

The advertisement features two large cans of United States Gypsum products. The can on the left is labeled "TAPE DUND" and "PSUM COMPANY". The can on the right is labeled "PERF-A COMPO" and "UNITED STATES GY". In the center, a shield-shaped graphic contains the text "the same results every time" in the upper half and "or our name isn't" in the lower half. At the bottom, the text "UNITED STATES GYPSUM" is prominently displayed, followed by "THE GREATEST NAME IN BUILDING" and "DESOUT-WACKER DRIVE, CHICAGO, ILLINOIS". A small vertical label on the right side of the bottom right corner reads "C1004 0649".

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