PLAINTIFF'S EXHIBIT

USG-615

Ad No. 40-5808 R-8476
The Lather – July, 1958
Plasterer & Cement Mason – July, 1958
Plastering Industries – August, 1958
1 page – B&W (Bleed)

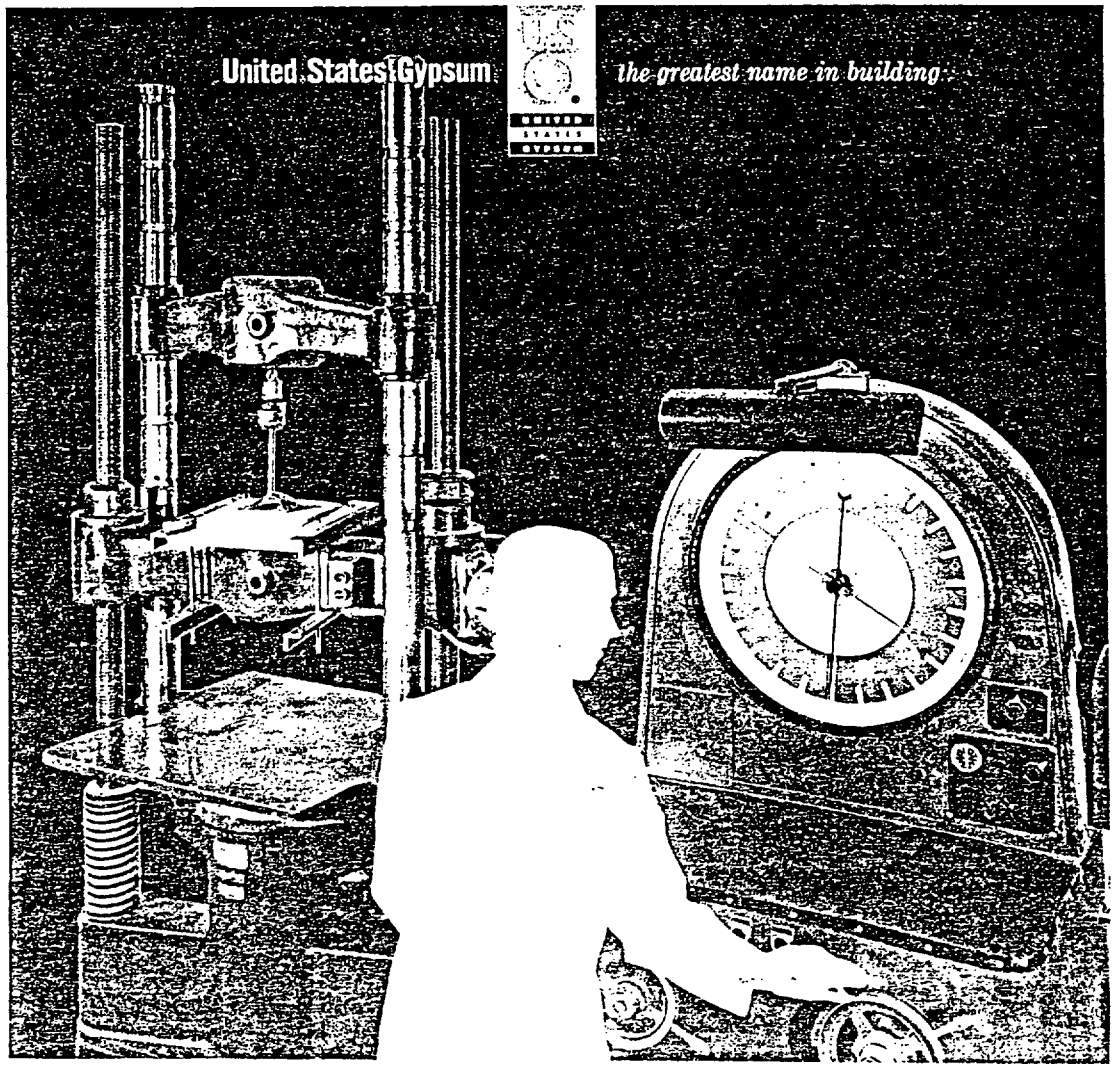
Ad No. 40-5808A R-8476
California Plasterer – July, 1958
1 page – B&W (Bleed)

You may never see him, but . . .

THIS U.S.G. MAN'S IDEAS ARE SWINGING MORE JOBS YOUR WAY

You may never see this skillful technician, who works behind the scenes at United States Gypsum's Research and Product Development Laboratories. But this man, and others like him, are responsible for dozens of new products and systems for the lath and plastering industry—ideas that are providing more and broader job and profit opportunities for you.

New partition systems, STRUCTO-LITE* Mill-mixed Perlited Plaster, basecoat and acoustical plasters for machine application are just a few of the notable developments that are attracting wide attention, holding down costs, and swinging more business your way. This *man you never see* is on the job right now . . . working to create more jobs for you. *T. M. Reg. U. S. Pat. Off.



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