8 sq. yds. per bag we expect.

The potential for AUDICOTE is good....you have a product deemed competitive....by the trade....on many job trials. Capitalize on improved AUDICOTE to secure "your share and then some" of this large, lucrative market.

D. L. Gilchrist

D. L. Gilchrist
Technical Manager
Plastering Materials

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Plastering Materials Merchandiser

July 31, 1962

MORE ABOUT AUDICOTE

"May Audicote be applied to bases such as Baxbord, Sheetrock, or previously painted surfaces?" Our formal recommendation, and the only one for which we are responsible, is contained in the AIA folder... "may be applied to properly prepared gypsum or Portland cement lime basecoats, or over monolithic concrete." While we realize that Audicote has been and will continue to be used on other than recommended bases, with varying degrees of success, those adaptations are at the user's own risk.

"May Audicote be used as a simulated acoustic?" The nature of the material, and the thin consistency required for spray application, renders it unsatisfactory for this purpose in either hiding power or finished appearance. We know of no case where it has been used successfully in this manner.

"Is two coat application always recommended?" No. We have come to recognize, as have most manufacturers of acoustical plasters, that on low suction bases, three coat application may be necessary. The first coat provides suction for succeeding coats, and reduces tendency for blistering and drop-outs on low suction bases such as monolithic concrete. Our bag directions are being revised to show this (a recommendation also made by other manufacturers) when existing bag stocks are depleted.

It is part of our responsibility as effective, product-wise salesmen to be acquainted with performance characteristics of Audicote... to discuss the sensible limitations of the product (as well as its advantages) so that we are not placed in a position of liability beyond the intended, specified use of the product.

D. L. Gilchrist

D. L. Gilchrist
Technical Manager
Plastering Materials

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A TECHNICAL FILE

RELEAS

File No. 2

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Send to all U.S.A. salesmen, Sales Correspondents, Office Managers and District Managers (except paint and insulation districts), Division and Regional Managers, with copies to Messrs. G.J. Morgan, A.J. Watt, H.C. Bear, C.O. Futterer, ~~E.W. Duffy~~, R.B. Fisher, T.J. Boucher, E.R. Stainback, R.R. Dooley (25 copies), ~~F.M. Thorman~~ (25 copies), E.E. Ellwood (50 copies), R.C. Gimlin, R.E. Underwood, H.G. Williams, G.A. Long, R.W. Kyle, W.J.L. Steele, A.V. Abnee, R.C. Young, ~~G.M. Lambe~~ (5 copies), ~~R.L. Seibe~~, P.S. Quigg, J.A. Robertson, V.H. Noble, G.V. Lane, ~~M.V. Cook~~; M.C. Musgrave (5 copies) Oakmont; B.M. Hostrup, New Brighton (5 copies); ~~M.E. Davidson~~, Fort Dodge (5 copies); and Plastering Materials Dept. personnel.

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