UNITED STATES U.S. GYPSUM COMPANY

SALES VITAMINS

PLAINTIFF'S EXHIBIT

USG-1651



Vitamin A – Advertising, Vitamin B – Better Products

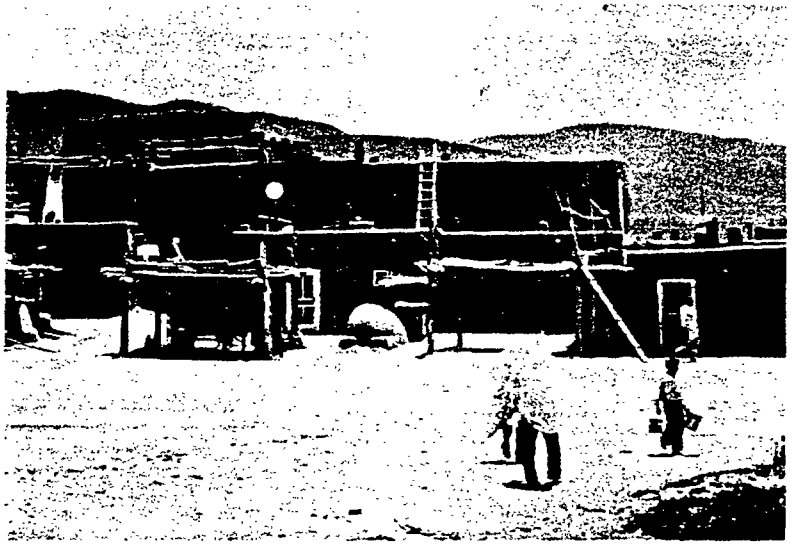
Vitamin C – Compelling Sales Help, Vitamin D – Dealer Support

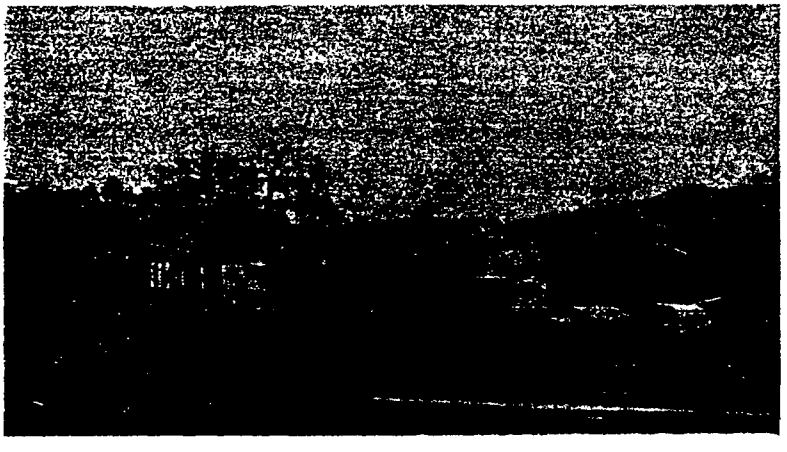
BB026 1501

EVOLUTION OF GYPLAP

TERR #2 - NEW MEXICO

THE PUEBLO INDIANS AND SPANIARDS MADE THEIR HOUSES WITH MUD AND STRAW.





THE WHITE SETTLERS FROM THE EAST INTRODUCED FRAME CONSTRUCTION, USING NATIVE SAWED LUMBER FROM THE HILLS.

A U.S.G. SALESMAN SIZED UP THE SITUATION AND INTRODUCED GYPLAP. HERE IS THE FIRST GYPLAP JOB NEWT RUMBLE SOLD. A VAST IMPROVEMENT OVER THE OLD WAY.

UPPER PART IS WOOD SIDING - LOWEST PART BRICK.



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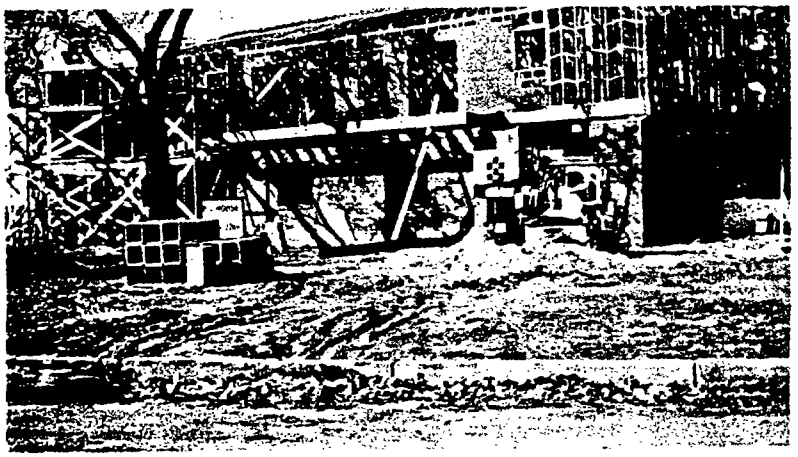

NEWT'S SECOND GYPLAP JOB IS THIS $30,000 BRICK VENEER HOUSE IN ALBUQUERQUE.

THEN THEY BEGAN USING GYPLAP BY THE BLOCK. HERE IS A ROW OF HOUSES BY EARL MOUNT, BUILDER. THIS ILLUSTRATES WOOD SIDING.





SIMMS APARTMENTS TOOK A CAR OF GYPLAP AND ROCK-LATH. THIS ONE HAS METAL LATH APPLIED READY FOR STUCCO.

NEWT'S 6 MONTHS GYPLAP SALES TOTAL 265,000 SQ. FT. AND ON JOB WORK LIKE THIS ONE DOESN'T WALK OFF AND LEAVE THE WOOL, PAINT, SHEETROCK, ROCKLATH, PLASTER, ETC. FOR THE "WOLVES".

DON'T KEEP GYPLAP A SECRET! IT WILL SELL IF "EXPOSED"

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