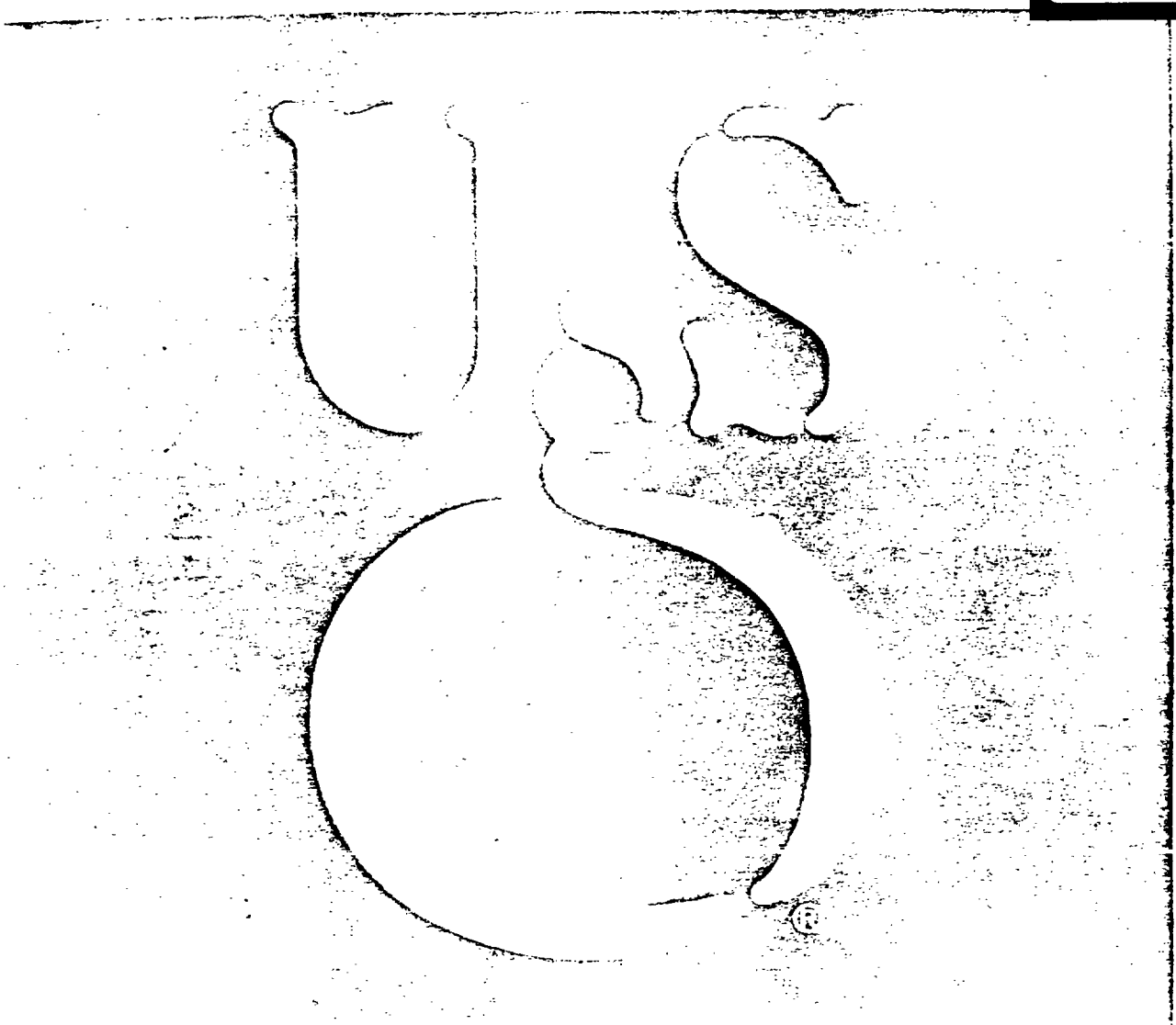
PLAINTIFF'S EXHIBIT

USG-1752



DATA BOOK

PLASTERING MATERIALS

UNITED STATES GYPSUM

IMPORTANT TRADE-MARK NOTICE

Trade-marks of the United States Gypsum Company are the buyer's guide to value.

Below is a list of trade-marks distinguishing particular products manufactured and distributed by the United States Gypsum Company. They are the exclusive property of this company and cannot lawfully be used in connection with the products of any other manufacturer.

Developed in modern research laboratories, thoroughly tested in the field, manufactured to conform to the highest standards of the building materials industry, products bearing the trade-mark of the United States Gypsum Company are ***uniformly excellent.***



USG Gypsum, Lime, Steel, Insulation, Roofing, and Paint
RED TOP Plaster and Finishes, Lime, and Insulation
ROCKLATH Gypsum Lath
BONDCRETE Plaster
STRUCTO-LITE Plaster
CHAMPION Gauging Plaster
STAR Gauging Plaster
IMPERIAL Finish Plaster
STRUCTO-GAUGE* Plaster
COVER-COAT* Plaster
SABINITE Acoustical Plaster
HI-LITE Acoustical Plaster
ORIENTAL Colored Plaster and Stucco Finishes
PYROBAR Gypsum Partition Tile

GRAND PRIZE Finishing Lime
IVORY Finishing Lime
MORTASEAL Masons Lime
SNOW DRIFT Hydrated Lime
COLOR-RITE* Metal Lath
THE STEEL HEART OF PLASTER Metal Lath
TRIPLE-VENT Basement Sash
TRUSSTEEL Truss Designed Studs
BRACE-TITE Attachment Clips
BRIDJOINT Attachment Clips
TEXOLITE Paint Products
DURAVAL* Rubberized Paint

*All but those trade-marks indicated by * are registered in the U. S. Patent Office.

R3-2, USG, Rev. 10/53



—but it takes more than building materials

Extensive as this catalog of building materials is, it does not indicate *all* that United States Gypsum offers you—to help you build your business. Other essential factors are:

U.S.G. RESEARCH

—developing modern materials and methods to encourage building and expand your market.

U.S.G. SERVICE

—to architects, builders and dealers—furthers the cause of more economical, more efficient building. It includes the work of more than 750 U.S.G. sales representatives.

U.S.G. PRODUCTION CAPACITY

—in 150 plants at 53 different plant sites—assures you a dependable source of supply.

U.S.G. PROMOTION

—the most extensive in the industry—helps keep your customers informed of what's new in building and decorating, sends them to you to buy . . .

YES, IT TAKES MORE THAN BUILDING MATERIALS TO BUILD A BUSINESS—AND OUR OBJECTIVE IS TO HELP YOU BUILD *YOUR* BUSINESS!

55 Sales Headquarters in these 44 Principal Cities to Serve You

Albany, N. Y.
Atlanta, Ga.
Baltimore, Md.
Birmingham, Ala.
Boston, Mass.
Buffalo, N. Y.
Charlotte, N. C.
Chicago, Ill.
Cincinnati, O.
Cleveland, O.
Dallas, Tex.
Denver, Colo.
Detroit, Mich.
Grand Rapids, Mich.
Harrisburg, Pa.
Houston, Tex.
Indianapolis, Ind.
Jacksonville, Fla.
Kansas City, Mo.
Los Angeles, Calif.
Milwaukee, Wis.
Minneapolis, Minn.
Montreal, Que.
Newark, N. J.
New Haven, Conn.
New York, N. Y.
Oakland, Calif.
Oklahoma City, Okla.
Omaha, Neb.
Philadelphia, Pa.
Phoenix, Ariz.
Pittsburgh, Pa.
Portland, Ore.
Providence, R. I.
Richmond, Va.
Sacramento, Calif.
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Salt Lake City, Utah
San Antonio, Tex.
San Francisco, Calif.
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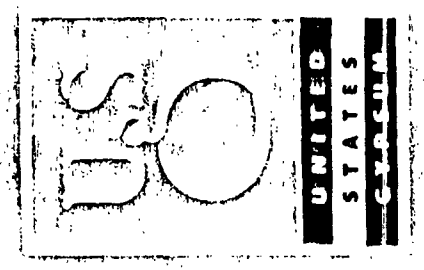
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