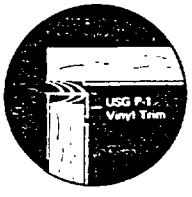
PLAINTIFF'S EXHIBIT

USG-1932

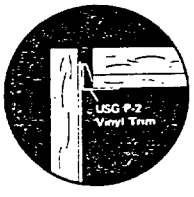
TODAY'S NEW WAYS WITH PLASTER

How big is the backlog behind the next building boom? The government has set its sights on 26 million new housing units by 1978, but this figure hardly reflects the gleam of new money in circulation by that time. Average U.S. income rose 29% from 1959 to 1967 (from $5,000 to $8,000), even after adjusting for price increases, and the Census Bureau reveals that nearly 8 million families escaped the sub-$5,000 income basement. Presumably, this trend is continuing to add at least a million families a year to the logjam of potential home buyers whose dammed-up dollars await lower interest rates.



New products trim building costs

IMPERIAL* Veneer plaster partitions are considered basic to speed and cost control in housing. And U.S.G. has new vinyl trims that make partitions as safe, sealed and soundproof as any wall. New P-1 vinyl trim is an ingenious finned channel that fits over partition edges which abut ceilings, outer walls and jambs. P-1 conceals relief joints, seals out air and moisture, and blocks sound transmission--gives a flexible, permanent seal that's effective without caulking, and a neat trim edge that can be "painted" into the wall or left white. Perimeter relief is necessary for radiant heat ceilings. New U.S.G. P-2 Vinyl Trim is recommended to conceal the continuous relief joint between IMPERIAL plaster partitions and RED TOP* Radiant Heat Plaster ceilings. P-2 is designed for simple friction-fit.
It can be cut or mitered with knife or razor blade. This trim hides $\frac{1}{8}$" to $\frac{1}{4}$" control joints. It can also be used with drywall wherever a casing bead or stop would be used to conceal a continuous, clean joint.



New veneer textures speed the French Quarter to Ohio

A Cleveland developer recreated the character of New Orleans' famous French Quarter for a suburban shopping center by using the IMPERIAL plastering system. He brought the character of the Vieux Carré (that's New Orleans talk for French Quarter) to the shopping center with new textured treatments of IMPERIAL. With the IMPERIAL plaster system, work was completed much sooner than with other interior finishing methods. Mornings, $\frac{1}{2}$" IMPERIAL Plaster Base was hung on wooden studs. Afternoons, IMPERIAL Basecoat Plaster was applied. Evenings, finishing touches were added with STRUCTO-GAUGE* Plaster and lime putty—employing different finish textures for each of the shops and offices in the center. In office areas where superior sound isolation was desired, U.S.G.'s RC-1 Resilient Channels and THERMAFIBER* Sound Attenuation Blankets were used with the IMPERIAL plaster system.

New veneer sample books best-sellers for you!

Coming soon: actual veneer samples on plaster base in easy-to-carry book form. Handy 4$\frac{1}{2}$" x 7" samples of IMPERIAL Veneer Plaster, O.K.* Concrete Basecoat and Finish Plaster, RED TOP Radiant Heat Plaster, and DIAMOND* Finish Plaster. You get an entire library of samples of U.S.G.'s best-selling veneers to give you a great new way to dramatize your sales story about the widest line of hardest-working veneers in the industry. Ask your U.S.G. representative to reserve a copy for you, or write us at 101 S. Wacker Dr., Dept. WC-05, Chicago, Ill. 60606.

*Reg U.S. Pat Off.

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