

PLAINTIFF'S EXHIBIT

USG-1640



FAMOUS TRADE MARKS

that help you sell

Yes, registered trade marks that appear right on the products help your customers *identify* ROCKLATH gypsum lath ... SHEETROCK wallboard ... PERF-A-TAPE joint system.

These famous brand names assure your customers they're getting the U.S.G. quality products they call for. For only these products, *developed and manufactured exclusively by U.S.G.*, can be made, advertised, represented, or sold as ROCKLATH ... SHEETROCK ... PERF-A-TAPE.

Point out these marks of the genuine when you sell these nationally advertised brands of lath, wallboard, and joint reinforcement.



Look for this emblem, too—it signifies

UNITED STATES GYPSUM

The Greatest Name in Building

