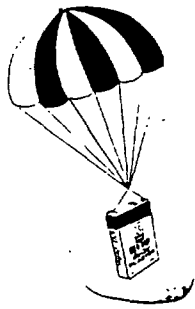


PLASTERING MATERIALS



DOWN
COME
PLASTER
WALL COSTS
TO THE
LOWEST
EVER!

NEW RED TOP* ONE-COAT

For the selling plus of plaster-wall homes
at the low cost you've wanted!

HISTORICAL FILE

Trade-Mark Protection

Received.....

DO NOT DESTROY

PLAINTIFF'S EXHIBIT

USG-742



ONE-DAY FINISHING!

The first coat is the finish coat. Because one coat does it, the job's finished in one day. And new RED TOP ONE-COAT high-speed plaster sets in 1½ hours. The time and labor you used to expend for three coats on one house now finishes *three* houses!



NEXT-DAY DECORATING!

Just one day drying time cuts weeks from your ordinary plastering schedule. Decorators start the next day, covering a 50% harder finish than conventional plaster. You deliver more plaster-wall homes in less time, at *less* financing cost.



MORE SALES 3 WAYS!

1—You offer true plaster quality *without* the usually higher cost. 2—You offer the wall *preferred* by experienced second- and third-time home buyers. 3—You sell more homes with a dynamic promotion for the all-plaster-wall home!

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

Be sure to ask for RED TOP ONE-COAT PLASTER

Get all the facts from your U.S.G. Representative, or write to Dept. AB-41, 101 South Wacker Drive, Chicago 6, Illinois.

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