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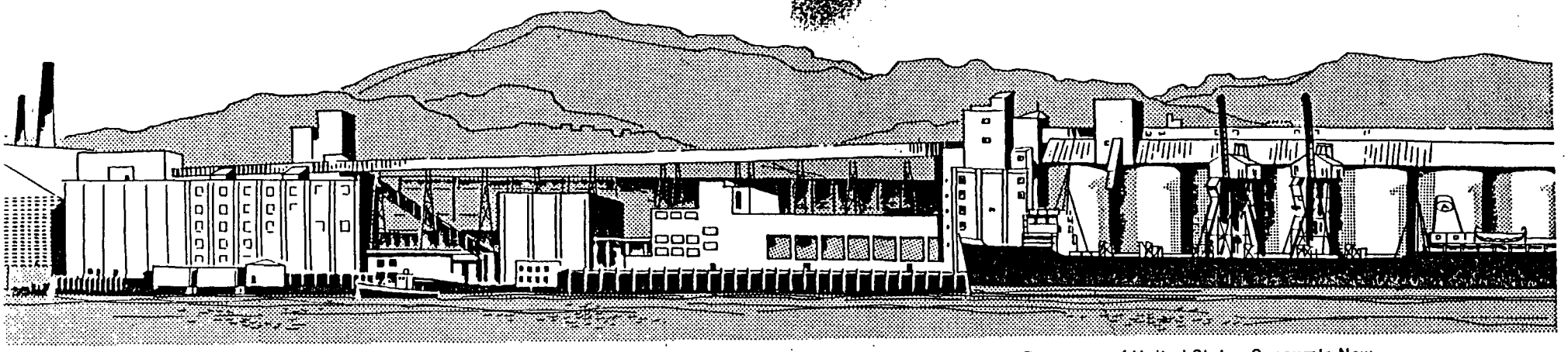

Panorama of United States Gypsum's New Brighton, Staten Island, N. Y. operation—a significant factor in the position that Staten Island enjoys as a leader in commerce and industry in Greater New York.



Look How Mr. King's Kettle Has Grown!

PLAINTIFF'S EXHIBIT
USG-1996

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It was on Staten Island, in the year 1834, that Jerome B. King began producing plaster from gypsum rock shipped in from Nova Scotia quarries. Mr. King "cooked" the gypsum rock in a kettle in his backyard, and then sold it throughout Staten Island and nearby communities.

From that humble start the United States Gypsum plant at New Brighton has grown. And today this huge, modern plant produces more quality gypsum and allied building products in a single minute than Mr. King could produce in an entire year. It stands as a symbol of the growing gypsum industry and the contribution U.S.G. has made to the industrial powerhouse of Greater New York.

Today, Staten Island can look back to Mr. King with pride, and to United States Gypsum and the future with confidence. New records of employment, greater production, and new improved products are helping to make U.S.G.'s Staten Island plant one of the world's greatest producers of building materials. Recognized for their quality are: SHEETROCK• Gypsum Wallboard, STRUCTO-LITE• Basecoat Plaster, RED TOP• Plaster, ROCKLATH• Plaster Base, USG• Sheathing, PYROBAR• Partition Tile, SABINITE• Acoustical Plaster, ORIENTAL• Stucco finishes and TEXOLITE• Paint products.

The United States Gypsum Company appreciates the loyalty and earnest efforts of all personnel that have contributed to its growth, and feels privileged to be a partner in the Staten Island Community.

•T. M. Reg. U.S. Pat. Off.



United States Gypsum

THE GREATEST NAME IN BUILDING