

You start with a known quality.

High quality joint compounds from U.S.G. need little introduction to the building pros. And, it's as true now as it was fifty years ago. Today, new-technology U.S.G. joint compounds continue to dominate the market for some sound business reasons: Handy availability from coast to coast. First with a full line of non-asbestos products. Packaging leadership that includes efficient Lamcor cartons and new DURABOND® "tell-time" bags. Widest choice of hardening ranges. Superior bond. Minimum shrinkage. Crack resistance. And many more!

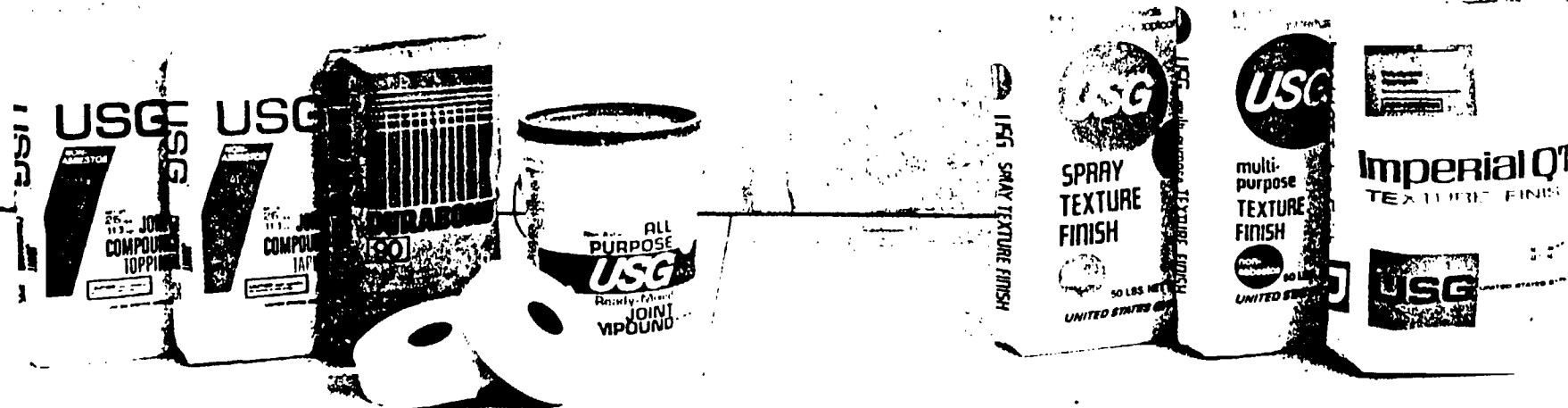
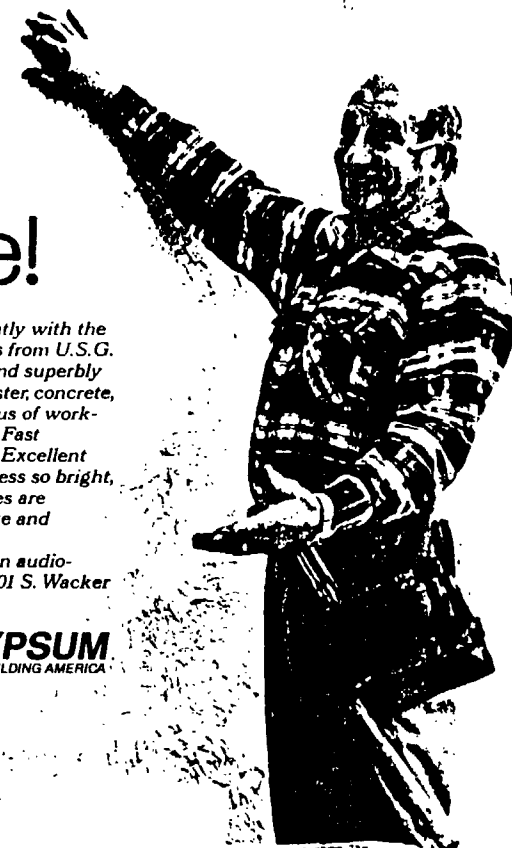
You'll find that everything you've come to count on in U.S.G. joint treatment...be it products or service...is yours with U.S.G. texture finishes, too. So keep your jobs all U.S.G. from top to bottom and you'll finish with a known quality.

Now finish with one!

Finish off your drywall projects elegantly with the extra profit dimension of spray textures from U.S.G. These fine powder texture finishes bond superbly to SHEETROCK® gypsum panels, plaster, concrete, even wood. They offer you a solid bonus of workability benefits, too. Easy pumpability. Fast application. More coverage per pound. Excellent hide. Minimum fallout. Ceiling whiteness so bright, it doesn't need painting. U.S.G. textures are asbestos-free, so they meet federal, state and municipal requirements.

■ Call your U.S.G. representative for an audio-visual presentation. Or write to us at 101 S. Wacker Dr., Chicago, Illinois 60606, Dept.

UNITED STATES GYPSUM
BUILDING AMERICA



Quality start!

Solid, custom-look drywall jobs start with quality joint treatment products—the kind U.S.G. has provided for over 50 years. With superb service to match. And the first rate leadership you've come to depend on for product development from the Building America company. Such as being first with a complete line of non asbestos products—first with money-saving LAMICOR® cartons—and first with the most versatile range of DURABOND® hardening products in "tell-time" bags. Follow through from start to finish with U.S.G. quality. It's the perfect complement to your fine skills.

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Profitable finish!

You know that great feeling you get when the job's finished in style, the customer's happy, and you've wrapped up a tidy profit using U.S.G. spray textures. You'll find each of these asbestos-free powder finishes bonds beautifully to SHEETROCK® Brand Gypsum Panels, plaster, concrete—yes, even wood! And, you'll further appreciate such popular U.S.G. benefits as easy pumpability, superb hide, more coverage per pound, extra whiteness and minimum fallout. • Call your U.S.G. Representative. Or write to us at 101 South Wacker Drive, Chicago, Illinois 60606, Department

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