

Walls That Excel in Density and Firmness

Gypsum Plaster in red top bags makes strong, durable walls and ceilings, that successfully withstand the wear and tear of occupancy. This is due to the purity of the gypsum rock used, and the perfected manufacturing process that brings out the full cementing strength.

This plaster excels every other in density and firmness. Its permanence results in practically no upkeep cost, decorations last longer, and repairs are minimized.

The use of this plaster means mutual satisfaction to contractor, owner and architect.

Establishes the Reputation of the Plasterer for Quality Work

Plasterers find that this superior plaster establishes a reputation for satisfactory work. Walls of unusual hardness—uniform material—easy-working and far-spreading qualities—these all appeal to the plasterer with a reputation for quality work.

Plasterers long at the trade declare that the exceptional richness and "slip" of this plaster make it the best material ever used under their trowel and darby.

Look for the red top bag

If it isn't a red top bag, it isn't the best plaster you can buy

The red top on a bag of plaster is your protection—look for it.

It means the best plaster obtainable anywhere at any price.

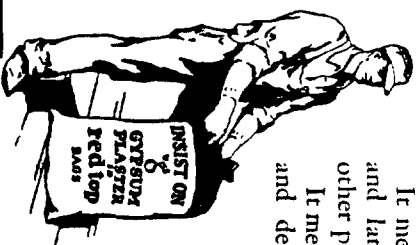
It means the easiest working plaster any mechanic ever handled.

It means a greater yardage and larger output than any other plaster.

It means absolutely uniform and dependable plaster prepared for your locality.

It means hard, strong walls that withstand severest wear and tear.

Insist on the red top bag—it is your protection.



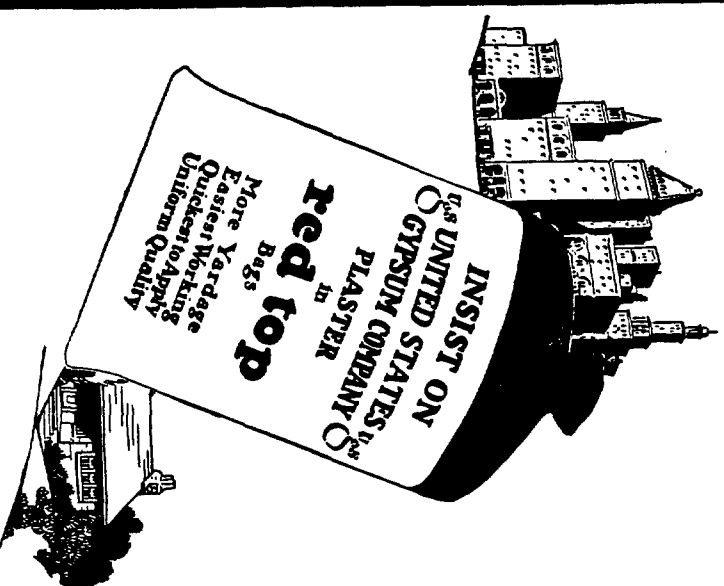
PLAINTIFF'S EXHIBIT

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For Big Jobs and Small



A Distinctive Plaster in A Distinctive Package

Easier Working—Greater Yardage—Uniform Results

THE use of Gypsum Plaster in red top bags is true economy. It is quicker and easier to apply. It covers a greater yardage of wall surface.

It gives greatest value for the money.

The red top on a bag of this plaster indicates the utmost in plaster economy and the highest type of manufacturing processes.

A Wonderful "Slip"

This better plaster has a remarkable richness and "slip," which pleases the man on the job.

It works easier at the mortar box. It goes on so much quicker and spreads so much farther that the plasterer does a better day's work, with less labor.

Plasterers who have used it say it is the best plaster they have used in all their experience.



The red top on the bag of U S G Plaster means positive assurance that the material contained in the bag is the best



Particular plasterers and contractors insist on the red top—it safeguards their work

More Yardage

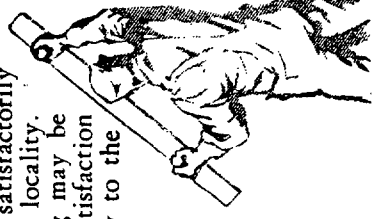
This plaster gives a surprisingly greater spread. Bag for bag it covers more yards of wall than any other. Contractors, builders, and owners alike comment on the greater coverage per ton from this plaster.

Uniformity Certain

The uniformity of Gypsum Plaster in red top bags is assured by the expert supervision of men who have spent years in producing high-grade plaster. Every process, from selecting the raw material to loading the finished product, is constantly under the most careful inspection.

Made for Your Locality

Every bag of this plaster is double tested at the mill, and then tested a third time to make sure that it will work satisfactorily with the sand used in your locality. The uniformity of every bag may be depended on, which means satisfaction to the plasterer and economy to the builder.



UNITED STATES GYPSUM COMPANY

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