advertising is salesmanship

PLAINTIFF'S EXHIBIT

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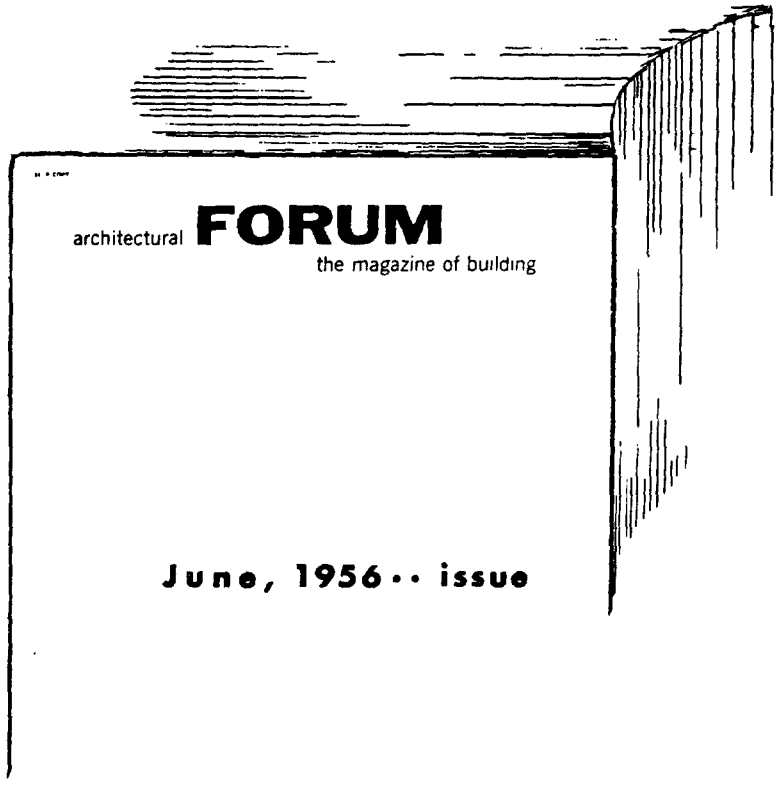
Miss Coreen Casper
Librarian
Dept. 195-L

JUNE 7, 1956

LOOK for our coming U.S.G. Ad on

ACOUSTONE*

MINERAL ACOUSTICAL TILE



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

United States Gypsum

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