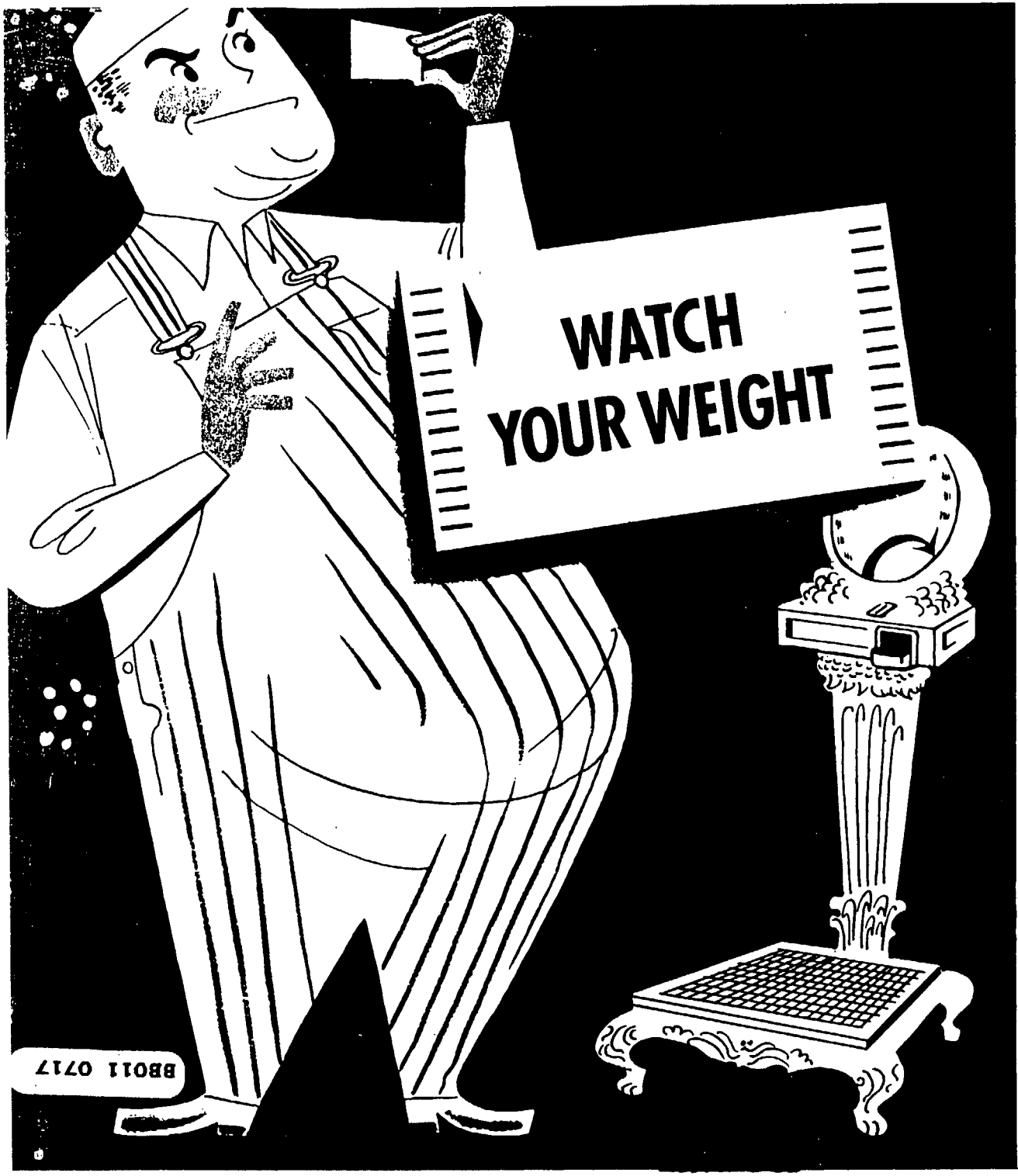


PLAINTIFF'S EXHIBIT

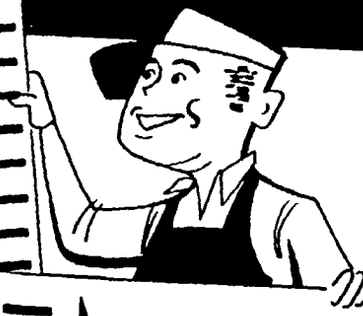
USG-743

HERE'S GOOD FORTUNE... for you, because perlited gypsum basecoat plaster brings you these *EXTRA* benefits



LIGHTER WEIGHT

52% lighter on the wall than sanded plaster, STRUCTO-LITE puts less load on framing members, less weight on hawk and trowel.



MILL MIX CONTROLLED

Exact amounts of properly graded aggregate and plaster are carefully mixed at the mill to make sure every bag provides uniformly strong walls.

STABILIZED SET

BBO11 0713

MORE FIRE-RESISTANT

Remarkable for its great fire resistance, STRUCTO-LITE is doubly safe because, in many constructions, it holds back flames about twice as long as sanded plaster.





lighter weight for Heavier Profits

BBO11 0719

BETTER WALLS AND CEILINGS WITH LESS TIME AND TROUBLE! STRUCTO-LITE is high-quality gypsum basecoat plaster, mill-mixed with the highest grade perlite aggregate. When mixed with water, it's ready to use. There are fewer materials to handle. And it goes up fast because of its light weight and great workability. STRUCTO-LITE sets uniformly, dries quickly, bonds securely. It's fireproof, and gives 2½ times more insulation than sanded plaster. Yes, STRUCTO-LITE can be your good fortune—try it on your next job.

P-31 Copyright 1950, United States Gypsum Co.

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

TRUCTO-LITE

ixed perlited basecoat plaster for



plaster
..to be sure!

GHT!"

VEIGHT GATE "V" s. — 3 cu. ft.	STRUCTO-LITE
15 lbs.	14 lbs.
26 lbs.	20 lbs.
300 p.s.i.	650 p.s.i.

ds per square yard at 7/16" thickness.



BB011 0721

nited States Gypsum

For Building • For Industry

sum · Lime · Steel · Insulation · Roofing · Paint

this modern, mill-
BB011 0722



YOUR GOOD FOR...

"LIGHTER WE...

Compare

	SANDED PLASTER 1-3 MIX	LIG... AC... 10...
WEIGHT—DRY MIX	38 lbs.	
WEIGHT—WET MIX	42 lbs.	
COMPRESSIVE STRENGTH (DRY)	750 p.s.i.	

Weights are number of

BBO11 0723

BB011 0724

"LIGHT MAKES RIGHT...

I always say!"



That's why I thought you'd like to hear about STRUCTO-LITE, newest member of U.S.G.'s RED TOP* line of fine plasters. It has less than half the weight of sanded plaster because it's mill-mixed with perlite aggregate. Yes, STRUCTO-LITE is the *right* plaster if you're looking for a way to build better walls and ceilings with less time and trouble. Sure, it's tried and tested, and I'd like to see *you* try this lightweight basecoat plaster . . . soon.

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

Red Topper

YOUR U.S.G. SALESMAN

United States Gypsum

For Building • For Industry

Gypsum · Lime · Steel · Insulation · Roofing · Paint