

HISTORICAL FILE

Trade-Mark Protection

FEB 18 1964

Received

DO NOT DESTROY

PLAINTIFF'S EXHIBIT

USG-591

DOWN

**DROPPING
DOUBLE
PROFITS
RIGHT IN
YOUR LAP!**

AN EXCITING NEW PRODUCT BY

UNITED STATES GYPSUM

THE GREATEST NAME IN BUILDING

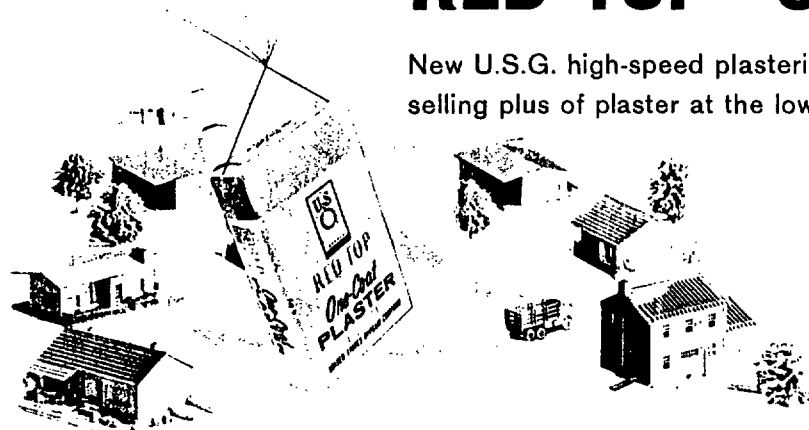
DOWN

MAKE MORE MONEY

with the lowest-cost all-plaster-wall home by far!

RED TOP* ONE-COAT PLASTER

New U.S.G. high-speed plastering system gives you the selling plus of plaster at the low cost you've wanted!



BB026 0478

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

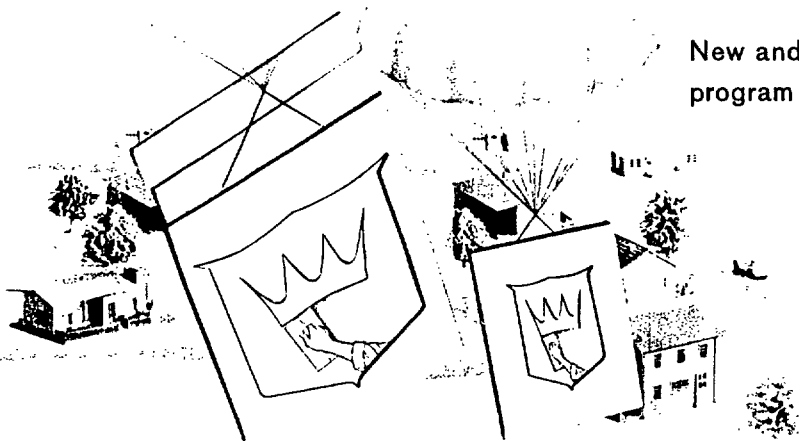
DOWN

MAKE MORE MONEY

with a big promotion that makes more sales for you!

THE WHITE CREST HOME

New and dynamic nation-wide advertising/merchandising
program for the popular-priced, all-plaster-wall home!



UNITED STATES GYPSUM

THE GREATEST NAME IN BUILDING