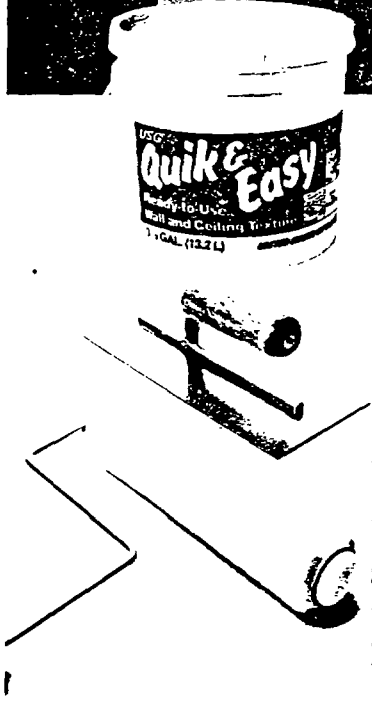
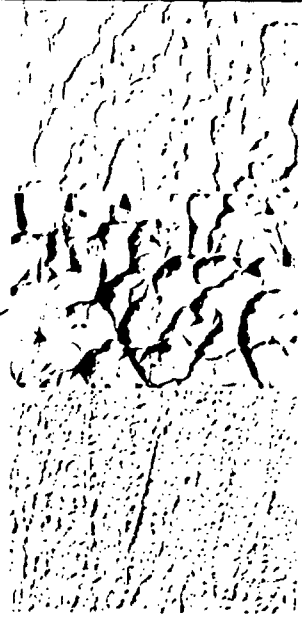
PLAINTIFF'S EXHIBIT

USG-711







Fixer-uppers are discovering that QUIK & EASY™ Texture is terrific for hiding cracks, bumps and bulges...while home decorators are having a ball creating textured walls and ceilings with it! It's a double selling opportunity for you!

QUIK & EASY Texture is truly new. It's lightweight and easy to handle...yet provides a thick, paintable cover with just one coat! You can use it right out of the 3½ gallon pail to build 3-D designs up to ⅜" thick. Even beginners can get great looking results: so good they'll keep coming back for more. And they'll need the same kind of accessories—that you usually sell with ordinary paint.

Attractive, attention-getting packaging generates impulse purchases. The point-of-purchase display shown here, plus a brochure and ad slicks are available to help you sell. To get started, see your U.S. Gypsum representative.
Or write to **U.S. Gypsum,** 101 S. Wacker Drive, Chicago, IL 60606-4385. Dept.

USG Home Improvement Products

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