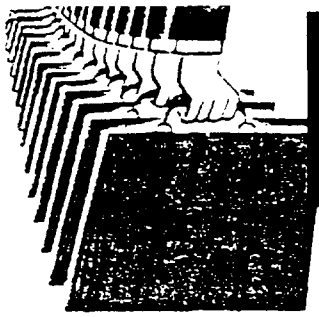
ADVERTISING IS SELLING — MULTIPLIED



PLAINTIFF'S EXHIBIT

USG-1787

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

March 1, 1961

To U.S.G. Management:

The show is on the road, and DRYWALL AGE is building the audience for every performance. U.S.G.'s new Mobile Theatre, now starting a year-long tour in behalf of our revolutionary drywall systems, is featured in the attached Issue 1.

So, as DRYWALL AGE hits the road, it will influence trade factors in much the same manner as the Mobile Theatre. Four magazine issues this year will reach 27,000 selected contractor and architect readers, showing them the superior products, systems and service that establish U.S.G.'s industry leadership.

Issue 1 sells in these ways:

..By case-history example: success story of a drywall contractor who specializes in custom residential work, uses the quality sales appeal of double-wall SHEETROCK to win jobs.

..By introducing new methods and products: explanation of new USG Drywall Ceiling and Wall Furring Systems, another in the New Perspectives series started last year.

..By direct promotion: back-page ad on the new USG Drywall Screw, Type W. Readers learn how to have "No More Nail Pops, No More Surface Damage, No More Loose Board."

This issue is only the first leg of the DRYWALL AGE selling tour of 1961. How much, and how well, will this magazine sell along the way?

Issue 4 of 1960 carried a back-page ad on PERF-A-TAPE Cement in the new metal pail. An increase in gallon sales of 40% over the previous year followed. Our Merchandising Department reports that with this promotion "new accounts have been opened and much interest stimulated. Salesmen have commented on the value of promotion of this nature which goes directly to the drywall contractor. They like it and want more."

Enough said?

M. P. Reed
Manager, Publications

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