

The Lather

PLAINTIFF'S EXHIBIT

USG-1676



"HEARD THE LATEST? It's the terrific STRUCTO-LITE* story!"

Here's the low-down on mill-mixed STRUCTO-LITE perlited gypsum basecoat plaster. Let me tell it in a few words and *fast*...for STRUCTO-LITE is important news. Only water added on the job. Light-weight and easy-working under rod, darby and trowel. Faster application—half the weight, less effort. Uniform controlled suction—easier finishing. Quick drying—almost as fast as sanded plaster. Economical—compares in price with job-mixed, light-weight aggregates and plaster. Easy to estimate quantity needed. And... STRUCTO-LITE is *easy* to order—only one material to buy. So...*try it soon!*

By the way...architects, builders and even owners are talking about the wonderful plus-advantages of light-weight STRUCTO-LITE basecoat plaster. How it builds strong, hard walls with the least possible load on building framework. How fixed mill proportioning and mixing with top-grade perlite assures uniform set and uniform high strength. And they like the added fire resistance—a big improvement over sand. So talk up STRUCTO-LITE. Your customers will like it—and they'll like you for recommending it.

P.S. Mill-mixed STRUCTO-LITE is now available
coast to coast!

Red Topper

YOUR U. S. G. SALESMAN

*U. S. Pat. Off.



UNITED STATES GYPSUM

The Greatest Name in Building

