PLAINTIFF'S EXHIBIT
USG-648

Ad No. 548A—Plasterer and Cement Mason—September
R-0774-21
Proof 2—ev317—HL

"OUR BUSH HAMMERING DAYS are over and done with!"







"So, you're finishing smooth concrete ceilings with COVER-COAT* now!" I said.

"Right you are, Red," Carter Jackson, the plastering contractor, replied. "For COVER-COAT does everything you said it would on these poured monolithic ceiling jobs. Eliminates the expense of bush-hammering. Eliminates bond plaster coat. Why, COVER-COAT's the only plaster coat needed—and it turns out a *beautiful* job. Highly paintable, too. Painters have been getting perfect results following our work, with either oil or resin paints." I answered. "This job sure looks good."



Carter Jackson continued: "Remember—you said we could apply COVER-COAT either in one or two coats. Well, we're using the preferred two coats and you'll notice the final coat's a sand float finish. Customers really go for it—*and the savings!*"

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

I asked, "Has COVER-COAT made any real difference in your profit picture?" "Difference!" Jackson exclaimed. "A *whale* of a difference! COVER-COAT makes every poured monolithic ceiling job in town an A-1 prospect for us. And believe me—we sell more than our share of them!"

You'll like the ease and speed of finishing smooth concrete ceilings with COVER-COAT. COVER-COAT *Bonder (included with the shipment) is the easy-to-use bonding agent—an integral part of the system. Remember, no bush-hammering, no buffing and spackling: no bond plaster and white coat finish needed! Write me for the complete story, now.*

Red Topper
YOUR U.S.G. SALESMAN



United States Gypsum
For Building • For Industry
Gypsum • Lime • Steel • Insulation • Roofing • Paint

Prepared by
Fulton, Morrissey, Co., *Advertising*

	VENDOR
LAYOUT	
ART	
TYPE	
ENGRAVING	

GP043 0010