

EX-11-1

color and much more pleasing in appearance than ordinary dark plaster walls.

Pyramid walls outlast other walls. Maximum strength and hardness are assured in Pyramid by the regulation of the gypsum content and the rigid tests which the material must pass to measure up to the U S G standard.

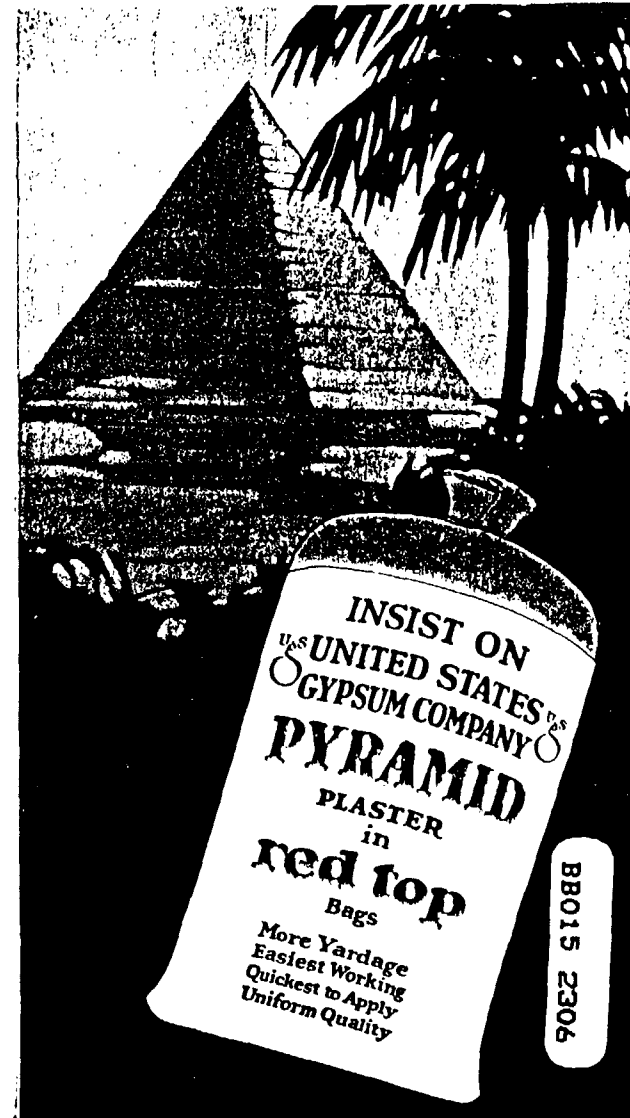
The United States Gypsum Company is the largest maker of wall plasters in the world. U S G Plaster is used in the finest buildings of the whole nation. This company recommends Pyramid Dark Plaster as a most satisfactory material for your work.

Insist on Pyramid Plaster and look for the Red Top bags on the job.

UNITED STATES GYPSUM COMPANY

205 W. Monroe Street 705 Brandeis Theatre Bldg.
CHICAGO, ILL. OMAHA, NEB.

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PLAINTIFF'S EXHIBIT
USG-1082

To Every Plasterer

Who Would Make the Job Easier

If you are looking for an easy-spreading plaster that will lighten your work and have just the right "feel" under the trowel, ask for Pyramid Dark Plaster in the Red Top bags. It's just what you have been looking for.

Pyramid Dark Plaster from the U S G gypsite beds has set an entirely new standard in easy working plaster. It is strong and uniform. It sets in just the right time. And it is easier working than any plaster you have ever used. That's the story in a nut shell.

Why make work harder than it needs to be when there is an easier way *that will do the job better?* Why go the long, hard way when there's a short-cut? Insist on Pyramid Plaster in the easily identified Red Top bags and find out how good a plaster can be.

To Every Contractor

Who Appreciates Economy

Economy in plaster means large coverage, easy application and dependability.

You know that dark plasters differ in the yardage they cover. That is due to the amount

of gypsum--the strength-giving substance--which the plaster contains. Pyramid Plaster in the Red Top bags *always* has a high gypsum content because of the regular formation of the Piedmont gypsite deposit which is used in its manufacture. All of the gypsite used is analyzed and must contain the full percentage of gypsum.

The remarkably easy application of Pyramid Plaster pleases the plasterers and assures maximum yardage.

All Pyramid Plaster is tested as a guarantee of dependability. The somewhat lighter color of the walls and their freedom from discoloration and other defects insures 100 per cent owner satisfaction.

When you order, insist on Pyramid Plaster in the Red Top bags.

To Every Owner

Who Would Derive Greatest Satisfaction from His Walls

If you would have the walls of your building smooth, good looking and permanent, look to the kind of plaster that is used.

Walls made of Pyramid Dark Plaster in the Red Top bags are uniform and free from discoloration. They are somewhat lighter in