. . Mr. J. K. Wise
Manager
Patent Department
Dept. 157

SCOOP

DEPT. 126 CREATIVE SERVICES a/p

DEPT. 132 BUSINESS SERVICES

PLAINTIFF'S EXHIBIT

USG-1335

8-11

To U.S.G. Salesmen:

If all the school buildings erected in 1964 were rolled into one, they would comprise a monstrous structure covering more than nine square miles. This super school would provide a broad education for 8 million students at a cost to taxpayers of 3.8 billion dollars for buildings only.

The thousands of administrators and school board officials needed to run the school would be eager to learn how to work efficiently with architects, and how to cut costs yet provide structural functions such as sound control while maintaining the highest quality the budget permits. Because billions of dollars are involved, decisions will be handled with kid gloves. With taxpayers peering over the decision-makers' shoulders, there's no room for mistakes.

Few of the decision-makers are experts on construction. Each welcomes sound advice--and that's exactly what they get in Issue 3 of BUILDING YOUR SCHOOL:

On page 2, a reminder of the field effort U.S.G. is making to promote sound control.

Next, how two U.S.G. products trim construction costs, yet add quality and beauty.

Then, how AUDICOTE acoustical plaster conquers college-level noise.

Too, how to select and work most effectively with the architect (5th in a series).

Last, but not least, how a new U.S.G. product, AURAGLO, combines light and sound control in a new ceiling system that's ideal for schools.

Finally, while we're on the subject of that 9-square-mile school, BUILDING YOUR SCHOOL carries its sales-provoking punch on 713,380 square feet of paper each year, enough to cover 33,000 decision-makers and wrap them neatly in preparation for your next sales call.

M. P. Reed
Manager, Creative Services

BB011 0928

SCOOP DEPT. 126 CREATIVE SERVICES

DEPT. 132 BUSINESS SERVICES a/p

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